



Myers-Briggs Type Indicator®



A Lifetime of Making Differences

The Myers-Briggs Type Indicator® (MBTI®) assessment is a foundation for understanding individual differences and applying that understanding to the ways we work and interact. Together with its training and support materials, the MBTI® instrument can make the difference in your organization's communication, team building, leadership development, and career management initiatives.

Today the MBTI® assessment is the most widely used personality instrument in the world – 2 million administrations are given each year. In addition, the instrument has been translated into 16 languages for use throughout the world. Research shows that the MBTI® instrument is as valid a measure of personality type concepts in Canada as it is in China, Indonesia, Japan, France, Norway, Great Britain, and the United States.

4000+ research studies

16 languages

Built with most advanced statistical techniques

2 million yearly administrations

Wealth of validity and reliability research

60+ years of research excellence

The history of the MBTI® instrument has been marked by evolving ideas of type theory interpretation, application of the instrument in new areas, and constant research. Since its introduction in 1942, the MBTI® has undergone 11 revisions up to the latest Form M and Form Q.

The Form M and Form Q are built upon the latest and most advanced techniques available in psychometric measurement, using Item Response Theory to provide the most accurate measurement of individual's type preferences. This has resulted in fewer items, increased accuracy, increased reliability, and new item weights.

Today, research and development efforts continue, with modern measurement techniques that enhance both the instrument and its many applications.

**WHEN MAKING IMPORTANT LIFE DECISIONS,
HAVING TRUSTWORTHY INFORMATION IS VITAL.**

Often imitated, never duplicated

The power of the theory underlying the MBTI® instrument can easily be seen by the number of other products that attempt to measure personality type. These checklists and card sorts, while using similar language, do not provide the accuracy and reliability of the MBTI® instrument. When making important life decisions, having trustworthy information is vital. With more than 4000 research studies, journal articles, and dissertations written on the Indicator, no other type instrument comes close to being as studied and validated. Compare the amount and quality of research on the MBTI® with that for other type instruments, and see how they measure up.

Applications for individuals & groups

The MBTI® assessment is ideal for developing individuals, teams, and organizations. Use MBTI® tools any time you need to understand the different ways people think, communicate, and interact. Establish a basic understanding of the concepts of personality type; then build on that foundation throughout your training and development activities. You can select among training and application materials designed for most audiences and situations.

LEADERSHIP DEVELOPMENT

Successful leadership is critical to today's organizations. The MBTI® instrument offers valuable insights for your organization's leaders. MBTI® Step II takes executives beyond their four basic preferences, allowing them to explore 20 facets that reflect the nuances of their individual personalities. This detailed exploration of unique characteristics can lead to more effective problem solving, decision making, and communication

TEAM DEVELOPMENT

When people understand their own preferences and can recognize the strengths others bring to a team, the entire team functions more efficiently. *Introduction to Type® and Teams* helps your clients understand how their personality types relate to their contributions and effectiveness as team members. For comprehensive team training, the *MBTI® Teambuilding Program* offers a variety of tools and activities you can customize for any team's needs.

COMMUNICATION

Type can clue us in to people's communication styles. Help your clients communicate more clearly by recognizing what different individuals want to hear, how they express themselves, and how they prefer to give and receive feedback. *Introduction to Type® and Communication* is a great tool for increasing the effectiveness of communication in any organization.



CHANGE AND STRESS MANAGEMENT

Using type, individuals and groups can handle change more effectively and reduce stress. *In the Grip* is a guide to how stress tends to affect individuals of different types. With the *MBTI® Type and Change* training program, you can develop and facilitate comprehensive workshops on change management.

CAREER MANAGEMENT

Many aspects of choosing and managing a career are related to an individual's personality type. The *MBTI® Career Report* explores preferred work tasks and work environments - as well as most popular and least popular occupations for a client's type - and offers strategies for improving job satisfaction. The publication *Introduction to Type® and Careers* contains interactive exercises to explore personality type and career matching. It also contains types of goal setting and decision making.

Psychometrics

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