



Merrick Rosenberg

THE BIRD GUY

KEYNOTE SPEAKER • AUTHOR
PERSONALITY INTELLIGENCE EXPERT






Your personality is showing. What is it revealing?

Why can two people walk away from the same conversation convinced they heard two completely different things? Why can the qualities that first draw us to someone eventually become the very things that drive us crazy? And why does one workplace bring someone to life while leaving someone else completely drained?

For more than 35 years, I've been fascinated by the personality patterns hiding in plain sight behind these everyday moments. Through four unforgettable birds—the Eagle, Parrot, Dove, and Owl—I offer a simple, memorable way to see human behavior differently and understand what's really happening beneath the surface.

Once you recognize the patterns, the questions get interesting. When does a strength become too much of a good thing? What are we communicating without even knowing it? And how much of what we call "who I am" can we actually choose to change?

Those questions can take a conversation almost anywhere, from relationships and parenting to leadership, celebrity behavior, and personal growth. Most importantly, they challenge one of our favorite explanations for our behavior: "That's just who I am." Personality may explain our instincts, but it doesn't have to dictate our choices.

As an author and keynote speaker, I bring these ideas to life in interviews through humor, relatable stories, surprising insights, and examples audiences immediately recognize in their own lives. The goal isn't simply to understand personality. It's to give people an "aha" they'll carry into their very next conversation.

Let's give your audience a conversation that makes them laugh, think, recognize themselves, and see the people around them a little differently.

Merrick Rosenberg

Keynote Speaker | Author | Personality Intelligence Expert
Founder/CEO Take Flight Learning
The Bird Guy

EAGLE

Dominant, direct, results-oriented, makes quick decisions, bottom-line focused

TENDENCIES

- Getting immediate results
- Causing action
- Accepting challenges
- Making quick decisions
- Questioning the status quo
- Solving problems

NEEDS

- Power and authority
- Prestige and challenge
- Wide scope of operations
- Direct answers
- Opportunity for advancement
- Freedom from controls
- New and varied activities

TIPS

- Understand that others are needed for success
- Consider all options before deciding
- Be aware of the emotional needs of others
- Communicate respectfully when under stress
- Verbalize reasons for conclusions
- Be aware of existing sanctions
- Relax and slow down the pace
- Pay full attention when listening



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PARROT

Interactive, optimistic, enthusiastic, group-oriented, energetic, humorous

TENDENCIES

- Interacting with people
- Making a favorable impression
- Creating a motivational environment
- Generating enthusiasm
- Viewing people and situations optimistically
- Participating in a group

NEEDS

- Social recognition
- Room for spontaneity
- Freedom of expression
- Positive and upbeat work environment
- Opportunity to verbalize ideas
- Enthusiastic feedback
- Freedom from control and detail

TIPS

- Be objective in decision-making
- Be more realistic in appraisals of others
- Set priorities and deadlines
- Talk less and listen more
- Complete one task before starting another
- Follow-through on commitments
- Pay more attention to details
- Manage time effectively



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DOVE

Supportive, good listener, considerate, relationship-oriented, patient, consistent

TENDENCIES

- Creating a stable, harmonious work environment
- Wanting to help others
- Demonstrating patience
- Showing loyalty
- Listening empathetically
- Performing in a consistent manner

NEEDS

- Maintenance of the status quo
- Predictable routines
- Calm working conditions
- Sincere appreciation
- Identification with a group
- Minimal conflict
- Genuine appreciation for work accomplished

TIPS

- Validate their own self-worth
- Become involved in varied activities
- Set limits with others
- Seek opportunities to try new things
- State needs during times of change
- Be more assertive
- Recognize it is okay to say, “No”
- Accept that conflict can lead to better solutions



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OWL

Conscientious, process-driven, logical, detail-oriented, questioning, organized

TENDENCIES

- Concentrating on important details
- Thinking logically and analytically
- Being diplomatic with people
- Checking for accuracy
- Analyzing performance critically
- Using a systematic approach to solve problems

NEEDS

- Clearly defined performance expectations
- Quality and accuracy
- Reserved, business-like atmosphere
- Control over factors that affect their performance
- Opportunity to ask “why” questions
- A framework to work within
- Time to perform up to their high standards

TIPS

- Consider the intent of rules and guidelines
- Tolerate ambiguity
- Develop tolerance for conflict
- Delegate important tasks
- Initiate and facilitate discussions
- Exhibit enthusiasm and excitement for successes
- Make decisions without all of the information
- Seek excellence not perfection



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Keynotes

Merrick offers two signature keynotes and additional targeted keynotes based on industry or leadership role.



The Personality of Success

All Audiences

Every day, personality influences how we communicate, collaborate, and respond to others. Discover how understanding behavioral differences can change the way you interact with the people around you.



Master the Art of Being You

Keynotes & Conferences

Through humor, compelling stories, and unexpected insights, Merrick Rosenberg challenges audiences to rethink how they tap into the power of their personality to be their best selves.



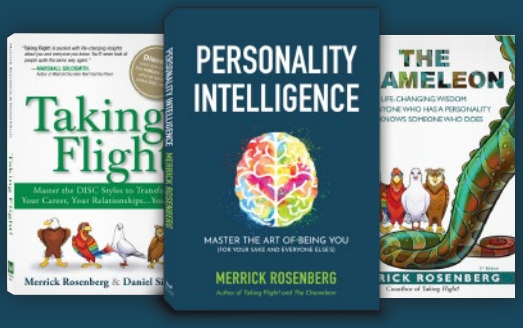
Audience Specific

Leadership, HR, and Sales

With Merrick's vast experience across industries and roles, he can deliver a keynote specifically designed for your audience.

Books

Merrick Rosenberg is the author of nine award-winning books that bring personality styles to life through humor, engaging fables, and compelling real-life stories.



Learn More

Visit MerrickRosenberg.com or scan the QR code.

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