

# The Birkman Map

## DOER

Deals in the *present*  
Gets results through *action*

### The Red Quadrant



**Likes:** Building and craftsmanship, technical work, solving practical problems, working outdoors



**Appears:** Active, decisive, practical, assertive, friendly



**Needs:** Action and a busy schedule, practical solutions, assertive communication, clear-cut situations



**Under stress:** Becomes impatient, dismissive of others' feelings, verbally domineering, busy for the sake of it

**Stress tips:** show concrete benefits, give firm directions, provide action-oriented solutions

## COMMUNICATOR

Deals in the *present*  
Gets results through *people*

### The Green Quadrant



**Likes:** Selling and persuading, helping people, promoting products or ideas, motivating and inspiring



**Appears:** Responsive, enthusiastic, flexible, social, assertive, competitive



**Needs:** Flexibility, competition, a variety of tasks, group interaction, individual approval, defined authority



**Under stress:** Becomes distracted and argumentative, disregards the plan, mistrusts others

**Stress tips:** talk out problems face-to-face, personally praise good work

### The Yellow Quadrant



**Likes:** Developing processes, working with numbers, scheduling activities, analyzing details



**Appears:** Consistent, focused, cautious, insistent, orderly, selectively social



**Needs:** Time alone to concentrate, consistency, detailed directions, systems and processes



**Under stress:** Resistant to change, overly insistent on rules, reluctant to discuss problems, withdrawn

**Stress tips:** outline rules and define goals, be cooperative when problem solving

### The Blue Quadrant



**Likes:** Visual design, reading, writing, and editing, creating or listening to music, brainstorming and ideation



**Appears:** Reflective, suggesting, expressive, insightful, selectively social



**Needs:** Time for reflection, to not feel over-scheduled, outlets for emotion, one-on-one communication



**Under stress:** Becomes indecisive and overly sensitive, let emotions impair judgement, procrastinates

**Stress tips:** suggest instead of demand, use a low-key, personal approach

## ANALYZER

Deals in the *past*  
Gets results through *systems*

## THINKER

Deals in the *future*  
Gets results through *ideating*

