

# THE BIRKMAN METHOD

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## AREAS OF INTEREST

### ◆ Green

**Persuasive:** Influence or persuade;  
Sell, communicate, set goals and motivate;  
Social contacts and organizational interactions

#### GREEN/BLUE

**Social Services:** Helping people, supportive and service work or activities;  
Want to make a difference with others;  
Nurturing, counseling; working for someone else's benefit

### ◆ Blue

**Musical:** Appreciation of or interest in music;  
Occasionally, a need for harmony, balance, and flow in projects and life

**Artistic:** Appreciation of things that are aesthetically pleasing; innovative or creative;  
Observation of the environment and surroundings;  
Innovation, Creativity, Original way of doing things and solving problems

**Literary:** Strong interest in words and language; appreciation for abstract ideas;  
Appreciation of or interest in writing, program development, communication;  
Intellectual curiosity about people and life, "intellectual voyeurism";  
Reading of all types of books, including biographies and history

#### RED/ BLUE

**Scientific:** Intellectual curiosity about how and why things work;  
Interest in technology, medical, health services;  
Interest in investigations

**Outdoor:** Beauty in the natural world;  
Need to be outdoors;  
Working outdoors in a "hands on" world;  
Interest in environmental concerns

### ◆ Red

**Mechanical:** Eye-hand coordination;  
Taking things apart and putting them together;  
Involvement in a broad range of technical responsibilities

### ◆ YELLOW:

**Numerical:** Preference for numbers;  
Interest in and enjoyment of using numbers analytically and factually

**Clerical:** Create and update processes, systems and procedures  
Organizing, tracking and administering processes, systems and procedures