

Birkman Certification *from* Elaura

Get trained and equipped to work with individuals, teams and organisations using **Birkman's Signature Suite** of reports

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Ready to book?

Email us, and include which dates you're interested to attend:
training@elaura.com

Upcoming Dates

We have 3 Certifications scheduled for 2024

One in-person Certification will be taking place in **Singapore 26-28 February 2024** (*booking deadline: 9th February*). Please contact training@elaura.com for details of this 3-day Birkman Certification event.

We also have 2 Virtual Certifications scheduled:

- **May 13th - 17th & 20th-24th 2024**, NZT 7-9pm.
Booking deadline: 24th Apr 2024
- **Nov 11th-15th & 18th-22nd 2024**, NZT 8-10pm.
Booking deadline: 23rd Oct 2024

Please note: each virtual certification runs Mon-Fri for 2 weeks; you will need to attend all 10 sessions to complete the certification process.

About Virtual Birkman Certification

Attend Birkman Certification from wherever you are in the world!

We are pleased to bring you this highly interactive Virtual training programme. Birkman Certification is all about developing your confidence and competence in using The Birkman Method (TBM). Because the level of concentration required in an online setting is so much greater, we are limiting each session to two hours, once a day.

We have been amazed how well this new learning format works; this more paced approach is giving participants greater opportunity to internalise the learning as we go along.

You can ask questions outside of class time by email or live during the 10 minutes we open the virtual classroom before each session starts. You will work on exercises with your fellow learners in breakout rooms, and by the end, facilitate a significant conversation for another learner around their Birkman Report. We are using Zoom, will secure each session and will only admit verified participants.

Email training@elaura.com to book!

Timings & Timezones

The programme runs for two hours every day (10 sessions over two weeks). **Timings across different timezones:**

	May	November
UK / Ireland	8-10 am	7-9 am
Central Europe	9-11 am	8-10 am
India	12:30-2:30 pm	12:30-2:30 pm
Singapore / HK	3-5 pm	3-5 pm
Japan	4-6 pm	4-6 pm
Australia (NSW)	5-7 pm	6-8 pm
New Zealand	7-9 pm	8-10 pm

The list above is not exhaustive - you may join us from anywhere if you can make the time work. However, if you would prefer to complete Certification in a language other than English, please contact training@birkman.com to find out what training options may be available to you.

What does it cost?

USD**5000** equivalent (plus local taxes where applicable). Contact us at training@elaura.com for pricing and taxes in your location / currency.

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

Already Certified, but needing a Refresher / Update? We've got you covered! Contact us with your prior Certification details at training@elaura.com and we will advise on options.

The Birkman Method

The Birkman Method (TBM) is probably the most powerful tool available for OD, Talent Management and personal/professional development. With an ongoing R&D programme that stretches back more than 60 years, TBM is the cutting edge tool for 21st Century Organisations - and 21st Century Organisational Consultants. For more on becoming a Birkman Certified Professional, visit elaura.com/birkman-certification.

Birkman Certification

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

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.

Who is it for?

Professionals involved in People/Organisational Development, L&D, Talent Management, Career Development, Coaching, Management, Leadership etc.

Birkman Certification is accredited by ICF (28 hours) and SHRM (28 PDCs).

What is included

The training package consists of:

- Your own Birkman Report and an individual conversation with one of our facilitators
- 8 online pre-work modules which cover key knowledge of the Signature scores, plus course materials and Certification Manual
- 10 x 2-hour zoom sessions (over 2 weeks) of interactive, practice-based training to help you apply what you have learnt in a range of applied contexts
- Your first two Birkman Questionnaires for immediate practice
- Post-training personal written feedback to build your competence and confidence
- **Bonus:** An additional 2 hour zoom session approximately one month later. We'll support you to prepare for your first Birkman Conversations with clients plus provide you with a simple 'Mark Up' exercise to highlight what are likely to be critical scores in any Signature Report.
- On-going follow-up support to consolidate and extend your Birkman knowledge and expertise

On successful completion of the programme you can expect:

- to know the Birkman data set, and its power to build self-awareness and team understanding
- to have confidence in applying Birkman data to development and performance issues in the workplace
- to be equipped to have a competent one-on-one Birkman interpretation conversation with an individual

Once Certification is complete, you can open an individual and/or organisational Birkman account to purchase questionnaires and manage reports.

