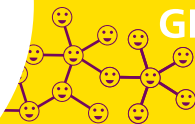
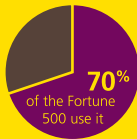


the **POWER** of



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

Thanks to the MBTI, the RAF saves £ millions by lowering student drop-out rates



Builds the basis for lasting **TEAM PERFORMANCE**



UNRIVALLED VERSATILITY

HUGE RANGE of resources to support every application



Relevant in **ANY CAREER**



Widely imitated... **NEVER rivalled**



Global relevance... validated in 27 languages!



We've seen **QUARTER-ON-QUARTER IMPROVEMENTS** since using the MBTI

Ernst & Young

STRENGTHS-BASED DEVELOPMENT drives lasting behaviour change



Powerful at **ALL ORGANISATIONAL LEVELS**

COMMON LANGUAGE gives foundation for development



Hits the target **FAST**



Trained practitioners promote memorable **LIGHTBULB MOMENTS**

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!**



opp

unlocking potential



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.