

Birkman's Coaching Report Gives Coaches Powerful Tool for Behavioral Change

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HOUSTON, Oct. 10 /PRNewswire/ -- Birkman International introduces its new "Coaching Report" (<http://www.birkman.com/birkmanMethod/executiveCoaching.php>) that gives coaches and human resource professionals a powerful tool in fostering behavioral changes in the workplace. The new Coaching Report is an effective and efficient way to accelerate the movement towards self-awareness, self-management and personal development, which are the goals of most coaching assignments.

"Our Coaching Report is based on our extremely in-depth behavioral test results," said Sharon Birkman Fink, CEO Birkman International. "However, it does not require any special knowledge of our scales and measurements, and puts our high-powered analysis in straightforward terms for individual growth and development."

The Coaching Report is a concise document that captures the comprehensive measurement power of the assessment in simple, actionable terms. The report assesses a complete range of social behaviors, including working within teams, ideal work environment and managing change -- in addition to outlining potential conflicts and areas to explore.

"As an executive coach this report is a huge accelerant to the coaching process. This is a tool to rapidly engage and focus both the executive and the coach on the crucial issues affecting performance," said Murray Wade, President Red Line Advisors, Inc.

The Coaching Report was designed and developed by Birkman in collaboration with Dr. Rob Hicks, Director of the Executive and Professional Coaching Program at the University of Texas at Dallas School of Management, and a Birkman Certified professional.

"We are giving individuals direct access to the shaping of their own future, in a language they can make actionable and understand," said Fink. "No other assessment method goes as in-depth as The Birkman Method® into the relationship between personality and performance, and we look forward to helping many more people get in touch with their hidden needs, strengths and stressors."

About Birkman:

The Birkman Method® has been in use for over 50 years and has been used by over 2 million people and 5,000 organizations worldwide, including corporations, not-for-profit organizations, governmental agencies and individuals. 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: <http://www.birkman.com> or 1-800-215-2760.