Product Comparison: Team Selection

Knowing which tool to use, and when, is a part of any craft. Understanding which version of the Birkman Method® to use in a specific team selection situation is no different.

In this document we are going to look at five possible Birkman-powered answers for Team Selection, and when to use each of them. *(See page 2 for visuals.)*

Birkman Signature: This is the gold standard in Selection, when you need to know **how** each person will interact with others, and the specific **perspectives** which they will bring to the table. Signature allows you to look at specific areas such as decision making, and check the balance of the proposed team between, say, speed into action versus depth of processing. This makes Signature the optimal solution for team selection when the stakes (success or failure) are significant.

Add **DeepView™** to Signature to get a customised set of views, focusing on what specifically matters to this team and situation.

What about when you are simply trying to work out who to pick for a particular team; the fate of the company is not riding on this, but success is still important and - critically - the ongoing engagement and retention of the employees **is** a critical success metric? You have three options.

Snapshot+™ is the simplest one. You just get the data you need to identify who is going to be motivated by the assignment, plus an overview of how each will behave and communicate. Viewing this data for the group will ensure you are still getting diversity of perspective and thought. If you are actually hiring rather than selecting a team from existing employees, you also have the option not to give reports to unsuccessful applicants; although best practice is generally still to do so (you are giving them something of value to help them with their job search). Ask us for advice.

expresso™ is the best option when you are not only trying to select the right people for the team, but also want to **equip** them to work together more effectively. You can still perform all the same analysis of individuals and the team as a whole (and with a larger set of career data than in Snapshot+); but expresso comes with self-guided learning and development content baked in, for use either as individuals or for team learning. Note: expresso is not suitable for recruitment situations where you do not want candidates to see their results.

What about if the assignment is about hiring interns or current students for a placement? By definition, these are people who don't have any significant workplace experience yet - but you still want to get the people who will flourish, and have the potential to become valuable future team members. **hoozyu®** is your best choice. Plug and play identical dataset to expresso, but with content specifically tailored to those still finding their way. Particularly if you are working with one or more educational institutions, you can fund hoozyu to be delivered in the context of the Insititution's programmes, provided that it is clearly communicated beforehand that this will form part of your selection criteria for entering the intern cohort or placement programme.

And once again, adding **DeepView** to Snapshot+, expresso or hoozyu allows you to get those custom views of the data that matters to you.

On the following page you'll find some visual samples of each of the products mentioned. To find out more visit elaura.com or contact us at corporate@elaura.com

Signature Sample

ADVANCED SUMMARY
SAMPLE NAME
A Birkman Certified Professional should review these results with you

BIRKMAN MAP
Extrovert
Task — People
Introvert

BIRKMAN INTERESTS
- Artistic 97%
- Social Service 89%
- Outdoor 87%
- Technical 86%
- Scientific 71%
- Literary 29%
- Musical 21%
- Administrative 11%
- Numerical 5%
- Persuasive 3%

BIRKMAN COMPONENTS

Component	U	N	S
Social Energy	84	51	51
Physical Energy	76	20	20
Emotional Energy	37	82	82
Self-Consciousness	9	62	62
Assertiveness	51	51	51
Insistence	55	7	7
Incentives	25	79	79
Restlessness	52	34	75
Thought	62	62	62

ORGANIZATIONAL(TASK) FOCUS
- Admin/Fiscal 17
- Sales/Marketing 19
- Design/Strategy 34
- Operations/Technology 49

WORK STYLES
- Knowledge Specialist 10
- Directive Management 6
- Delegative Management 1
- Work Motivation 6
- Self Development 10
- Corporate Adaptability 5
- Social Adaptability 5
- Social Responsibility 7
- Public Contact/Detail 2/9
- Global/Linear 5/6
- Conceptual/Concrete 2/9

PERSPECTIVES
Image Management 78

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DeepView Sample

ELAURA DEEPVIEW

ct103 Sales Engineers
1 — 99

Problem-Solving, Customer Engagement and Sales Engineering Match

(Scatter plot: Problem-Solving vs Customer Engagement)

expresso Sample

expresso

Summary Report for John Public (BX6396)

Your Grid

✱ **Interest** *(What you want to achieve in life)*
Green: You like engaging enthusiastically with people. A good day is one where you have sold someone on a better way of doing things.

