

## Building Effective Teams in Today's Competitive Workplace

**HOUSTON, TX - December 5, 2006:** As management skills and abilities begin to converge and mimic one another, the ability to build successful teams that are self-governing and self-motivated is quickly becoming the defining edge that sets apart highly successful companies from their floundering counterparts.

"Strong teams are the glue that hold together strong companies," said Sharon Birkman Fink, President of Birkman International, creators of The Birkman Method® for individual personality assessment. "A strong team of dedicated individuals with unique skills, working together in concert to achieve attainable goals, is the most powerful piece of technology a company can invest in."

The most effective way to build these strong units inside a company is not always clear. However, the strategic, scientific assessment of in-depth unconscious motivations, the ways in which a person responds to stress and authority, and a person's underlying goals for success inside an organization are the most useful things to know when creating or sustaining a team.

But how does one attain these useful pieces of personal intelligence in a corporate setting?

"At Hayes, Barnes and Associates, we use The Birkman Method® in a number of applications where self awareness and alignment with personal and organizational objectives are paramount," said Marshall H. Barnes, II of Hayes, Barnes and Associates, Ltd. "The needs factor of the Birkman that gives it such stimulating insight into relationship building makes it unparalleled among assessment instruments."

Personality testing is the key to unlocking previously hidden factors. By analyzing the core beliefs and understanding of a given subject, personality testing methodologies such as Birkman are able to deliver a comprehensive profile that allows managers access to employee's vital statistics in order to build a team that will merge together the strengths and weakness of exceptionally different individuals.

"An individual psyche may have an entirely different working strategy and plan for success when it comes to group dynamics," said Birkman Fink. "Sometimes the strongest and most diligent workers find themselves hampered by the constraints of teamwork, and managers become frustrated by their inability to navigate a team setting."

To harness the hidden power of a given individual inside a team, a manager must make that person feel comfortable, while at the same time provide a way for employees to feel capable of individual achievement and success.

"A good manager will always try to figure out how to build the best team possible," said Birkman Fink. "We take the guesswork out of the process, providing for consistent, results that raise the bottom line every time."

### **About Birkman:**

The Birkman Method® has been in use for over 50 years, 2 million people and 5,000 organizations worldwide, including corporations, not-for-profit organizations, governmental agencies, and individuals in their hiring, retention, motivational and organizational development activities. The assessment accurately measures social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences and organizational strengths. For more information: [www.birkman.com](http://www.birkman.com) or 1-800-215-2760.