

# The Birkman Method<sup>®</sup> Certification *from* Elaura

## *2025 In-Person Certification Brochure*

Join us this year, in Singapore or the UK, and get trained and equipped to work with individuals, teams and organisations using **Birkman's Signature Suite** of reports

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# Quick Info

## When is In-Person Certification happening in 2025?

- **January 2025 in Singapore**, live training sessions: 14th-16th Jan
- **May 2025 in the UK**, live training sessions: 6th-8th May
- **September 2025 in Singapore**, live training sessions: 9th-11th Sept
- **November 2025 in the UK**, live training sessions: 4th-6th Nov

## What does it cost?

- \$5000 USD equivalent (plus local taxes where applicable) [see page 10 for more information](#).

## What is included?

- Your own Birkman Signature Report
- A one-on-one conversation about your Signature Report (via Zoom)
- Access to the online Prep Course from Birkman International
- 3 days of In-Person Live Training
- A printed Birkman Playbook and digital Reference Manual for use during training and as you begin having Birkman Conversations
- Assistance and support in setting up a Birkman Account
- 2 complimentary Birkman questionnaires to get you started
- A bonus follow-up session (via Zoom) ~4 weeks after Certification
- Ongoing support from the Elaura team ([see page 6 for detail](#))

## What is my commitment?

- As well as the 3 days of Live Training, you will also be required to complete various preparation tasks in the 4 weeks prior. [These are outlined in more detail on page 9](#), but include: *time reviewing your own Birkman Signature Report, a one-on-one Birkman conversation with one of our facilitators, and a 4-hour Prep Course to complete before the live training commences.*

Ready to book? Email us at [training@elaura.com](mailto:training@elaura.com) and include which Certification dates you're interested in attending.

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## Attend The Birkman Method Certification In-Person in 2025!

We are pleased to bring you this updated and highly interactive training programme, provided by Birkman International and delivered by Elaura.

The Birkman Method Certification is all about developing your confidence and competence in using The Birkman Method (TBM) data and reports, and we are passionate about ensuring you have the best start to your own Birkman journey.

You'll find plenty of information in this brochure, but if you'd like to discuss whether The Birkman Method Certification is right for you, you can book a call with us by contacting [training@elaura.com](mailto:training@elaura.com)

Ready to book? Email [training@elaura.com](mailto:training@elaura.com) to secure your place on one of our In-Person Certification dates for 2025.

Interested in Virtual Certification? *We have Virtual Certification running in March and July of this year. Contact us for details.*

*"This was a great program that was well paced and designed effectively."*

*- The Birkman Method Certification participant*

## TBM: Using the best tool for the job

The Birkman Method (TBM) is arguably the most powerful tool available for OD, Talent Management and personal/professional development. With an ongoing R&D programme that stretches back 70 years, TBM is the cutting edge tool for 21st Century Organisations - and 21st Century Organisational Consultants.

The Birkman Method combines depth of individual insight with the ability to make sense of very large groups of people, and does so better than other leading tools can do either of those tasks.

The consistent message we have heard from our clients over more than two decades is that you can put all your weight on the insights coming from TBM, and they won't let you down.

At the most fundamental level, Birkman gives you a reading of who a person most truly is, and expresses that in wholly positive terms. So it is never about good people / bad people, it is about who people are, what will work for them and where they will be able to deliver sustainable performance. **As an external coach or consultant**, Birkman data means you can provide your clients with a solid foundation for increased self-awareness, focused development, and more sustainable goals.

Other tools classify against theories of leadership or behaviour; TBM provides genuine understanding of people as individuals and how they show up in their relationships, their teams and larger groupings. **As an organisation**, this gives you the hard-edged data necessary to predict performance and manage your people, effectively.

It's like we say: *stop guessing and start understanding, with TBM.*

*The Birkman Method meets the criteria of a robust psychometric assessment with regard to both reliability and validity, including across cultures and languages. To learn more, you can request a digital copy of the Technical Manual - just email us at [training@elaura.com](mailto:training@elaura.com)*

*"Oh my goodness, this is it! The company gave me a coach 18 months ago, and I have been working with them trying to get to the bottom of why I keep derailing myself in this area. But you have just described exactly the problem and why it happens; and I can now see the solution!"*

*- Senior Manager, Global HR Team, Payments Platform*

## Why be Birkman Certified?

Completing The Birkman Method Certification is a requirement if you want to work with Birkman's flagship Signature Report and related individual and team data.

Birkman Certification equips you to work with individuals, teams and organisations using the Signature suite of reports (individual, comparative and group).

