YES

&

Collaboration is the Key

## *Connecting with the Power of Conversation*

1

FILLING NEEDS AND GAPS

With ongoing change in the workplace, there is a need for teams to:

- Renew the vision, mission and values of the group.

- Incorporate new methodologies and technologies for organizational effectiveness and communication.

Possible issues/gaps to be addressed:

- Enable organizational and team partnerships.

- Support new team members to acclimate/onboard more effectively.

- Create strategies for inter- and intra-team collaboration.

WL WORKLIFE CONSULTING
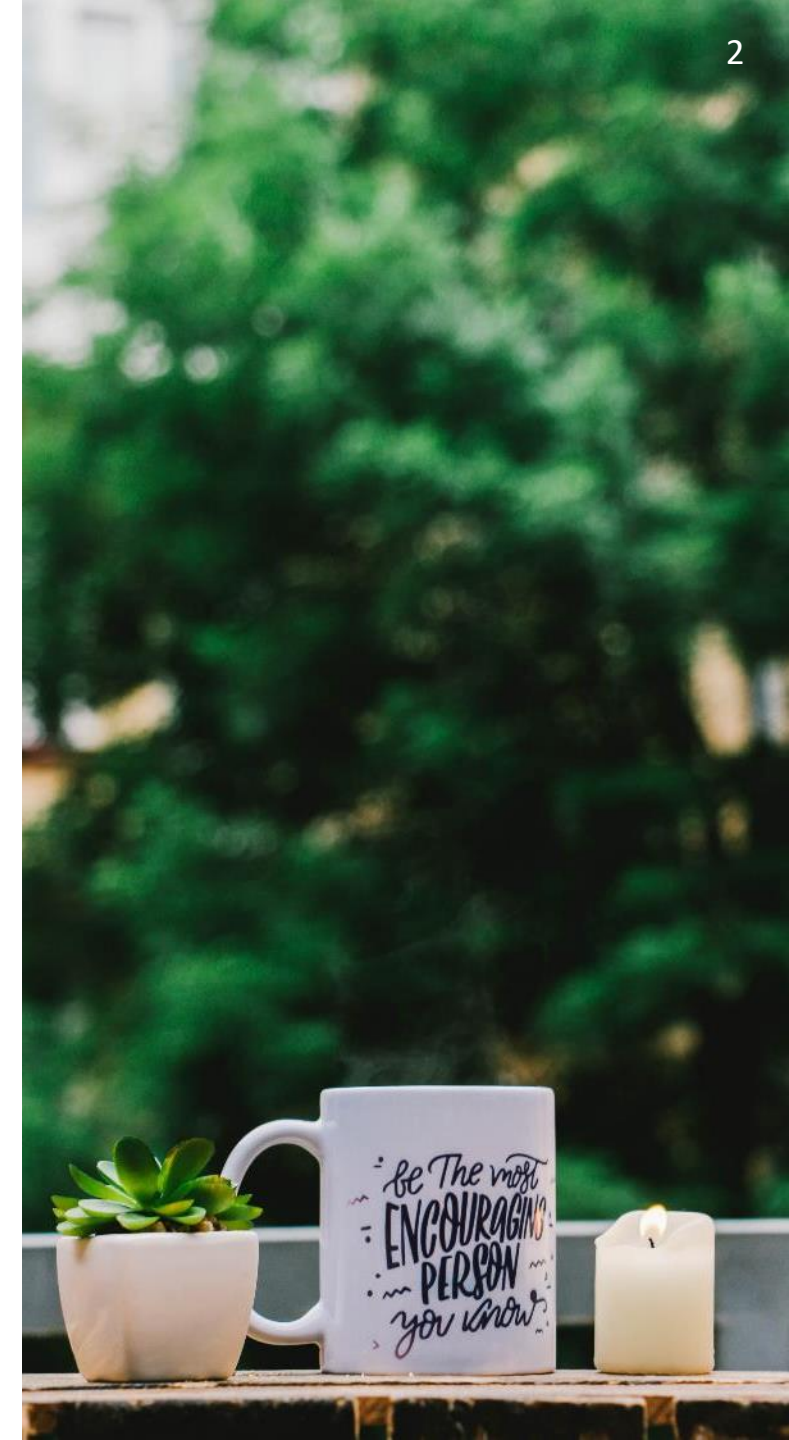
THE WorkLife METHOD
Objectives & Approach

- Assess the existing culture (survey).

