



# MBTI® STEP I

## MYERS-BRIGGS TYPE INDICATOR®

### Build an organisation's entire development journey around the world's leading personality tool

The Myers-Briggs® (MBTI®) Step I instrument is a simple yet highly versatile tool that helps businesses address a wider range of issues than any other instrument. With an unparalleled pedigree, it has helped millions of people around the world to gain a deeper understanding of themselves and how they interact with others, hitting at the heart of who they are and inspiring them to significantly increase their effectiveness. The MBTI tool delivers reliable personality insights, helping to drive tangible improvements to working relationships and productivity for individuals, teams and whole organisations.

By embedding MBTI Step I into your organisation, you will lay a positive foundation of type knowledge that can be applied repeatedly to multiple business issues over time, giving the tool a unique longevity unrivalled by other instruments, and providing excellent value. Equally, the tool can be used to zoom in on a specific business need, producing focused improvements.

Starting with a basic understanding of simple personality differences, the Myers-Briggs assessment provides a common language to easily explain the complexities of different personalities.

Achieving your performance goals doesn't have to be complicated. The range of easy-to-use, insightful reports that can be generated from MBTI Step I allows individuals to perfect their skills, and organisations to get the very best out of their talent.

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

Andrew McAllister, Foreign and Commonwealth Office

#### Benefits

- > Cover any development need with a single tool that you can keep coming back to as new questions arise
- > Save time and money by gaining maximum benefit from a single questionnaire, building up knowledge and experience cumulatively
- > Deliver quality-assured results that address a wider range of business issues than any other personality assessment
- > Access the deep personality insights needed to get to the root of difficult development challenges, understanding the whole person
- > Create a more productive working culture with a simple, accessible framework for identifying personality differences and similarities

#### Key features

- > Uniquely combines deep personality insight with broad coverage of business issues
- > Sorts people into one of 16 easy-to-remember types, providing a common language that acknowledges that all types have value
- > Carries outstanding credentials, backed by over 6,000 independent research papers, for results you can trust
- > Provides powerful problem-solving with comprehensive application reports that let you get straight to the heart of a single issue, or work through a broad spectrum of applications

#### Applications

- > Team development
- > Leadership development
- > Communication
- > Conflict management
- > Decision-making
- > Stress management
- > Career development
- > Change
- > Coaching
- > Improved sales negotiation