



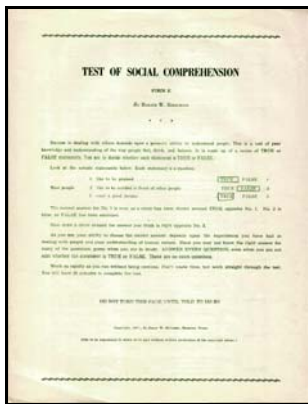
The year 2010 marks the 60<sup>th</sup> anniversary for Birkman International, Inc. (1950 – 2010). Founder of the company, Dr. Roger Birkman, first began his exploration of individual differences while serving as a pilot and a pilot instructor during the war. His experience with the impact of visual and interpersonal misperceptions on pilot performance and student learning abilities led him to the study of psychology. He developed his unique foundation for The Birkman Method<sup>®</sup> in the late 1940s while working with a group of scientists at the University of Texas surveying potentially useful psychological instruments for pilot selection by the Air Force. While earning his Ph.D. in Psychology from the University of



Standing from left to right: Toney, Beuchel, Jones, Baily, Koch, Kafka.  
 Kneeling from left to right: Cole, **Birkman**, Cochran, Stanko.  
 NOTE: Lt Alexander Kucherenko not pictured.

Texas-Austin a reading of a California professor’s work inspired him to think out of the box.

Birkman believed he could create a psychological instrument that would measure social expectations, self-concepts, interests, and stress behavior through a single assessment and be useful to both organizations and individuals for selection and development. By 1951 he had developed his original “Test of Social Comprehension” and had begun Birkman & Associates (1951) as the business vehicle by which he could refine the statistical reliability of his assessment through bringing it to a wide range of organizations.

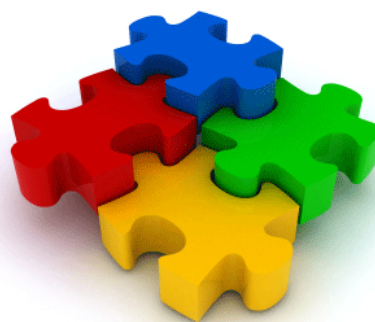


Test of Social Comprehension (1951)

Throughout the testing process Birkman developed his instrument as a self-report questionnaire eliciting responses about perception of self, social context and occupational opportunities. He developed measurement scales empirically by comparing self-report item results with descriptions of likes, dislikes and behaviors provided by third parties.

The instrument itself was thus created, not from existing psychological theories, but through exhaustive empirical research conducted in the workplace. Birkman was interested in application rather than academic study. The Birkman Method took its final form as the centerpiece of his 1961 doctoral dissertation.

The Birkman Method is an integrated assessment and report system that analyzes and describes individual needs that drive and motivate workplace behavior. When needs (defined as the expectations one has about how relationships and situations should occur) are met, they drive behavior in positive and productive directions. Unmet needs create potentially negative and less-than-productive behavior. The Birkman

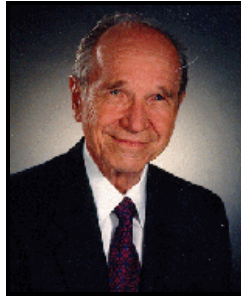


Method integrates needs measurements to assess the occupational interests that shape career and job role fit. As a result, it does not describe an individual in a vacuum but rather in the complex, dynamic reality of the workplace. The unique construction and comparative database of The Birkman Method provides powerful insight into what specifically drives a person's behavior, creating greater choice and more self-responsibility. It accurately measures social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences and organizational strengths.

Since its introduction so many years ago, The Birkman Method has been used by more than two 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. It has been verified by extensive reliability and validity studies, including recent studies using both Classical test theory (CTT) and Item Response Theory (IRT).

At age 91, Roger Birkman remains actively involved in the field of psychology and in contributing to the refinement and expanded use of The Birkman Method. He has written two books to popularize its understanding and application: *True Colors: Get to Know Yourself and Others Better with the Highly Acclaimed Birkman Method* (1995) and *A Man of Understanding. The Story of Roger Birkman and the Birkman Method* (2002). He is certified as

a Licensed Psychologist in the State of Texas and is a member of the American Psychological Association, the Southwestern Psychological Association, Society for Industrial & Organizational Psychology, and the Texas Psychological Association.



**Roger Birkman,  
Ph.D.**



The Birkman Method® in 2010.

*Measuring More Than The Obvious ... Around The World.*