



# The Myers-Briggs Type Indicator

is the world's most popular personality assessment, found in **79% of the FTSE 100**. It provides a robust foundation for life-long personal development, using a constructive, flexible and liberating framework for understanding individual differences and strengths.

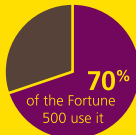
MBTI insights reveal how we see and interact with the world, our motivations and the motivations of others. This creates a strong foundation for personal growth and development, underpinning enhanced personal effectiveness.

the **POWER** of



Enormous community of **experts** and **practitioners** support understanding and application

# GREAT REPUTATION



# 79%

of the FTSE 100 have a **qualified practitioner** in-house



One tool...



...endless applications

RESEARCHED AND



**VALIDATED**

12,000+ independent articles published



2+ million uses per year

MBTI development saves the **RAF** millions by lowering student drop-out rates



Builds the basis for lasting **TEAM PERFORMANCE**



Recommended for anyone who works anywhere other than a one-man capsule in outer space (and arguably even then...)

Foreign and Commonwealth Office

**COMMON LANGUAGE** gives foundation for development



Hits the target **FAST**



Trained practitioners promote memorable **LIGHTBULB MOMENTS**

# UNRIVALLED VERSATILITY

**HUGE RANGE** of resources to support every application



Relevant in **ANY CAREER**



Widely imitated... **NEVER** rivalled



Global relevance... validated in **27** languages!



**STRENGTHS-BASED DEVELOPMENT** drives lasting behaviour change



Powerful at **ALL ORGANISATIONAL LEVELS**

The **MBTI** is not a one off event – it is part of the language, spoken from day one and reiterated and developed throughout a player's career

England and Wales Cricket Board

Frames diversity to bridge **cultural differences**



Gives **LIFELONG VALUE** for your individual **DEVELOPMENT JOURNEY**

**PLANT ONE SEED...** grow a **WHOLE GARDEN!**



unlocking potential