



The Myers-Briggs® Assessment



# Inspire development and enhance performance with the world's most trusted personality assessment.

The *Myers-Briggs Type Indicator*® (MBTI®) assessment frequently provides people with a sudden, powerful realization—known as an “aha!” moment—of how they can improve their personal and professional lives.

It is an ideal instrument for use in a wide range of organizational settings, including:

- + Small businesses
- + Global corporations
- + Nonprofits
- + Government
- + Education

With two forms of the MBTI assessment, expert support and guidance, and a secure Web-based administration platform, CPP makes it easy for you to help others be better.



*The people development people.*

**cpp**



## Product Suite: MBTI® Step I™ (Form M) Assessment

### MBTI® STEP I™ (FORM M) ASSESSMENT

Gives certified practitioners a range of options for implementing their development efforts by using the tailored reports to apply results in different situations.

The MBTI Step I assessment:

- + Comprises 93 items
- + Identifies preferences on four dichotomies, resulting in a four-letter personality type
- + Provides a common language for appreciating interpersonal differences

Individuals and teams that need to accelerate their implementation timelines may prefer MBTI®Complete.

### MBTI®COMPLETE

MBTI®Complete combines the MBTI Step I assessment with a basic interactive online interpretation endorsed by the Myers and Briggs Foundation.

MBTI®Complete is ideal for:

- + Larger group training sessions
- + Teams in remote locations
- + Organizations in which qualified staff resources are limited

## The Myers-Briggs® assessment is useful for applications such as:

- + Team development
- + Leadership development
- + Interpersonal skills development
- + Conflict management
- + Executive and line manager coaching
- + Stress management
- + Career transition and planning

### WHAT IS TYPE?

Developed more than 50 years ago by Isabel Briggs Myers and her mother, Katharine Briggs, the Myers-Briggs assessment seeks to make Carl Jung's theory of psychological type understandable and useful in people's everyday lives. The assessment helps people determine their preferences on four dichotomies:

- + Extraversion (E) or Introversion (I)
- + Sensing (S) or Intuition (N)
- + Thinking (T) or Feeling (F)
- + Judging (J) or Perceiving (P)

### KEY BENEFITS

- + **Assessment**—Available in two forms, both providing the highest degree of validity and reliability
- + **Administration options**—Fast and easy online administration through SkillsOne.com, or paper-and-pencil self-scorable version
- + **Reports**—User-friendly narrative reports that relate to specific application areas—ask us for sample reports
- + **Resources and support materials**—Extensive portfolio exploring how personality affects performance, team dynamics, etc.
- + **Customer support**—Personal guidance from CPP Customer Service and a wealth of Knowledge Center resources at [www.cpp.com](http://www.cpp.com)
- + **Global support**—Materials available in more than 20 languages through CPP's global distributor network

## Product Suite: MBTI® Step II™ (Form Q) Assessment

### MBTI® STEP II™ (FORM Q) ASSESSMENT

Ideal for individuals who want to gain a deeper understanding of their four-letter type and fuel their ongoing development.

The MBTI Step II assessment:

- + Includes the 93 Step I items plus 51 additional items
- + Provides results on 20 components, or facets, of the four-letter type
- + Drills down to a finer level of detail and explores individual variations within type

With their Step II interpreted results, individuals can:

- + Better understand and relate to people who share their type
- + Explore distinctive ways they may express their type
- + Apply their learning to enhance their professional development (communication, change management, conflict management, etc.)

## Get certified!

CPP's MBTI® Certification Program will give you the knowledge you need to ethically and professionally administer the MBTI Step I and Step II assessments.

The four-day workshop will help you:

- + Learn how to interpret and apply MBTI results
- + Grow professionally
- + Become equipped to improve the performance of people, teams, and organizations
- + Earn hours/CEUs from several professional organizations

Upon completing the program, you will become eligible to purchase and use the Myers-Briggs instrument and reports.

**Learn more at [www.cpp.com/mbticertification](http://www.cpp.com/mbticertification).**



### TIPS

- + Workshop time limited? Have participants take MBTI®Complete in advance.
- + Reinforce clients' daily use of type concepts with the MBTI® Type Tower.
- + Check out the MBTI®Talk Blog, [www.mbtitalk.com](http://www.mbtitalk.com), for insights and tips.
- + Save money and time by asking clients to complete the Step II questionnaire. This gives you the flexibility to base your work as a practitioner on either Step I or Step II results (or both).

“Hallmark Cards, Inc., uses the MBTI® instrument for employee development and it has done wonders for our company. Step II™ does much to explain why ‘same types’ may look so different; but, more importantly, it is a critical piece of understanding the value of diversity.”

Dr. A. C. Lampe, Hallmark Cards, Inc.

## The Myers-Briggs® Assessment

### ESSENTIAL PRODUCTS

- + Client Reports
  - MBTI® Profile
  - MBTI® Step II™ Interpretive Report
  - Leadership Report Using the FIRO-B® and MBTI® Instruments
  - Strong and MBTI® Career Report
- + Practitioner's Resources
  - Manuals and User's Guides
    - + *MBTI® Manual*
    - + *MBTI® Step II™ User's Guide*
    - + *Introduction to Type® series\**
    - + Type Practitioner Series
  - Program and Workshop Development Tools
    - + *MBTI® Practitioner's Field Guide*
    - + *Using the MBTI® Tool in Organizations*

\*Introduction to Type® series is available in print, PDF, and Kindle formats.

The Myers-Briggs assessment can be used in combination with other assessments—such as the FIRO-B®, FIRO Business®, *Thomas-Kilmann Conflict Mode Instrument* (TKI), and CPI 260® tools, also available from CPP.

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“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, Kaiser Permanente

## Your Guide to Performance

At CPP, our only job is to help you be a better HR 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 individuals 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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