What you will need



Specifically for this Virtual Session, you will need:

- A computer with a built in or stand alone webcam and microphone
- To download the latest version of the Zoom app, if you haven't already
- Somewhere private to sit, with good lighting and free from interruptions (this session can't be combined with looking after small children!)
- We will provide digital materials, so having an iPad or other PDF reader available (separate from your computer) may be useful - or you may print the materials.
- Good, reliable broadband access to the Internet. We strongly advise against relying on mobile data unless that is your only option, and super reliable.

Please note that as with every Birkman Certification session, you must attend every session in order to be Certified.

We will make every effort to be flexible where unforeseeable technical issues occur, but you will not be able to take calls or do emails during these sessions; completion of the course is dependent on full attendance.

If you have **any** questions please contact training@elaura.com

Your Trainers

Training is hosted and delivered by Jon and Sarah Mason from Elaura, and Claire Keogh of Keogh Consulting Services.

Sarah Mason is a BPS Chartered Occupational Psychologist; she and Jon are long-established Birkman Master Certified Professionals and Authorised Trainers. Their consultancy practice covers the UK as well as all of Asia Pacific. They also lead the team which has developed the Birkman-powered hoozyu programme for young people. Jon is the author of a book on the Birkman Method - *hoozyu: preparing for life and the marketplace*.

Claire Keogh 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.

Secure your place

Places are limited, and can only be confirmed on receipt of payment in full. Please note the booking deadlines on page 2 of this brochure; these deadlines allow for the mandatory pre-work assignments, but it's a good idea to book earlier so you don't miss out, and so you have more flexibility over the pre-work requirements. **Email training@elaura.com to book!**

Elaura also deliver Advanced Birkman Certification, as well as different applied courses for Birkman Professionals, and training for those using hoozyu (our Birkman-powered tool for young people). Please contact training@elaura.com for more details.

What happens now

Once you make the decision to join us for Virtual Birkman Certification we'll send you an invoice. Upon payment of the invoice we'll set you up to access the online pre-work modules. These 8 modules are hosted on the Birkman Learning System and feature video content covering the different sections of the Birkman Signature dataset.

If you haven't already completed the Birkman Questionnaire we'll send you a link to do so, and upon completion you'll receive your Birkman Signature report.

Whether you are new to Birkman or have had your report for years, we will also set up an individual conversation to talk you through your scores / refresh you on your own report.

All of this happens *before* the virtual training sessions. These sessions run for 2 hours a day each of the 10 week days (Mon-Fri) in the 2 week period. There will be some "homework" to complete in your own time during the course of these sessions, and you'll have plenty of opportunities during the sessions themselves to practice what you're learning and start applying it in conversations with the other participants.

After the virtual sessions are all complete you will have finalised your training and be considered a Birkman Certified Professional (BCP). But we don't stop there. As part of your Certification with us, we provide 2 free Birkman questionnaires for you to complete as practice conversations with 2 individuals of your choice. Our re-connect session a month after Certification gives an opportunity to discuss how these first conversations went and give you some additional keys and ideas.

As an Elaura-trained BCP you will gain access to free online events we run exclusively for our network of trained Birkman Professionals. You'll also have the option to open a Birkman account through us and receive our ongoing support, and resources to help you as you develop your Birkman practice.

What others have said

About in-person and virtual Birkman Certification

Thank you for a fantastic experience during the Signature Training workshop. You are both excellent facilitators and I thoroughly enjoyed the two and a half days. I thought the mix of theoretical and practical exercises was ideal and your expertise in the Birkman was very apparent. I came to the training unsure of what to expect, and wearing my empirical/critical psychologist's hat (which I now realise is a red 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.

Just wanted to drop you a quick note to thank you for a wonderful 4 days! The ability to tap into your wealth of expertise has been invaluable and very much appreciated!

Thank you so much for the most wonderful week of Signature training. The responses from participants are so positive and I feel that my Birkman batteries have had a major recharge!

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!

Instructors are very experienced and helpful. I learned a lot.

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

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.