◆ **Usual** *(What you expect of yourself)*
Green: You probably take a pretty people focussed approach to things; you expect yourself to take account of how people are doing, not just whether the task is getting done. Some people may wish you were a little less subjective on occasion.

● **Need** *(What you expect of others around you)*
Yellow: You need a consistent environment where you know what to expect and to be allowed to focus without interruption. Your expectation is that everyone should be on a level playing field; you definitely don't want some people to get more favourable treatment than others.

■ **Stress** *(Your unconscious, counterproductive reactions when your needs are not met)*
Yellow: You may become passively resistant to necessary change; get into 'fights to the end of the universe' over trivial issues when too many surprises have been sprung on you; and become naively unrealistic about the political realities of situations.

Your Interests
- Social Service (82)
- Persuasive (76)
- Numerical (74)
- Mechanical (66)
↑ Activities above this line will motivate you strongly
↓ Neutral zone, but do more of the higher scores here
- Artistic (62)
- Musical (44)
- Clerical (42)
- Scientific (37)
- Outdoor (35)
↑ Neutral zone, but do less of the lower scores here
↓ Activities below this line can drain your batteries
- Literary (24)

Your Focus
Blue – Creative, Design and Strategic Tasks

You are most satisfied by the opportunity to innovate and create new things, especially if that means thinking strategically, working outside the box, and implementing elegant designs. Knowing that you have solved an old problem in a new way or described a compelling vision of a better future is likely to give you a buzz.

Top 5 of 22 Career Families
- Construction & Extraction (82)
- Management (81)
- Community & Social Services (80)
- Installation, Maintenance, & Repair (77)
- Production (71)

Top 20 of 209 Career Titles
- Biological & Agricultural Technicians (98)
- General & Operations Managers (94)
- Electricians (93)
- Public Relations & Communication Managers (93)
- Property Managers (91)
- Freight, Stock, & Material Handlers (91)
- Supervisors Of Housekeeping, Janitors, & Groundskeepers (91)
- Assemblers, Fitters, Finishers, & Calibrators (89)
- Food Service Managers (89)
- Medical & Health Services Managers (88)
- Power, Gas, Chemical, & Waste Plant/System Operators (88)
- Computer & Information Systems Managers (87)
- Engineering Managers (86)
- Printing/Prepress Operators & Bindery Workers (86)
- Transportation Mechanics & Technicians (85)
- Supervisors Of Office & Administrative Support Workers (84)
- Electrical & Electronics Repairers (84)
- Education Administrators (Postsecondary) (84)
- Child Care Workers & Home/Personal Care Aides (84)
- Employment, Recruitment, & Placement Specialists (84)

Here's some visuals to help you picture what you get with each of these products:

- **Signature sample:** Advanced Summary page which covers all the data available as part of Signature, except Career Families.
- **DeepView sample:** an example of one of the many forms of output available.
- **Snapshot+ sample:** 3 pages of the Snapshot+ report.
- **expresso sample:** printable Summary Report available from the platform (for hoozyu also)

Snapshot+ Sample

ELAURA — Sample Data GXXXXX

Your Interests Report

Key	Interest Descriptor when High	
Scientific	Scientific - uncovering the facts. You want to get to the bottom of things, so superficial answers frustrate; when you ask 'why', you aren't challenging authority, you are trying to understand. Outside of work: anything that requires going deep and asking questions; research; sciences.	94
Social Service	Social Service - making things better for people. Knowing that you have made a difference to others is what keeps you energised, even when that is just listening. Outside of work: volunteering, helping, visiting, supporting a cause.	92
Musical	Musical - working with - or being in control of - sound. Resty environments are difficult to deal with. Also: sensitivity to group harmony; spotting patterns in data; and 'performing'. Outside of work: playlists for every occasion and mood; performing, choir, acting.	80
Technical	Technical - getting directly involved using tools and technology. Taking practical, hands-on action. Just do it. Something stops working? Pop open the cover and poke around. Outside of work: DIY, fixing everything, cars, bikes, making things, giving practical help.	79
Outdoor	Outdoor - getting outside. All things being equal, an outdoor job is better than being desk-bound; failing that, a job that lets you get out of the office on a regular basis is best. Outside of work: getting outside, away from the built environment; gardening, walking, outdoor pursuits.	54
Artistic	Artistic - working with the visual impact of things. If it doesn't look right, it isn't right. Form drives function. You may find it difficult to live with 'close enough' when it comes to the way things look. Outside of work: photography, art, galleries, theatre - anything visually stimulating.	46
Numerical	Numerical - putting data in context. Working intensively with numbers - in spreadsheets etc. - is energising. Numbers tell stories and represent reality. Outside of work: investment portfolio, numbers games, scientific hobbies involving calculation & analysis.	35
Literary	Literary - working with words and ideas. Word selection is vital to accurate communication of complex, abstract ideas. Spelling, grammar and sentence structure are all important. Outside of work: reading, writing, poetry, word-games, languages.	29
Administrative	Administrative - putting things in order. Running systems and doing administrative or process tasks. Seeing order is satisfying, so chaos is an invitation to get involved. Outside of work: collecting & recording, systematising everyday life, administering clubs and societies.	20
Persuasive	Persuasive - making the 'sale'. You may or may not see yourself as a sales-person, but you probably use enthusiasm and interactive engagement to get things done. Outside of work: toastmaster, debating, doing anything with a (large) group of friends.	3

