

This Report Prepared For

JOHN PUBLIC

Birkman International

THE BIRKMAN CAREER MANAGEMENTSM REPORT

07-23-2001

Career Management

For Optimal Job Placement

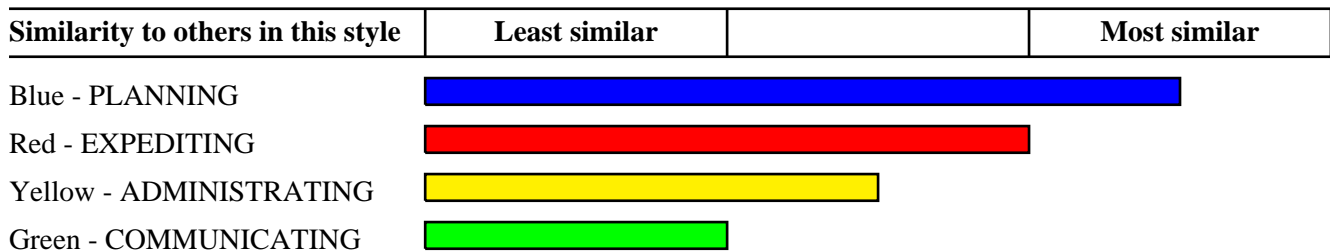
Career profiles provide a unique, special context for making informed career decisions. Several levels of analysis provide quick insight into preferred areas of involvement. Fifty-seven scales are combined and synthesized and then reduced to one score for easy career assessment. General to specific scaling of the individual's similar responses are matched with similarities of others who seek, persist and enjoy those particular careers.

The Career Management Report includes:

- 1) **General Groups**
- 2) **Job Families/Job Titles**
- 3) **Career Narrative**
- 4) **Ideal Work Environment**

General Groups offers a unique overall framework for considering which responsibilities motivate the individual or have the least interest.

Example:



Job Families/Job Titles select, identify and confirm strengths, and highlight the unique way the individual pursues talents, strong preferences, known and unknown. Occupational effectiveness is determined by how closely responses match the profile of a large sampling of employees in twenty job families. Special management scores (**purple**) are added to the four primary colors. Sample job titles are provided for each job family, with a direct link to the **U.S. Department of Labor's on-line Occupational Outlook Handbook for most titles**

The **Career Narrative** presents a descriptive summary of the information displayed in the General Groups and Job Families/Job Titles Reports. This summary identifies the respondent's **career orientation, management style and job strengths**.

The **Ideal Work Environment** combines multiple scores to indicate the best career atmosphere for work motivation and personal fulfillment.

Although career decisions should also encompass experience, education and interviews, the Career Management Report provides significant information for aiding in career development and succession planning.

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GENERAL GROUPS

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The Career Management Report: General Groups offers a unique overall framework for making informed career decisions.

GENERAL GROUPS

Similarity to others in this job	Least similar	Most similar
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Red - EXPEDITING
Blue - PLANNING
Yellow - ADMINISTRATING
Green - COMMUNICATING



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JOB FAMILIES/JOB TITLES

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The Career Management Report: Job Families/Job Titles aligns the respondent with the most highly motivating career matches and indicates caution on areas of least similarity.

JOB FAMILIES / JOB TITLES

Similarity to others in this job	◀ Least Similar	Most Similar ▶ This family includes (but is not limited to) the following jobs:
Knowledge Specialist		Public School Counselors Psychologists Career Counselors Employee Relations Professionals College Professors Ministers/Priest/Clergy Ministry Managers Physicians Lawyers/Litigation Specialties Nursing Managers
Legal		Lawyers/Litigation Specialties Lawyers/Business Specialties
Petrochemical		Oil Field Operations Oil Field Drilling Work Chemical Plant Maintenance Chemical Plant Operators Chemical Plant Technicians
Crafts/Technical		Semi-Skilled Construction Semi-Skilled Operations Semi-Skilled Manufacturing Maintenance Work, Operations Electricians Carpenters Machinists Manufacturing Foremen Heavy Equipment Operators Service Work Operations Stationary Engineers Mechanics Utility Field Work Electronics Technicians Drafting Printing Quality Assurance Safety Technicians Technical Trainers
General Administrative		Receptionists General Office Clerk Communications Clerk Secretaries Administrative Assistants







[More information about US-based jobs listed on this page](#)

[Compensation information about US-based jobs listed on this page](#)



The Career Management Report: Job Families/Job Titles aligns the respondent with the most highly motivating career matches and indicates caution on areas of least similarity.

