Introduction to the
Myers-Briggs Type Indicator®
(MBTI®) Assessment

Improve the performance of your people,
teams, and organization with the world’s most
trusted personality assessment.
Topics Covered

- MBTI® Assessment Overview
- Key Applications and Concepts
- Customer Successes
- Getting Started
- Popular Products
- Support Resources
MBTI® Assessment Overview
Developed in the 1940s by Katharine Cook Briggs and Isabel Briggs Myers, the *Myers-Briggs Type Indicator®* (MBTI®) assessment was created to

- Make Carl Jung’s theory of human personality type useful in everyday life
- Increase self-awareness and confirm self-perception
- Appreciate and capitalize on strengths of self and others
- Consider possible blind spots and/or areas for personal development
- Think and act out of choice rather than out of reflex
Why is the MBTI assessment so popular?

- The MBTI tool’s positive approach to understanding differences between people has made it the world’s most popular personality assessment.

- While deceptively simple, it’s based on sound and enduring psychological theory that can transform the performance of individuals, groups and entire organizations.

- Individuals who take the MBTI assessment often experience an “aha moment!” as they come to better understand themselves and how they approach work and day-to-day life.

- Organizations make it their personality assessment of choice across training and development programs because it provides a common language for appreciating interpersonal differences.
**MBTI® Assessment Overview:**

**Key Benefits**

- Easy to grasp, insightful, and thought provoking—for practitioners and clients alike

- Highly reliable and valid, backed by ongoing global R&D investment

- Highly flexible in terms of administration options and application areas

- Available in 20+ languages—with new culturally validated translations continually being developed

- Backed by expert support and guidance, available through CPP’s global distributor network, with numerous resources and reference materials for practitioners and the individuals they serve—both online and in printed form
MBTI® Assessment Overview: Four Dichotomies

- Sorts responses to items in order to propose four personal preferences:
  - Energy source: Extraversion or Introversion
  - Information source: Sensing or Intuition
  - Decision-making style: Thinking or Feeling
  - Lifestyle: Judging or Perceiving

- Through the possible combinations of the above, the indicator describes and celebrates 16 possible types
Energy

**Extraversion**
Being energized through contact with other people or through engaging in activities (the outer world)

**Introversion**
Being energized through ideas, quiet times, or solitude (the inner world)

MBTI Assessment Overview: Sensing-Intuition

Information

Sensing
Paying attention to what you perceive through the five senses: seeing, the hearing, touching, smelling, and tasting

Intuition
Paying attention to what might be described as the sixth sense—the unseen world of meanings, inferences, hunches, insights, and connections

MBTI® Assessment Overview: Thinking-Feeling

**Decisions**

**Thinking**
Making decisions based on impartial criteria—cause-effect reasoning, constant principles or truths, and logic

