

Welcome to the second edition of RedPoint Management's client newsletter. This is a simple way for us to stay in touch with you so that you are receiving the most value from our services. You are most likely getting this newsletter because we have a Birkman™ Profile on you and we want to see that it continues to bring value to your work and life.

### Spring into the Moment

Just as Spring training is the time for professional baseball players to dust off their gloves and practice their swings, Springtime can be a time for professional renewal for you as well. With the help of your Birkman Method™ Profile, review your "usual most productive behaviors." These can be found on the left hand side of your component scores. There are 11 components. These usual behaviors represent how you "show up" to others and they are largely viewed as positive behaviors. As in baseball's spring training, these usual most productive behaviors represent your zone, something you should work to achieve as much of the time as possible. Refresh yourself on your usual scores and strive to exhibit the positive characteristics of your scores and you will be well on your way to some high scoring games.

The mission of RedPoint Management is the development of more productive working relationships. We want to see people enjoy their work life, contribute, and to find meaningful relationships as we strive for purpose and results in both life and work. RedPoint appreciates your referrals and continued evangelism for our services. Thank you!

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### Spotlight on Reversals

What does it mean to have a "reversal" or a special scoring pattern? 2005 marked The Birkman Method's™ 3 millionth participant. When you have this many people in your database you can do a lot of cool statistics. For example: the general population pattern on "esteem" is 23.36% usual and 54.45% need. These numbers are then rounded to 25/50/50 for usual, needs and stress. A reversal simply means that your stress score goes in the opposing direction from your need and is generalized as either 25 or 75. If this happens on your Birkman it means that all we can see is your usual behavior and your stress behavior. We don't have a clue as to what you need. In this case you either show up as having a good day or bad day, no in between. For those of you who have reversals, you are just a bit harder to read and therefore

### Interests as Communication Filters

must communicate your needs to us. We'd appreciate that, thank you.

Did you know that your career category and recreational Interests can be a window into your communication style? Tis true!

#### *If your score is high in:*

- Literary** - You like to talk about your ideas and consider the best ways to phrase things.
- Social Service** - Show me how this will help people or solve their problems.
- Persuasive** - Focuses on why people should be interested in ABC.
- Artistic** - Uses visuals and color to explain.
- Musical** - Always considers the auditory elements and environment.
- Mechanical** - What happens first, second, etc.
- Outdoors** - Uses analogies to sports and races.
- Scientific** - Expect lots of questions.
- Numerical** - Examples are in numbers.