- Build a common language for behavior.

- Leverage individual strengths and differences to support more effective, productive and cohesive teams (Building Team Agility).

- Support inter-disciplinary teams in positive, collaborative enterprise (whole company) conversations.

- Insights for the individual to have more impactful conversations with their leader and/or their direct reports.

- Help individuals to better understand their own behaviors and manage stress reactions.

WORKLIFE CONSULTING

WorkLife METHOD ®
is powered by Birkman
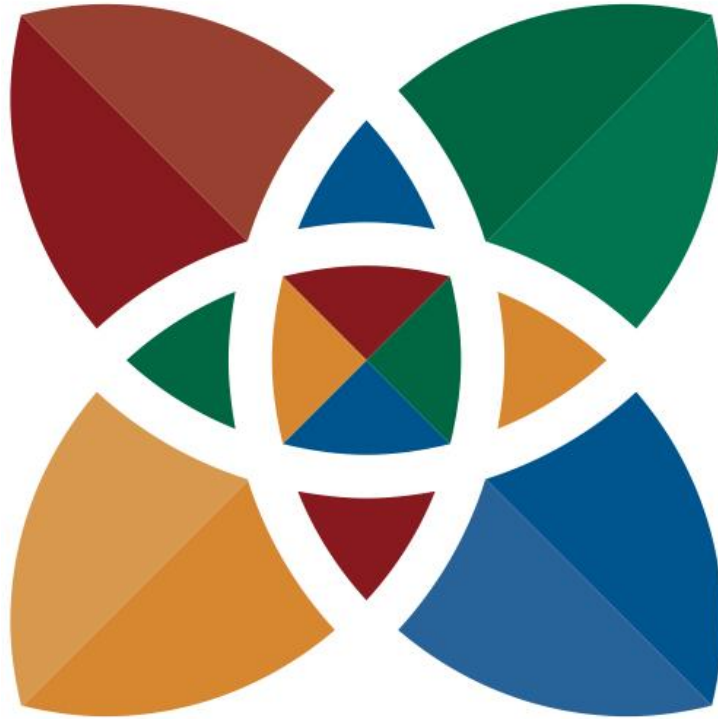
- 70 years and $$ millions in research
- 8,000+ companies worldwide
- Over 4 million profiles in database
- WorkLife – Consulting for 30 years

"Birkman is the best kept secret in corporate America"

D. Peterson
Chairman, Ford Motor

WORKLIFE
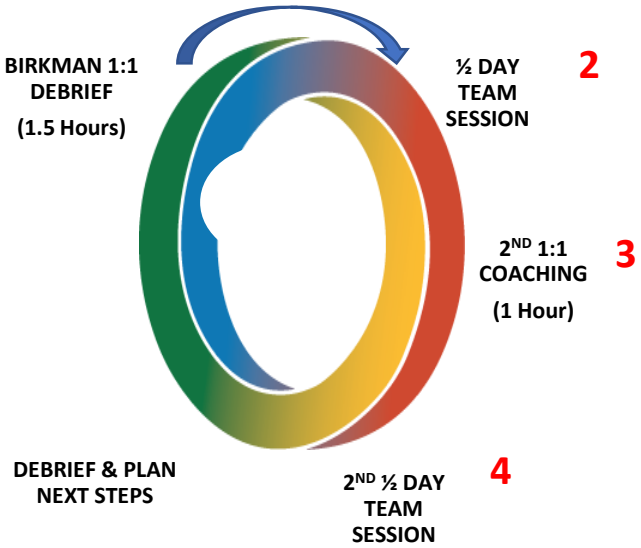CONSULTING

Birkman technology has unique qualities

1. Highly validated, reliable and proven based on 5 Factor Model Standard
2. 3-dimensional approach to behavior – Passion, Strengths and Needs
3. Unlimited access to over 150 reports , Comparisons and Insights Library