JOB FAMILIES / JOB TITLES

Similarity to others in this job	◀ Least Similar	Most Similar ▶	This family includes (but is not limited to) the following jobs:
Artistic Careers			Visual Arts Literary/Editorial Positions Performing Artist/Acting Architecture Art Sales Travel Agents
Enforcement/Security			Enlisted Military Firefighters & Paramedics Police
Numerical Administrative			Data Entry Clerks Bookkeepers Accounting/Billing Customer Service
Science			Environmentalists Environmental Specialists Biologists Geologists Chemists Physicists Nuclear Scientists
Medical Professions			Nutritionists Pharmacists Nurses (1) Nurses (2) Public Health Administrators Clinical Scientists Physicians
Engineering/Technology (continued next page)			Medical Technicians Medical Equipment Technicians Computer Operators User Assistance Computer Programmers Computer Systems Analysts Computer Systems Engineers Technical Trainers Geophysicists Petroleum Engineers (1) Petroleum Engineers (2) Oil & Gas Production Engineers Civil Engineers






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The Career Management Report: Job Families/Job Titles aligns the respondent with the most highly motivating career matches and indicates caution on areas of least similarity.

JOB FAMILIES / JOB TITLES

Similarity to others in this job	◀ Least Similar	Most Similar ▶	This family includes (but is not limited to) the following jobs:
Engineering/Technology (continued)			Electrical Engineers Chemical Engineers Mechanical Engineers Industrial Engineers Research Engineers Agriculture (1) Agriculture (2)
Administrative Professionals			Benefits Administration Internal Auditors Credit Administration
Social Service/Counseling			Ministers/Priest/Clergy Theologists Therapists/Counselors Social Workers Sociologists Psychologists
Employee Relations/Training			Career Counselors Employee Assistance Positions Organizational Development Prof. HR Training Employee Relations Professionals Customer Services Entertainment Marketing Marketing and Advertising Industrial Relations Public Relations Lobbying Legal Administrators Legal Assistants Consultants to Lawyers Personnel Professionals
Educational Careers			Public Primary School Teachers Religious School Teachers Public Secondary School Teachers College Professors Public School Counselors University Administrator (1) University Administrator (2)
Directive Management (continued next page)			Operations Managers

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JOB FAMILIES/JOB TITLES

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The Career Management Report: Job Families/Job Titles aligns the respondent with the most highly motivating career matches and indicates caution on areas of least similarity.

JOB FAMILIES / JOB TITLES

Similarity to others in this job	◀ Least Similar	Most Similar ▶	This family includes (but is not limited to) the following jobs:
Directive Management (continued)			Manufacturing Managers Construction Managers Petrochemical Plant Managers Telecommunications Managers Utility Company Managers Military Officers Police Department Managers Grocery Store Managers Information Center Managers
Banking & Finance			Banking Operations Bank Tellers Financial Analysts Loan Officers Bank Financial Officers
Direct Tangible Sales			Clothing/Jewelry/Cosmetic Sales Merchandise Sales Retail Sales Appliance Sales Furniture Sales Auto Sales
Direct Intangible Sales			Casualty Insurance Sales Life Insurance Sales Health Insurance Sales Real Estate Sales Telecommunications Sales
Consultative Intangible Sales			Stocks and Bonds Sales Medical Services Sales Bank Marketing
Accounting			General Accounting Tax Accounting General Auditing Controllers
Consultative Tangible Sales			Sales Engineers Oil and Gas Sales Pharmaceutical Sales Medical Equipment Sales Software Sales Purchasing Agent/Buyer

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JOB FAMILIES/JOB TITLES

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The Career Management Report: Job Families/Job Titles aligns the respondent with the most highly motivating career matches and indicates caution on areas of least similarity.

