

Birkman Assessment Tool Provides Professional Growth Opportunities in Executive Education Programs

HOUSTON (April 17, 2007): World renowned executive education programs are using The Birkman Method® assessment to deepen the participants' understanding of their individual style, and the style, and needs of their key executives.

"We are thrilled to be working more closely with executive education programs and look forward to helping the mid-career participants gain the type of self-knowledge and awareness that is priceless to a leader and his or her business strengths," said Sharon Birkman-Fink, President and CEO of Birkman International, creator of the Birkman Method.

These programs are often tailored to the demanding schedule of a working executive. Between sessions, participants draw upon the extensive network of participants for advice, using the internet to track assignments, share experience, and discuss issues and theory. From core business topics to special-interest areas, participants are encouraged to explore the curriculum in the context of their own business and personal life.

The programs use the Birkman Method to help executives determine their relative strengths and personal growth opportunities in order to form and lead more effective teams. In addition, it will show them how a scientifically based personality assessment can be one of the most useful, cost-effective, and flexible tools in the modern executive arsenal.

Dr. Roger Birkman first created the Birkman test in 1951, a result of research conducted at the University of Texas in psychological instruments for pilot selection in the U.S. Air Force. After decades of refinement and discovery, the Birkman continues to delve deep into motivations and tensions hidden in the psyche that relate to work, relationships, and maintaining successful teams.

Through a process of regression and factor analysis, the Birkman identifies a person's everyday interpersonal style, underlying motivations, expectations, and signs of stress behavior.

"We are ecstatic that the owners, presidents and managers enrolled in these programs will have exposure to the Birkman Method, and we look forward to working with these leaders in bringing the power of the method into their respective organizations" said Birkman-Fink.

###

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: www.birkman.com or 1-800-215-2760.