COMPARISON TABLE

Comparison Category	The Birkman Method®	Hogan Personality Inventory (HPI)	Myers-Briggs Type Indicator (MBTI)	DiSC
Assessment Description	298 items 30 minutes to complete 5 factor and 7 subfactor personality scales 10 occupational, 12 social perception, and 25 derived scales	206 items 20 minutes to complete 6 occupational scales 7 primary scales	Basic form has 93 items 20-30 minutes to complete 4 dimensions with 16 types	24 items Less than 20 minutes 4 factors
Workplace Application	Coaching, executive development, career transition, teamwork, conflict resolution, organizational/job alignment, selection	Employability, individual assessment, selection, individual development	Self/organizational development, relationship/academic counseling, team building Not appropriate for selection	Performance improvement, conflict resolution, individual development Not appropriate for selection
Differentiators	Integrates personality, social perception, and occupational interests in one assessment No other instrument measures social perceptions (Needs) Profiling services offered Construct and criterion validity evidence available	Scales are highly skewed; poorly differentiates between examinees Meta-analytic validity studies do not include all relevant studies Only measures personality factors, not social perceptions	Originally for self-exploration Not originally intended to discriminate between people Only measures personality factors Profiling services not offered	Too many different versions Outdated; no validity evidence Profiling services not offered Does not measure environmental factors correctly; meaning varies across examinees
Theoretical Framework	Five Factor Model (FFM) Social perception Occupational interests	Five Factor Model (FFM)	Type theory Jungian typology	Marston's emotional (DISC) theory (to measure behavioral styles)
Support	Online testing available Certification training	Online testing available Certification training	Online testing available No direct support from MBTI	Online testing available No direct support from DiSC
Translations	22 languages	37 languages	21 languages	21 languages
Adverse Impact / Legality	No AI on race, gender, or age based on a large representative sample	No AI on race, gender, or age	No race or age information published There are profile distribution differences by gender	No AI on race, gender, or age information published

WL WORKLIFE CONSULTING

The Lifecycle of the WorkLife/Birkman initiative delivers a sustainable process for optimizing team effectiveness, efficiency and engagement

START UP

CONTINUOUS IMPROVMENT

FUTURE APPLICATIONS

BIRKMAN 1:1 DEBRIEF
(1.5 Hours)

½ DAY TEAM SESSION 2

2ND 1:1 COACHING 3
(1 Hour)

DEBRIEF & PLAN NEXT STEPS

2ND ½ DAY TEAM SESSION 4

PLAN

ACT · CONTINUOUS IMPROVEMENT · DO

CHECK

- ½ Day Team Session
- 1:1 Effectiveness Coaching for Participants
- 1-2 hr Differences to Watch Meeting b/w Manager and New Hire
- 2 Customized Team Workshops

- Team Sessions 3x a Year
- Leadership Story Telling
- Improvisation Techniques
- "Leader as Coach Program"
- "Future Leader" Initiative
- Economy of Scale Discount as Program Population Increases (Up to 20%)

WL WORKLIFE CONSULTING

Impacts Seen by Leaders:
"WorkLife Consulting Fills the Gap"

- Team is able to work through difficult issues more rapidly, increased listening skills to achieve cohesive results.
- Significant improvement in team effectiveness driven by both better understanding of each of our respective strengths and needs, and operationalizing that understanding.
- Defensive posturing is much less of an issue.
- Provides a combination of personal and professional development and career planning.
- Getting new team members delivering results and operating at peak quicker.
- Role misfit --- we were able to address challenges that led to lower productivity.