Signature is the flagship Birkman Method Report. It provides insight into motivations, behaviours, perceptions and career options. Unique underlying Needs and Stress scores create powerful self-awareness that enables behavioural change.

Signature provides a powerful foundation for one-on-one coaching conversations, team workshops and organisational interventions. Data is readily aggregated and analysed to provide powerful insight into team and organisational dynamics, strength of perspectives and potential gaps or blind spots.

TBM Certification is suitable for professionals involved in People/Organisational Development, L&D, Talent Management, Career Development, Coaching, Management, Leadership etc. *Birkman Certification is accredited by ICF and SHRM.*

Beyond equipping you to use Birkman Reports with others, Certification is *a hugely valuable experience for your own personal and professional development* and is well worth doing as a manager or leader to develop your understanding of self and others.

As you learn to interpret the data, you will dig deep into your own scores and the implications these have on how you live, work and interact with both people and situations.

*"I came to the training unsure of what to expect, and wearing my empirical/critical psychologist's hat, and the way you explained the model and tool was truly inspiring, thoughtful and really well grounded, and as a result I can't wait to start using the Birkman with clients and candidates."*

*- The Birkman Method Certification participant*

## Become a Birkman Certified Professional with Elaura

Elaura have been delivering Birkman Certification for the last 15 years. As authorised trainers we have a wealth of knowledge and experience to draw on from decades using The Birkman Method data.

Our facilitators are professional and personable and create a supportive learning environment that enables participants to ask questions and dig deep, while still keeping up the flow of the programme.

During the 3 days of Certification there are multiple opportunities to work on exercises with your fellow learners in pairs and groups, and by the end, facilitate a significant conversation for another learner around their Birkman Report.

Completing Birkman Certification with Elaura means that your learning doesn't end with the Live Training sessions.

We are committed to giving all those who we train the best start on their Birkman journey, and this means we provide ongoing support and offer various opportunities for continued learning and development, long after the programme has ended.

Our growing network of Birkman Certified Professionals is a diverse group, with members around the world -- from Ireland and the UK, through Europe, the Middle-East, and across Asia and the Pacific. The diversity of industry, context and experience represented makes for rich and valuable learning at our bi-monthly virtual Meet-Ups for BCPs.

*"Meet Ups are very useful to keep Birkman front of mind. They also keep you from sliding off piste in the way you talk about scores. No other assessment provider does this."*

*- Birkman Certified Professional, attendee of Elaura's BCP Meet Ups*

## Your Facilitators for Certification

The Birkman Method Certification is hosted and delivered by Jon and Sarah Mason from Elaura, and Claire Keogh of Keogh Consulting Services. Additional support is provided by other members of the Elaura team.

**Jon and Sarah Mason** are long-established Birkman Master Certified Professionals and Authorised Trainers, who have both been using Birkman since 2000. Their consultancy practice spans the UK to Asia Pacific.

Sarah is a BPS Chartered Occupational Psychologist. She leads Elaura's Certification programmes and has trained and supported many individuals as they begin their journey as Birkman Certified Professionals.

Jon has extensive expertise in using The Birkman Method with C-suite leaders, teams and their organisations to solve problems, improve performance, inform selection & recruitment, and deal with mission critical issues.

**Claire Keogh** co-facilitates The Birkman Method Certification in the UK. She has over 20 years' experience as a BPS Chartered Occupational Psychologist, executive coach and facilitator, working across the private, public and third sectors.

A Master-certified Birkman practitioner, she uses Birkman within her own individual and team coaching practice, runs a wide range of accreditation workshops and presents at conferences attended by the worldwide Birkman community. She has brought the benefits of Birkman insights to a diverse range of organisations, including the UK Civil Service, mining, hi-tech and IT and an environmental charity.

*"I really enjoyed the training. The facilitators Sarah and Claire were great, making it so easy to get to grips with a complex instrument and keeping us on our toes. Thank you so much."*

*- The Birkman Method Certification participant*

*"The ability to tap into your wealth of expertise has been invaluable and very much appreciated!"*

*- The Birkman Method Certification participant*

## What is included and what is expected from you?

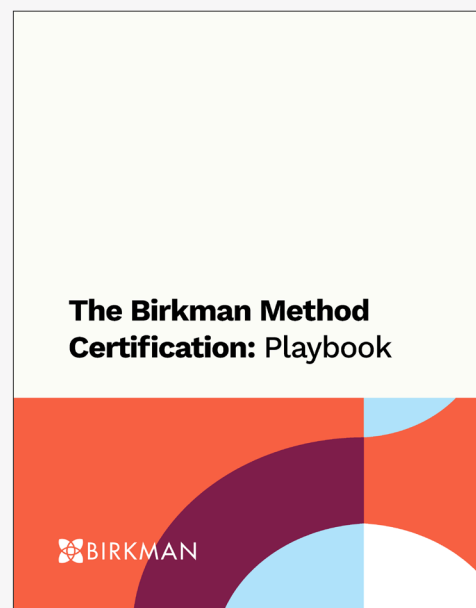
In 2025 we'll be using Birkman International's updated materials for The Birkman Method Certification. This new and improved programme includes great resources to get you started on your Birkman journey.

