

How the FIRO-B® instrument can improve your client's personal effectiveness

The FIRO-B® instrument measures how you typically behave with other people and how you expect them to act toward you. Helping people become aware of their natural tendencies allows them to choose whether their typical behavior is appropriate or if different behaviors would be more successful in a given situation. This makes the FIRO-B® assessment ideal for use in one-on-one coaching, small groups or teams.

Interpretation of the FIRO-B® instrument can help increase your understanding of behavior in areas such as the following:

- How you come across to others, and why this may not be the way you see yourself or the impression you might want to make
- How and why conflict develops between well-meaning people
- How to understand your own needs, and how to manage them as you interact with others

The FIRO-B® instrument was developed by Will Schutz, Ph.D., based on the theory that beyond our survival needs – food, shelter, and warmth – we each have unique interpersonal needs that strongly motivate us. These needs relate to three areas he called Inclusion, Control, and Affection, each of which shapes our interactions with others. When our needs in these areas are not met, we become uncomfortable or anxious.

The Need for Inclusion

This need indicates how much people wish to include others in their lives, and how much attention, contact and recognition they want from others.

The Need for Control

This need indicates how much influence and responsibility people want, and how much they want to be lead and influenced.

The Need for Affection

This need indicates how close and warm people are with others, and how close and warm they want others to be with them.

For each of these three needs, the FIRO-B® instrument provides an indication of an individual's preference for initiating certain behaviors (expressed) and having others initiate behaviors toward them (wanted).

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Expressed

This dimension indicates how much you prefer to initiate the behavior. It focuses on what you do and can be easily observed by others.

- **Expressed Inclusion:** How often do you act in ways that encourage your participation in situations?
- **Expressed Control:** How often do you act in ways that help you direct or influence situations?
- **Expressed Affection:** How often do you act in ways that encourage warmth and closeness in relationships?

Wanted

This dimension indicates how much you prefer others to initiate the behavior toward you. It is about what you really want from others – whether or not you show it openly.

- **Wanted Inclusion:** How much do you want to be part of others' activities?
- **Wanted Control:** How much leadership and influence do you want others to assume?
- **Wanted Affection:** How much warmth and closeness do you want from others?

The FIRO-B® instrument has a strong professional following which uses the tool in counselling, communication workshops, management development, team building and career development. Its unique look at interpersonal needs can bring variety and additional insights into personal development applications.

MBTI® PROFESSIONAL DEVELOPMENT CONFERENCE

Calgary, October 18-19, 2007

Join us this fall for the inaugural MBTI® Professional Development Conference. Featuring some of the leading authorities on using the MBTI® assessment, the workshops will offer practical skills and strategies for applying the MBTI® instrument to different situations within your organization. Sessions include:

Coaching the Changing Workforce

– Nancy Barger

Communication: Skills, Styles, & Strategies

– Donna Dunning

Losing Your Grip at Work

– Patrick Kerwin

Leaders in Global Organizations

– Linda Kirby

Coaching Using the Step II

– Jean Kummerow

Using Type and Emotional Intelligence to Coach Leaders

– Chuck Pratt

For more information about the speakers, sessions and registration, please visit our website at:

www.psychometrics.com/conference

Do your client's teams work together effectively?

Use the FIRO-B® Tool to Improve Team Success.

Teamwork and collaboration. In today's world, these are workplace requirements, for every person, and at every level of an organization. The FIRO-B® assessment helps team members discover how their need for participation, influence, and closeness can be contributing to or detracting from their team's success.

Use It On Its Own Or With the MBTI® Instrument

The *FIRO-B® Interpretive Report for Organizations* provides insight into how your clients relate to work relationships and how that affects team effectiveness. Use it as a standalone tool, or combine it with the MBTI® instrument to present a comprehensive view of personal style for use in individual and group development.

Start Today, You're Already Qualified

As an MBTI® qualified practitioner, you are automatically qualified to use the FIRO-B® assessment.

Take a Complimentary FIRO-B Assessment to Learn More.

If you are an MBTI® qualified practitioner in Canada try the FIRO-B® assessment and receive a complimentary copy of your own *FIRO-B® Interpretive Report for Organizations*.

Simply send an email message to info@psychometrics.com to sign up.

Enhance communications
Create productive relationships

USE THE FIRO-B® INSTRUMENT
TO BETTER UNDERSTAND MOTIVATORS
THAT AFFECT OUR BEHAVIOURS

Try the FIRO-B® assessment and receive a **complimentary copy** of your own FIRO-B® Interpretive Report for Organizations!

Benefits of using the FIRO-B®:

- Increase personal effectiveness
- Provide insight into interpersonal needs and expectations
- Build better work relationships
- Understand and identify leaders and leadership skills
- Develop highly effective and collaborative teams
- Understand the needs for participation and influence in teams

Because you are an MBTI® qualified practitioner, you are **automatically qualified** to purchase the FIRO-B®.

Use the User ID and Password provided to you in your email. Please allow 1 business day for your report.

User ID

Password

PSYCHOMETRICS TRAINING



Step I Qualification Program

Our dynamic and interactive Qualification Program prepares you to use the MBTI® instrument in a variety of professional settings. Learn broad methods and specific techniques for applying the MBTI® assessment in such areas as coaching, leadership development, teambuilding, and organizational development.

August 20–23	Toronto, ON	November 5–8	Montréal, QC French Instruction
September 10–13	Ottawa, ON		
September 17–20	Vancouver, BC	November 19–22	Toronto, ON
October 22–25	Calgary, AB		



Introduction to the Step II (Form Q)

Help clients explore their preferences beyond their four letter type by learning to use the most comprehensive version of the MBTI® instrument. The Step II Form Q explores 20 component parts of the four type dimensions.

August 24	Toronto, ON	November 9	Montréal, QC French Instruction
September 14	Ottawa, ON		
September 21	Vancouver, BC		



Strong Qualification Program Online

Complete the Strong Qualification Program online and work at your own pace from your home or office.

If you have any questions about our training programs or workshops please contact Gaétanne at 1-800-661-5158 ext.227 or training@psychometrics.com.

TALK' TO US

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