



NEWS RELEASE

FOR IMMEDIATE RELEASE

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BIRKMAN LAUNCHES VIDEO STREAMING SOLUTION FOR THE BIRKMAN METHOD®

The *Birkman Online Interpretive Series*

Have you ever wondered how you will ever find time to give everyone his or her individual feedback before the big teambuilding event?

*Have you ever found yourself giving individual feedbacks all day with no end in sight for the **real** purpose of your consultation – working on the outcome?*

Have you ever seen “information overload” in the eyes of the individual receiving feedback?

The Birkman Online Interpretive Series is a web-based streaming video tool. It is narrated by senior organizational development and Birkman certified consultant Randy Hopkins and gives individuals the opportunity to educate themselves on The Birkman Method®. The Online Interpretive Series is efficient and cost-effective and provides consistent quality to end users. The Series consists of 20 modules that can be viewed and reviewed separately. The Series provides an easy-to-grasp explanation of The Birkman Method®. It covers the 11 behavioral Components and the three corresponding measurements of Usual Behaviors, Needs and Stress Behaviors, the Life Style Grid® and Interests.

Scarce resources, such as time, can be more effectively directed towards outcome-based results, rather than on simply “*introducing*” The Birkman Method®. Entire groups can be attuned to The Birkman Method® before getting together for teambuilding. Alternatively, clients or employees, online and at their own pace, can revisit the information learned in their personal feedback sessions for reinforcement and clarity.

Using the Online Interpretive Series, you can leverage the time you spend with your clients and spread The Birkman Method® deeper into the organizations with which you work. From a productivity standpoint, the Online Interpretive Series quickly pays for itself. In addition, the Online Interpretive Series is a great way for a Birkman certified consultant to reinforce personal understanding of The Birkman Method® and to learn new ideas from one of our longest tenured and most successful consultants.

For more information on the Birkman Online Interpretive Series visit <http://www.birkman.com/birkmanMethod/ois.php> and view Session 1: “Introduction” or contact Birkman Client Relations at clientrelations@birkman.com or 800-215-2760.