### As part of the programme you will receive:

- Your own Birkman Signature Report
- Access to Elaura's online Signature Audio Guide
- A one-on-one conversation about your Signature Report with one of our facilitators (via Zoom)
- Access to the online Prep Course from Birkman International (roughly 4 hours of content)
- 3 days of In-Person Live Training
- A printed Birkman Playbook and digital Reference Manual for use during training and as you begin having Birkman Conversations
- Assistance and support in setting up a Birkman Account
- 2 complimentary Birkman questionnaires to get you started
- A bonus follow-up session (via Zoom) ~4 weeks after Certification
- Ongoing support from the Elaura team and access to attend bi-monthly Birkman Meet Up sessions (via Zoom)

Being open, and willing to discuss scores with other participants is an essential part of **The Birkman Method Certification** - much of the learning and value of this course happens through conversation.

Participants on The Birkman Method Certification are required to complete all stages of the programme (outlined on the following page), up to conclusion of the Live Training, in order to receive BCP status. **Please note:** attendance at the full 3 days of the Live Training is mandatory.





## Stages of the programme:

- Pre-conversation stage - 1 week before Conversation**

We'll remind you to take some focused time to review your report this week, so that you are fresh with your scores and questions before your conversation.
- Conversation stage - 1 week before Prep Course**

All participants will have a one-on-one conversation with one of our facilitators this week, about their own Birkman Signature Report.
- Prep Course stage - 2 weeks before Live Training**

You'll receive an email from Birkman International with details of how to access the Prep Course. You'll have 2 weeks to complete this short course (around 4 hours of content) preparing you for the Live Training stage of Certification.
- Live Training stage - 3 days**

During the Live Training stage you'll not only have the 3 days of In-Person training, but also some simple homework tasks. These will generally take 15-30mins to complete, but you will also need to allow 1-2 hours preparation time before your in-depth paired conversation on the final day.
- Launch stage - 3 months following Live Training**

~4 weeks after the Live Training we offer a 2-hour follow up session (via Zoom) to answer any questions that have come up, debrief on any conversations you've had so far, and teach you some helpful tips for more effectively preparing for Birkman conversations. We also provide additional materials, resources and support as you get started with your own Birkman practice.
- BCP Network - Ongoing**

By this point you're a fully fledged Birkman Certified Professional and we invite you to join our network of BCPs from around the world. You'll be able to join our bi-monthly Birkman Meet Ups which happen over Zoom and include opportunities to continue developing your Birkman expertise, while networking with a diverse group of BCPs. **We are committed to ongoing support of all those who we train in The Birkman Method.**

## Secure your place - what it costs and how to book

The Birkman Method Certification costs USD**5000** equivalent (plus local taxes where applicable). For pricing and taxes in your location / currency, or to book your place, contact us at [training@elaura.com](mailto:training@elaura.com).

Payment must be made at time of registration, by bank transfer, Wise transfer, or by credit card (5% surcharge).

Already been Birkman Certified in the past, but wanting a Refresher / Update? Contact us at [training@elaura.com](mailto:training@elaura.com) with your prior Certification details and we can advise on options.

### Registration process

When you are ready to book your place on The Birkman Method Certification, email us at [training@elaura.com](mailto:training@elaura.com) with the following information:

- your name / the name of the person/s you are registering
- your organisation (if applicable)
- PO number (if applicable)
- address for invoicing (including country)
- which Certification dates you are wanting to attend
- whether you have already completed the Birkman Questionnaire

We will then contact you and issue an invoice as per your information. Once the invoice is paid your registration is complete and one of our Certification team will walk you through the stages you need to complete prior to the Live Training.

Note: we also offer **in-house** and **in-person** options for organisations wanting to have multiple individuals certified in The Birkman Method. *If you are interested in private / in-house / in-person Birkman Certification please contact us for options at [training@elaura.com](mailto:training@elaura.com)*

*"Thank you so much for the teaching and coaching in the last 2 weeks! Your professionalism was so impressive and helped me a lot to gain knowledge and build confidence! I enjoyed the virtual workshop very much and can't wait to apply what I've learned! Thanks a lot for your help and support!"*

*- The Birkman Method Certification participant*