



FOR IMMEDIATE RELEASE

## **Personality Testing Speeds Effective Outplacement for Laid-Off Workers**

*The Birkman Method® identifies new career options*

**Houston (Feb. 12, 2009):** With more than 11 million people on the unemployment rolls, government statistics confirm that today's labor market is the worst in years for laid-off workers from all business sectors. The U.S. Department of Labor's Bureau of Labor Statistics says that 3.6 million jobs have been lost since the recession began in December 2007. Job losses during the past 12 months are the most for any equivalent period since 1939, and have been huge in such sectors as construction (1 million) and manufacturing (800,000). They have also hit hard at such once-stable positions as professional and business services (616,000) and financial services (388,000).

An emerging key to successful outplacement for these workers is the use of personality testing to first help identify the right job and job environment; and, second, to aid in helping the individual market themselves more effectively through identifying strengths.

"Often, people who have been laid off assume their only choice is to find another job that closely matches what they had already been doing," says Sharon Birkman Fink, CEO of Birkman International, Inc. "A personality assessment can shift the focus into more fulfilling career paths that better fit their core personalities. They are then more likely to perform to their true potential once they discover the careers and positions more aligned with their interests and work styles."

Personality testing is used as an effective outplacement tool by career coaches and trainers across the country.

"Experienced, long-time workers may have spent years acquiring skills that suddenly are no longer relevant or useful. Finding a position in a new industry is a major challenge to most people," says work and career corporate organizational strategist [Bonnie D. Monych, CPC, CM, Your Workplace Doctor](#). "When people are suddenly thrust into the job market, they can quickly become frustrated by what appears to be limited options. However, with the guidance of personality testing, a job change loss can be an opportunity to reevaluate what is important for personal well-being, and may be the necessary catalyst needed to begin a more fulfilling career."

Job seekers may have skills they have never even considered using at their previous positions, skills which may have lain dormant during a lengthy tenure at a job where workers have lacked the ability to advance in responsibility and leadership. When people lose their jobs for reasons that are out of their control, it's a perfect time for them to look at their interests, real career needs, work style and definitions of a satisfying career with the help of a personality assessment.

Personality testing can provide the framework for a job search by letting employees zero in on the career that best suits them, and help them decipher where they will succeed without any guesswork. [The Birkman Method](#)® personality assessment identifies social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences, and organizational strengths.

“After being laid off, the first thing most people think is: ‘I’ve got to get my resume together,’ but that is a misinformed opinion,” said Monych. “The first step is to take an assessment. Even before someone can write an effective resume, they need to understand their interests and passions and their actual, rather than perceived strengths. It’s a vital step in the job search process, but is so often skipped.”

Personality testing is a simple, cost-effective way that can help employees of any age shift their focus into more fulfilling career paths that better fit their core personality, enabling employees to perform to their true potential once they find careers and positions that are more aligned with their interests and work styles.

“Reinventing a career can often be a matter of reorienting, and using the science of self-analysis to take stock before taking risks on a new job,” Fink asserts. “Personality assessment testing is an effective tool to guide such analysis, especially in the hands of a skilled outplacement counselor. Each person has unique strengths, weaknesses, productive, and stress behaviors. Personality testing identifies and brings those characteristics into focus, helping employees understand how to pursue career paths that better fit their core capabilities. Without such a focus, the job market can seem daunting and fraught with dead ends.”

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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. [www.birkman.com](http://www.birkman.com)

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