

For Immediate Release

John Neely
Hawthorne Associates
Phone: 978-745-4878
Fax: 978-745-2553
john@hawthorneassociates.com

Siobhán Collopy
CPP, Inc.
Phone: (800) 624-1765, x127
Fax: 650-623-9273
scollopy@cpp.com



New Booklets Help improve Communication and Reduce Conflict
Two Titles Round Out Myers-Briggs Type Indicator® Introduction to Type® Library

Palo Alto, CA – December 2, 2003 – Communication problems and conflict take their toll on organizations and relationships. CPP, Inc., a leading provider of practical solutions for training, development and career management, has released two brand-new booklets that provide detailed yet accessible advice on how a manager, trainer or individual can take personality differences into account in order to address these problems.

Different people receive and process information and relate to the world around them in very different ways. The Myers-Briggs Type Indicator® (MBTI®) instrument is the premier assessment tool for understanding individual personality differences (type preferences) and applying that understanding to the ways people work and interact. An understanding of personality—one's own and others'—can even mean the difference between success and failure, for today's organizations.

"Millions of people take the MBTI assessment every year," observes David O. Krantz, President and CEO of CPP, Inc., "and most of them are struck by its uncanny ability to explain how they think, feel and act." These two new booklets, *Introduction to Type® and Communication* by Donna Dunning and *Introduction to Type® and Conflict* by Damian Killen and Danica Murphy, go the next step and make it easy to apply Myers-Briggs® insights when dealing with others in the workplace.

"An understanding of personality type can improve understanding of people's communication styles," said Dunning. "By recognizing what different individuals like to hear, how they express themselves and how they prefer to give and receive feedback, you can improve their performance and your own."

"And type can be a powerful tool for approaching interpersonal conflicts," said Killen. "By considering MBTI type preferences in a structured conflict management process, you can understand others' behavior better and identify and correct your own blind spots." *Introduction to Type® and Conflict* can be used on its own or in combination with the Thomas-Kilmann Conflict Mode Instrument and related conflict management tools.

"These two booklets round out our Introduction to Type® Library, a comprehensive resource for every Myers-Briggs practitioner and trainer," says Krantz. Each booklet costs \$10; quantity discounts are available. The 12-volume Introduction to Type® Library costs \$100.

Those who are unfamiliar with the theory of personality types should also read CPP's *Introduction to Type®* booklet, take the Myers-Briggs assessment, and learn about their own type.

About the *Myers-Briggs Type Indicator*® Assessment

The MBTI assessment is the most popular personality instrument in the world—used by thousands of individuals and organizations, including 89 of the Fortune 100. CPP, Inc., offers more than 75 publications and tools to aid in understanding and applying assessment results. The **Myers-Briggs** assessment must be administered and interpreted by a qualified practitioner. Completing the MBTI questionnaire online or on paper takes 15 to 25 minutes.

About the Authors

Donna Dunning is a psychologist and director of Dunning Unlimited, a successful employee development consulting firm. She is the author of *What's Your Type of Career?*. Damian Killen is managing director of THRIVE, a human resources consultancy based in Dublin, Ireland, and Danica Murphy is an independent consultant and psychologist who works with THRIVE. Both frequently lead workshops on conflict and on the MBTI instrument.

About CPP, Inc.

CPP, Inc., is the exclusive publisher of the **Myers-Briggs** instrument and the **Thomas-Kilmann Conflict Mode Instrument**. For 45 years it has been the leading provider of assessments administered by professionals responsible for meeting individual and organizational development needs. The company publishes assessments and training tools for a variety of applications, such as leadership development, coaching, teambuilding, career management, and retention. CPP's products and publications are available directly from CPP and through thousands of professional counselors and consultants worldwide.

To order any *Introduction to Type*® booklet or the library, to learn more about the **Myers-Briggs** assessment and CPP, or to learn how to become a qualified MBTI practitioner, visit www.cpp.com or call 800-624-1765.

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