JOB FAMILIES / JOB TITLES

Similarity to others in this job	◀ Least Similar	Most Similar ▶	This family includes (but is not limited to) the following jobs:
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Delegative Management



[Property Managers](#)
[Hotel, Club & Restaurant Managers \(1\)](#)
[Hotel, Club & Restaurant Managers \(2\)](#)
[Tangible Sales Managers](#)
[Intangible Sales Managers](#)
[Insurance Sales Managers](#)
[Bank Managers](#)
[Controllers](#)
[Public School Administrators](#)
[Nursing Home Administrators](#)

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CAREER NARRATIVE

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The Career Management Report: Career Narrative is a summary of the individual's responses that most closely relate to the responses of others in that particular field.

CAREER ORIENTATION

Task oriented. Utilizes direct communication. Prefers direct action, solving practical problems. Oriented toward tangible, visible and measurable results.

MANAGEMENT STYLES

Prefers to contribute and lead by utilizing personal expertise and knowledge for problem solving. Leading by example.

JOB STRENGTHS

(GREEN)

* various protective and advisory functions ranging from corporate to litigational specialties

(RED)

* various phases of operations and maintenance industries

* skilled and semi-skilled tasks in construction/ manufacturing/ engineering industries

(YELLOW)

* general procedural, record-keeping duties following carefully defined office systems and procedures

(BLUE)

* artistic expressions involving abstract, innovative, intuitive, imaginative thinking



The Career Management Report: Ideal Work Environment combines multiple scores to indicate most favorable conditions for work motivation and personal fulfillment.

Your Ideal Work Environment

RED

--Expediters--



Job Activities Preferred

- implementing
- seeing a finished product
- solving practical problems
- working through people
- organizing

Style

- friendly
- decisive and energetic
- frank
- logical

Support Preferred

- group interaction
- clear-cut situations
- plenty to do
- logic, directness

When Not Aligned

- prefer not having to give emotional support
- become impatient
- stay "busy" for the sake of it
- dismiss others' feelings

BLUE

--Planners--



Job Activities Preferred

- planning
- dealing with abstraction
- thinking of new approaches
- innovating
- working with ideas

Style

- insightful
- selectively sociable
- thoughtful
- reflective
- optimistic

Support Preferred

- individual support
- expression of feelings
- time for reflection
- time for difficult decisions

When Not Aligned

- ignore social convention
- become indecisive
- find it hard to act
- see the worst possibilities

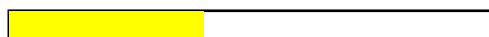


The Career Management Report: Ideal Work Environment combines multiple scores to indicate most favorable conditions for work motivation and personal fulfillment.

Your Ideal Work Environment

YELLOW

--Administrators--



Job Activities Preferred

- scheduling
- doing detailed work
- keeping close contact
- working with numbers
- working with systems

Style

- orderly
- concentrative
- cautious
- insistent

Support Preferred

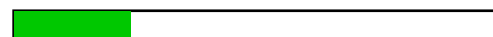
- an organized approach
- concentration on tasks
- environment of trust
- consistency

When Not Aligned

- become over-insistent on policies, rules
- resist necessary change
- reluctant to confront others
- may be taken in

GREEN

--Communicators--



Job Activities Preferred

- selling and promoting
- persuading
- motivating people
- counseling or teaching
- working with people

Style

- competitive
- assertive
- flexible
- enthusiastic about new things

Support Preferred

- competition
- self assertion
- flexibility
- novelty and variety

When Not Aligned

- easily distracted
- distrust others
- become domineering
- fail to follow the plan

