



# Be better.



The Myers-Briggs® Assessment

#### PRODUCT BENEFITS

- + Demonstrates the highest levels of consistency and reliability of any personality assessment
- + Helps people understand individual personality type and its relationship to performance, team dynamics, and other topics
- + Creates an atmosphere of understanding, clear communication, and mutual respect
- + Nurtures and helps retain top talent
- + Develops leadership at every level
- + Improves individual and team performance
- + Reduces workplace conflict
- + Eases implementation with application-specific reports and supporting materials
- + Provides valuable self knowledge that extends well beyond any one training session

#### PRODUCT FEATURES

- + Identifies an individual's preferences for Extraversion or Introversion, Sensing or Intuition, Thinking or Feeling, Judging or Perceiving
- + Provides various online and paper formats to meet your specific needs and budget
- + Offers a range of reports that relate type results to specific application areas
- + Simplifies the interpretation process with user-friendly, narrative report formats
- + Provides dozens of support materials such as:
  - + *Introduction to Type*® Series – Workbooks to help individuals apply their self knowledge
  - + Type Practitioner Series – Booklets designed to help you expand your knowledge
  - + Ready to Go Workshops – Sessions to help you plan and execute training sessions

## Insight for improving performance. All from the world's most trusted personality assessment.

Much more than just a product, the Myers-Briggs® (MBTI®) assessment is a highly versatile solution that has helped millions of people around the world gain a deep understanding of themselves and how they interact with others.

The Myers-Briggs assessment provides the reliable insights you need to improve the performance of your people, teams and organization. By creating a common language to easily communicate the complexities of an individual's personality, it supplies invaluable inputs for your ongoing team building, leadership and coaching, conflict management, career development, and retention efforts.

But, achieving your performance goals doesn't have to be complicated. Providing easy-to-use, insightful reports – as well as a Web-based, learning-on-demand environment – the Myers-Briggs assessment is backed by people who can help guide you through the entire process.



The people development people.

cpp

## The Myers-Briggs® Assessment

### MEETING YOUR NEEDS

The Myers-Briggs® assessment can be used alone or in combination with other CPP products. Together they form an integrated solution for all your training and development initiatives.

- + Leadership and Coaching – Develop capable and effective leaders at all levels
- + Team Building – Improve the performance of your teams
- + Conflict Management – Reduce conflict and work more effectively together
- + Career Exploration – Help people find their passion
- + Retention – Protect what is most valuable

### THE MYERS-BRIGGS TOOL FOR ON-DEMAND LEARNING

The Myers-Briggs® ThinkBox ([www.mbtithinkbox.com](http://www.mbtithinkbox.com)) is a Web-based, learning-on-demand environment that extends your investment in the Myers-Briggs assessment. It provides easy access to hundreds of valuable learning resources, including e-coaching, video clips, articles, expert tips and more – all of which can be applied immediately to improve individual and team performance, develop leaders, and reduce conflict.

### CERTIFICATION PROGRAM

The Myers-Briggs® Certification Program teaches you how to professionally and ethically administer and interpret the Myers-Briggs assessment. It provides instruction in type theory and key Myers-Briggs applications. Upon successful completion of the program you will be eligible to purchase and use the MBTI assessment and reports.

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

Dr. A. C. Lampe, Hallmark Cards

## 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.

650-969-8901 : [www.cpp.com/mbti](http://www.cpp.com/mbti) : [custserv@cpp.com](mailto:custserv@cpp.com)

1055 Joaquin Road, 2nd Floor, Mountain View, CA 94043

800-624-1765 : [www.cpp.com](http://www.cpp.com) : The Myers-Briggs® experts