High Scores:
Scores of 70 and above suggest that these areas are **powerful motivators** for you.
Scores of 90 and above are going to be more like **needs** for you - if you fail to engage with them, they will cause you problems.

Mid Range Scores:
Scores from the 20s to 60s are the "okay scores" — meaning you can probably get real pleasure from this, up to a point; and the point where you have had enough comes faster at 24 than at 65.

Low Scores:
...time on this.'
...scores takes me there?'
...to understand more.

ELAURA — Sample Data GXXXXX

Your Organisational Focus
- Red (Production and Technology)
- Green (Communication and Interaction)
- Blue (Strategy and Innovation)
- Yellow (Systems and Fiscal)

Absolute Magnitude is practically irrelevant. Relative Magnitude and ORDER is what matters

Organisational Focus tells you where you are most likely to gravitate without realising it; it is the **kinds of task** that are most attractive to you, and therefore the kinds of things you will spend more time on - unless you are very consciously managing this. And of course, this isn't a bad thing; this actually tells us which kinds of task you will find most motivating. Magnitude of score DOESN'T matter (it's complicated.) ORDER OF SCORE DOES.

Blue: Tasks involving planning, strategy and creativity or innovation
Green: Tasks involving selling, negotiating, communication and motivating people
Red: Tasks involving operations, technology, production and action
Yellow: Tasks involving systems, data, finance and getting things in order

Career Family Matches

(Bar chart, Key:)
Life, Physical & Social Science
Protective Services
Healthcare Practitioner or Technician
Community & Social Services
Installation, Maintenance & Repair
Healthcare Support
Production
Education, Training & Library
Engineering & Architecture
Personal Care & Service
Computer & Mathematical Science
Transportation & Material Moving
Sales & Related
Building, Grounds, Cleaning & Maintenance
Office & Administrative Support
Legal
Arts, Design, Sports, Media & Entertainment
Construction & Extraction
Business & Finance
Management
Food Preparation & Serving Related
Farming, Fishing & Forestry

% Match

Career Family Matches cover 22 of the 23 US Department of Labour / ONet Families ("Military" is omitted). These scores are not telling you what to do, but they may be telling you the areas in which you are more likely to find a general fit.

ELAURA — Sample Data GXXXXX

Your Map Interests

(Grid chart)
Indirect, Reflective ←→ Direct, Assertive
Task Focus — versus — People Focus

Other People with...
Red Interests will tend to be drawn to opportunities to get things done, and activities involving getting outdoors, practical hands-on action, or using tools and technology.

Green Interests will tend to be drawn to opportunities to interact with others, and activities involving motivating, persuading, competing or simply helping other people.

Yellow Interests will tend to be drawn to opportunities to work with data and systems, and activities which are about maintaining stability and sustainability in organisations.

Blue Interests will tend to be drawn to opportunities to create and innovate, and to activities which are about strategy, thinking outside the box or building a better future.

What Motivates and Engages You
Red / Green Your Red / Green interests suggest you will probably be most engaged when working directly with people and problems.

You may find it particularly energising to:
- solve practical problems
- be directly involved
- continue doing things with working with people
- focus on both task execution and the people who do the tasks.
- get things done.

Notes on Interests:
Interests on the Map are simply an aggregated summary of your 20 interest scores. In broad terms interests on the Map are going to tell you where you will be most strongly engaged - and where you may be in danger of losing interest.

Your Notes: