



MYERS-BRIGGS TYPE INDICATOR®

50-plus Years as the Most Trusted Tool for Improving Work Life

What if you had a way to improve individual and team performance in your company? Or a way to more successfully nurture and retain your top talent by identifying skills gaps and building targeted development programs? Or, better yet, what if you could develop leadership at every level of your organization, reduce workplace conflict, improve communication, and ultimately find ways for teams and individuals throughout your organization to work together more productively? These are just some of the applications of the *Myers-Briggs Type Indicator*® (MBTI®) assessment, the best known and most trusted personality tool available today.

Developed in the 1940s by Katharine Cook Briggs and Isabel Briggs Myers, the MBTI assessment was created to make Carl Jung's theory of human personality understandable and useful in everyday life. Today, the MBTI tool is the most widely used personality assessment in the world, recognized by many as the gold standard. More than 2 million assessments are administered to individuals—including employees of many Fortune 500 companies—annually.

“Hallmark Cards, Inc. uses the MBTI® instrument for employee development, and it has done wonders for our company.”

– Dr. A. C. Lampe, Hallmark Cards

PRODUCT BENEFITS

The MBTI tool reaches across the globe in 21 languages to help:

- Improve individual and team performance
- Nurture and retain top talent
- Develop leadership at every level of an organization
- Reduce workplace conflict
- Explore the world of work
- Create an atmosphere of understanding and clear communication

PRODUCT FEATURES

The MBTI assessment offers the following features:

- Identifies an individual's preferences for Extraversion (E) or Introversion (I), Sensing (S) or Intuition (N), Thinking (T) or Feeling (F), and Judging (J) or Perceiving (P)—indicated by a four-letter type “code”
- Provides a foundation for effectively engaging participants in the use of type concepts
- Summarizes underlying patterns common to most people of a particular type—providing information about the 16 possible combinations of preferences, or personality types, and exploring the dynamic interactions of the preferences and their order of development
- Leverages a variety of learning methods, including interactive exercises, group work, curriculum review, and practice sessions
- Offers dozens of supporting materials to help with a variety of applications, from team building to leadership to employee retention and more
- Is available as an all-in-one online assessment, interactive feedback session, and interpretive report that saves time and extends your organization's reach
- Can be used to enhance emotional intelligence, or EQ

APPLICATIONS

- Leadership and coaching
- Team development
- Conflict management
- Communication
- Career exploration
- Retention

MBTI®