**Feeling**
Making decisions based on values-based, person-centered criteria, seeking harmony

MBTI® Assessment Overview: Judging-Perceiving

Approach to Life

**Judging**
Want to live an ordered life, with goals and structure, making decisions so you can move on

**Perceiving**
Want to live a spontaneous life with flexibility, staying open to new information and possibilities

### MBTI® Assessment Overview: Type Table

<table>
<thead>
<tr>
<th>Type</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ISTJ</strong></td>
<td>Leads by bringing order and efficiency to meetings and tasks.</td>
</tr>
<tr>
<td></td>
<td>Influences by using logical arguments backed by specifics and realism.</td>
</tr>
<tr>
<td></td>
<td>Focus is on facts, details, and results.</td>
</tr>
<tr>
<td><strong>ISTP</strong></td>
<td>Leads by quietly setting an example.</td>
</tr>
<tr>
<td></td>
<td>Influences, when asked, by having all the needed information ready.</td>
</tr>
<tr>
<td></td>
<td>Focus is on finding the logical ways to get things done.</td>
</tr>
<tr>
<td><strong>ESTP</strong></td>
<td>Leads by finding the most efficient way to work together.</td>
</tr>
<tr>
<td></td>
<td>Influences by establishing logical processes, pursuing them with enthusiasm.</td>
</tr>
<tr>
<td></td>
<td>Focus is on action, taking care of problems as they arise.</td>
</tr>
<tr>
<td><strong>ESTJ</strong></td>
<td>Leads by planning, providing direction, and assigning responsibilities.</td>
</tr>
<tr>
<td></td>
<td>Influences by modeling the standards and commitments he/she expects from others.</td>
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<tr>
<td></td>
<td>Focus is on structuring tasks so goals are met.</td>
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<tr>
<td><strong>INFJ</strong></td>
<td>Leads by encouraging others to cooperate in working towards a vision.</td>
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<tr>
<td></td>
<td>Influences by being creative and dedicated.</td>
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<tr>
<td></td>
<td>Focus is on creative insight and strong values.</td>
</tr>
<tr>
<td><strong>INTJ</strong></td>
<td>Leads by setting the course to make an idea become reality.</td>
</tr>
<tr>
<td></td>
<td>Influences by intellectual depth and dedication.</td>
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<tr>
<td></td>
<td>Focus is on designing systems, changing the status quo.</td>
</tr>
<tr>
<td><strong>ENFJ</strong></td>
<td>Leads by creating a vision, helping people see their potential.</td>
</tr>
<tr>
<td></td>
<td>Influences by listening to and incorporating the ideas of others.</td>
</tr>
<tr>
<td></td>
<td>Focus is on exploring all the possibilities.</td>
</tr>
</tbody>
</table>

Source: Sandra Krebs, Hirsh and Jane A.G. Kise, *Using the MBTI® Tool in Organizations* (Mountain View, CA: CPP, Inc., 1999, 2001). Further reproduction is prohibited without the publisher’s written consent. © 2011, CPP, Inc. All rights reserved.
Key Applications and Concepts
Key Applications

- Team Building
- Management Training
- Leadership Development
- Individual Coaching
- Career Development
- Change Management
Key Applications: Team Building

<table>
<thead>
<tr>
<th>ISTJ</th>
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<tr>
<td>ISTP</td>
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<td>ESTJ</td>
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<td>ENFJ</td>
<td>ENTJ</td>
</tr>
</tbody>
</table>

Modal type (most frequent type) ______ ______ ______ ______

Group Type (most frequent preferences) ______ ______ ______ ______
Key Applications: Management and Leadership Development

Excerpted from Introduction to Type® and Leadership

Source: Sharon Lebovitz Richmond, Introduction to Type® and Leadership, (Mountain View, CA: CPP, Inc., 2008). Further reproduction is prohibited without the publisher’s written consent.
Key Applications: Career Development

- Helps clients find promising occupations to explore
- Explains how an individual’s MBTI preferences affect what her or she likes in a career

Key Applications: Career Development

- Lists the most and least popular occupations for client’s type
- Occupational information is presented using O*NET™ classifications for easy research and follow-up

<table>
<thead>
<tr>
<th>Key Concepts: Order or Preferences</th>
<th>ISTJ</th>
<th>ISFJ</th>
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<tr>
<td>1. Sensing</td>
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<td>1. Intuition</td>
<td>1. Intuition</td>
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</tr>
</tbody>
</table>


|        1. Sensing                  | 1. Sensing | 1. Intuition | 1. Intuition | 1. Intuition |


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Key Concepts: A Problem-Solving Model

Function Pairs: ISTJ & ENFP

MBTI® Assessment Options

- Step I™ (Form M): Four-letter type
- MBTI®Complete: Four-letter type plus an interactive learning session
- Step II™ (Form Q): Four-letter type, plus five facets per dichotomy
Product Options: MBTI® Step I™ Assessment

- 93 items
- Provides 4-letter type
- Faster to complete
- Multiple applications: coaching, personal development, career awareness, communication, etc.

