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## Millionth Online Assessment Delivered by CPP

*SkillsOne*® web site makes taking *Myers-Briggs*® assessment easy for Jayhawks—and others

Palo Alto, CA – February 27, 2004 -- When you think of online assessments, what comes to mind? For many it is the last 10-question pop culture quiz that they clicked to from their Internet home page. But, increasingly, people think of a more serious application—a psychological or personality assessment used for career development or training purposes. This month CPP, Inc. administered its millionth online assessment, a *Myers-Briggs Type Indicator*® (MBTI®) instrument, to a University of Kansas student through its *SkillsOne*® web site.

CPP, Inc., has been delivering some of the world's leading assessments for more than 45 years—to people with pencils. But, in a world moving to Internet time, waiting for the answer sheet to be scored can be excruciating. "Both trainers and counselors began to clamor for online administration and instant scoring and reporting," recalled Jeff Hayes, senior vice president of CPP. "Participants wanted to be free to complete assessment questionnaires anywhere, any time. And administrators wanted real-time tracking and notification as well as batch processing and analysis."

And what does the administrator of the millionth assessment say? "I used the *Strong Interest Inventory*® assessment [also published by CPP] for the first time in 1961," says Richard Nelson, Director of the Career Counseling and Planning Service at the University of Kansas. "The payoff in my job still comes when I take a student who doesn't have a clue and see that light bulb come on. Online administration at KU means more students seeking counseling and more light bulbs."

CPP conducted the first assessment on its *SkillsOne.com* web site in 1999. "Online administration may look like a drop in the bucket—after all we've administered millions of pencil-and-paper assessments in our time—but it represents the wave of the future," said Hayes. "Today, one of every seven assessments is taken on line. Tomorrow, enhancements to *SkillsOne.com* and a workforce and student body increasingly comfortable with computers will mean a continuing shift."

### About *SkillsOne.com*

The *SkillsOne.com* service is available to practitioners and organizations for administration of the *FIRO-B*®, *CPI 260*™, *CPI*™ 434, and *Thomas-Kilmann Conflict Mode Instrument (TKI)* assessments, in addition to the *Myers-Briggs Type Indicator*® Step I and Step II, and *Strong Interest Inventory*® instruments. *SkillsOne.com* provides high-impact, full-color reports to assist in interpretation of assessment results. Except for the *TKI*, all assessments must be administered and interpreted by a qualified practitioner.

### About CPP, Inc.

CPP, Inc., is the exclusive publisher of all seven assessments listed above. For 45 years it has been the leading provider of assessments administered by professionals focused on 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.