

Welcome to the 4th 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.

Serious

One of my recent feedback sessions went particularly well. "It's so refreshing to have two and 1/2 hours to talk just about me," noted the exuberant participant upon closing. Indeed, The Birkman is a very powerful personal and professional tool. It reveals so much valuable information that it is immediately hard to think about anything else but us. Let's do, though, consider some of the practical business issues impacted by particular component scores. For example, Activity scores can impact: Urgency in decision-making, competitiveness vs. long range benefits, patience with planning and pacing. Authority: Cooperation or conflict management, listening skills, openness to others' ideas, and the use of authority. Acceptance: social enthusiasm, participation in meetings, open lines of communication, and spontaneous expression. RedPoint uses

Practical

The Birkman to first understand people, then to guide them toward productive results.

The Birkman is a complex tool, no doubt, but did you ever stop to ask, "what is my one true color"? The answer can be found in your Foundation Colors. Foundation Colors are your Organizational Focus or your first approach to almost everything. Blues are focused first on design and strategy, Yellows focus on administrative and fiscal issues, and Reds focus on operations and technology, while Greens focus on sales and marketing. Your foremost foundation color can sometimes be different from your Interest (asterisk) on the Life Style Grid. Ideally, project teams should be composed of at least one from each Foundation Color.

Fun

To keep your Birkman from getting tied in "knots", remember these "nots". Esteem is not your level of self-esteem. It's how you deal with self esteem issues. Change is not organizational change. (Structure is). Activity is not your level of energy. It is how you express your energy. Empathy is not whether you have feelings or not. It's how your feelings are expressed. Challenge is not whether you will rise to a challenge. It's the type of challenges you choose. Your Birkman is not a one-time event. It is a tool that has so many uses that it would surprise you to know!



Please call or email with questions, comments or referrals

The mission of RedPoint Management is the development of more productive working relationships. We want to see people enjoy their work, to contribute, and find meaningful relationships as we strive for purpose and results in life and work.

RedPoint appreciates your referrals and continued evangelism for our services. Thank you!