



# Myers-Briggs Type Indicator® (MBTI®)

The MBTI® assessment has helped millions of people worldwide gain insights about themselves and how they interact with others—and improve how they communicate, learn, and work. It provides a powerful framework for building better relationships, driving positive change, harnessing innovation, and achieving excellence.

## MBTI® Quick Facts

- Used by the majority of Fortune 100 companies to maximize individual and team effectiveness from entry to executive levels.
- Selected by the nation's top colleges and universities and by institutions worldwide as the foundational tool for student and alumni career development.
- Backed by more than 70 years of scientific research and ongoing global development.

## Explore the MBTI Preferences

Where you focus your attention

EXTRAVERSION (E) — OR — INTROVERSION (I)



How you take in information

SENSING (S) — OR — INTUITION (N)



The way you make decisions based on that information

THINKING (T) — OR — FEELING (F)



How you deal with the world

JUDGING (J) — OR — PERCEIVING (P)



## Why It's Popular

**THE MYERS-BRIGGS ASSESSMENT IS THE WORLD'S MOST TRUSTED PERSONALITY ASSESSMENT BECAUSE IT IS:**

- Easy to grasp, insightful, and thought provoking
- Reliable and valid, backed by ongoing global research and development investment
- Highly flexible in terms of applications
- Available in 25+ languages—with new translations in the pipeline and with culturally appropriate norms for each country for which a translation is available

## How It Helps

**THE MBTI ASSESSMENT IS IDEAL FOR A WIDE RANGE OF APPLICATIONS, INCLUDING:**

- Team development
- Leadership development
- Conflict management
- Stress management
- Career transition and planning
- Interpersonal skills development
- Executive and management coaching

For customer testimonials and case studies, visit [www.cpp.com/MBTI](http://www.cpp.com/MBTI).

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

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