



The FIRO-B® Assessment

A close-up photograph of a young man with a bright smile, looking slightly to the right. The image is partially obscured by a white speech bubble containing the text "Be better.".

Be better.

PRODUCT BENEFITS

- + Measures interpersonal needs in three areas—Inclusion, Control, and Affection
- + Provides specific insights that create an opportunity for individuals to effect behavioral change quickly
- + Increases team performance by enabling team members to better understand relationship dynamics and reduce conflict
- + Supports effective one-on-one coaching, team performance, communication, and leadership development
- + Expands understanding of leadership style, strengths, and challenges that affect performance and success—helping people overcome and in some cases prevent issues

PRODUCT FEATURES

- + Helps increase understanding of interpersonal effectiveness in the workplace with the *FIRO-B® Profile + Interpretive Report for Organizations*
- + Explores the influence of personality preferences and interpersonal needs on leadership style through the *Leadership Report Using the FIRO-B® and MBTI® Instruments*
- + Presents a detailed summary and interpretation of assessment results in a clean graphic design
- + Streamlines administration with easy-to-use online and paper formats that include just 54 items
- + Includes a robust set of client and practitioner resources to increase understanding and inform next steps

Build better teams and improve performance through insight into interpersonal needs and behavior.

The *Fundamental Interpersonal Relations Orientation–Behavior™* (FIRO-B®) suite of assessment products helps people understand their interpersonal needs (grouped into three categories—Inclusion, Control, and Affection) and how those needs influence their communication, problem-solving, and decision-making styles as well as other aspects of their behavior. For more than 50 years, the FIRO-B tool has provided in-depth descriptions of how people behave, how they affect and are affected by others, and how they can be more effective.

As a result, the assessment has become a valuable tool for increasing organizational performance. It reveals how interpersonal needs drive people's behavior and can shape people's ability to build trust, influence others, and create productive relationships.

Since team performance is central to organizational effectiveness, the FIRO-B assessment is frequently used to facilitate the formation of teams, as well as to help groups become more effective by addressing any problematic interpersonal dynamics. And, by identifying leadership style, the tool provides insight into how managers can become more effective by helping meet the interpersonal needs of members of their team or group. Similarly, it can improve people's understanding of how interpersonal needs can help form positive team and individual working relationships—by highlighting perceptual gaps that may lead them to inadvertently derail relationships and limit their ability to influence others.

But no matter what your particular organizational needs are, the FIRO-B tool can help your people become more self-aware—and understand how they may need to change their behavior to interact with others in a more emotionally intelligent manner.

The FIRO-B® Assessment

MEETING YOUR NEEDS

Because the FIRO-B tool is even more powerful when used in combination with other assessments—such as the Myers-Briggs®, TKI, and CPI 260® assessments—it is ideal as an integral part of your team and leadership development initiatives, as well as personal coaching efforts. It can help people in several areas:

- + Team building—build more effective teams with insights into interpersonal communication needs
- + Leadership and coaching—help leaders understand their communication style and behavior to improve performance
- + Conflict management—help individuals better understand interactions with others and reduce conflict

CERTIFICATION PROGRAM

CPP's FIRO® Certification Program teaches you how to professionally and ethically use the FIRO-B and FIRO Business® assessments and grants participants access to purchase the assessments and reports. CPP provides convenient on-site training for five or more people, with topics including the design and theory of the instruments and key applications such as team building, leadership, and individual development.

ESSENTIAL PRODUCTS



FIRO-B® Profile
(Product code: 220160)



FIRO-B® Interpretive Report for Organizations
(Product code: 210255)



Leadership Report Using the FIRO-B® and MBTI® Instruments
(Product code: 210256)



Introduction to the FIRO-B® Instrument client booklet
(Product code: 2209)

“ Our patients depend on us for high-quality, compassionate care. To accomplish this, we must develop strong leaders. The FIRO® instrument supports our efforts. ”

Joan Evans, Director of Organizational Development,
Moses Cone Health System

Your Guide to Performance

At CPP, our only job is to help you be a better people development professional and, in turn, help every employee flourish. While we're best known for our products like the *Myers-Briggs Type Indicator®* assessment, CPP is also a group of people who can offer you the information, guidance, and support you need. We offer solutions to help you improve organizational performance and address whatever challenges you face—from team building, leadership and coaching, and conflict management to career development, selection, and retention. Perhaps that's why millions of people in more than 100 countries use our products each year. They include people at Fortune 500 companies and businesses of all sizes, as well as educators, government agencies, and training and development consultants.

Let's make a difference together. Talk to us today to see how.

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