Your MBTI type is indicated by the four letters representing your preferences. Based on your responses to the assessment, your reported MBTI type is ENFP, also described as Extraverted Intuition with Feeling. Your results are highlighted below.

Your responses to the MBTI assessment not only indicate your preferences; they also indicate the relative clarity of your preferences—that is, how clear you were in expressing your preference for a particular pole over its opposite. This is known as the preference clarity index, or PCI. The bar graph that follows charts your PCI results. Note that a longer bar suggests you are quite sure about your preference, while a shorter bar suggests you are less sure about that preference.
Product Options: MBTI®Complete

Key Features:

- Combines Step I™ administration and interpretation
- Leads the participant through the essential “best-fit” type exercise
- Reinforces learning about type
- Saves time by allowing practitioners to focus on applications versus verification

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Product Options: MBTI® Step II™ Assessment

- 144 items
- Provides 4-letter type, plus preferences on 5 facet scales for each dichotomy
- Takes slightly longer to complete and debrief
- Provides more in-depth understanding of type preferences
- Explains uniqueness within each type

Source: Jean M. Kummerow and Naomi L. Quenk, *Understanding Your MBTI® Step II™ Results*, (Mountain View, CA: CPP, Inc., 2003). Further reproduction is prohibited without the publisher’s written consent.
Customer Successes
"Respect is imperative within the Hilton organization. Using the MBTI® assessment has given us the opportunity to start creating relationships within our management teams."

—Javier Araya, Learning & Development Manager, Hilton Grand Vacations

“Communication with managers and others can be improved with sensitivity to type and a bit of flexing…. In a clinical setting, patient satisfaction scores go up. In an administrative office, employee satisfaction goes up.”

—Judith O’Rourke, Senior Learning Consultant
Getting Started
Getting Started

To purchase the MBTI® Step I™ and II™ instruments, you

- Must successfully complete CPP’s MBTI® Certification Program

  OR

- Have a master’s degree or higher in psychology, counseling, organizational development, or a related field
The 4-Day MBTI® Certification Program

- Become eligible to purchase and administer the MBTI assessment upon successful completion
- Practice how to administer and interpret the latest forms of the MBTI assessment including Form M (Step I™) and Form Q (Step II™)
- Build confidence in presenting type theory and explore MBTI application tips and exercises
- Receive a practitioner's starter kit—including manuals, presentation slides, books, and client booklets—to prepare you for implementation success
- Earn hours/CEUs from several professional organizations (public programs only)
- Visit [www.cpp.com/mbticertification](http://www.cpp.com/mbticertification) to access the schedule and learn more about in-house delivery options
Getting Started: Delivery Options

CPP offers fast, easy, and convenient administration and reporting of the assessments through

- SkillsOne.com, our secure and efficient Web-based delivery platform
- A self-scorable, paper-and-pencil version
- The method of administration will determine which types of reports are available for your clients or employees
Getting Started: SkillsOne®

CPP’s assessment delivery platform: SkillsOne.com

- Enables client access and assessment administrations from anywhere Internet access is available
- Sends real-time notifications when an assessment is complete
- Provides instant report generation, printing, and ability to e-mail PDFs to your clients
Popular Products and Support Resources
Popular MBTI® Products

Keep type learning concepts top of mind for everyday use with our *Introduction to Type®* series (20 booklets in all)—available in print or PDF format.
Popular MBTI® Products

Manuals and user’s guides to expand your knowledge and improve your interpretations

Workshop and activity resources to extend the value of your training
Support Resources

Available on www.cpp.com in the Knowledge Center:

- Case Studies
  - Southwest Airlines
  - Ernst & Young
  - Kaiser Permanente
- Webinars
- MBTI Form M and Form Q Manual Supplements: www.cpp.com/mbtivalidity

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- MBTI® Type Tips Facebook Application: www.cpp.com/mbtitips
Thank You

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