

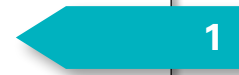
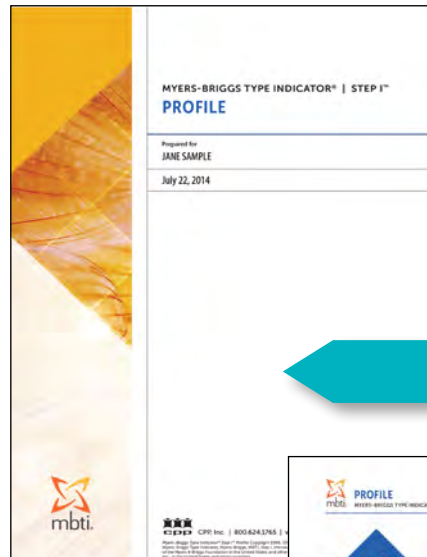
CPP is introducing design and content enhancements to the following products: the MBTI® Profile report, the MBTI® Interpretive Report, and the MBTI® Interpretive Report for Organizations, as well as the *Introduction to Type®* booklet. Refer to the descriptions and FAQ sheet below for more information on the upcoming changes.

## MBTI® Profile

### CURRENT VERSION



### NEW VERSION



### ENHANCEMENTS GUIDE

- 1 New visual design for a refreshed look and feel
- 2 Updated MBTI® language to simplify type concepts
- 3 Improved organisation and layout for better usability
- 4 Newly designed pci chart to deemphasise "scores" with improved explanation of results



# MBTI® Interpretive Report

## CURRENT VERSION



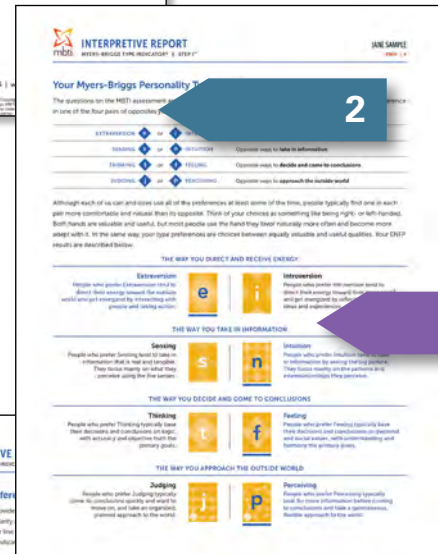
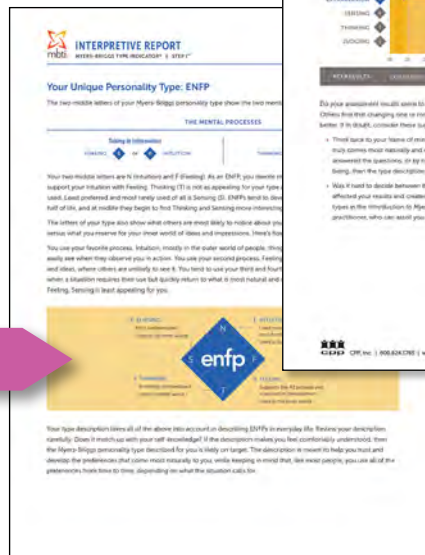
## NEW VERSION



## ENHANCEMENTS GUIDE

- 1 New visual design for a refreshed look and feel
- 2 Updated MBTI® language to simplify type concepts
- 3 Improved organisation and layout for better usability
- 4 Newly designed pci chart to deemphasise "scores" with improved explanation of results
- 5 New graphics to help explicate type dynamics

Bonus: verified type version now available!



# MBTI® Interpretive Report for Organizations

## CURRENT VERSION

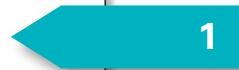
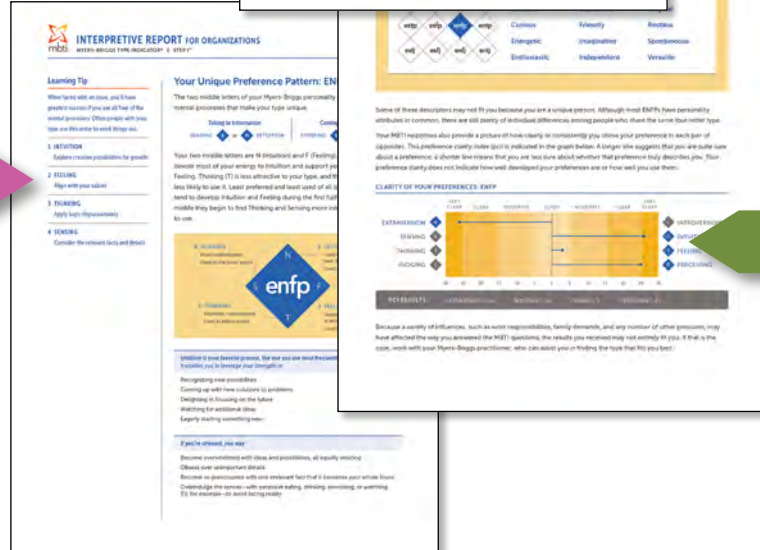


## NEW VERSION



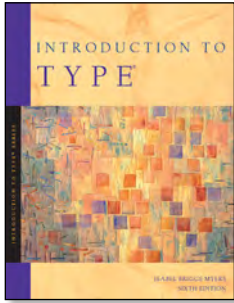
## ENHANCEMENTS GUIDE

- 1 New visual design for a refreshed look and feel
- 2 Updated MBTI® language to simplify type concepts
- 3 Improved organisation and layout for better usability
- 4 Newly designed pci chart to deemphasise “scores” with improved explanation of results
- 5 Optimised learning tips and sidebar call-outs to reinforce key concepts



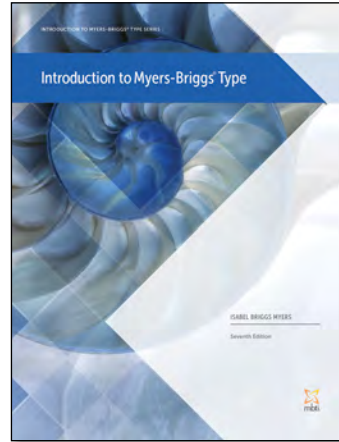
# Introduction to Myers-Briggs® Type (7th Edition) Booklet

## CURRENT VERSION



**PRODUCT TITLE:**  
INTRODUCTION TO TYPE® (6TH EDITION)

## NEW VERSION



**PRODUCT TITLE:**  
INTRODUCTION TO MYERS-BRIGGS® TYPE  
(7TH EDITION)

## ENHANCEMENTS AT A GLANCE



1 New visual design for a refreshed look and feel



3 Enhanced language for better comprehension of MBTI® type theory



5 2-page type spreads with space for note taking



2 Improved content organisation and layout for better usability



4 New graphical elements to reinforce key concepts



6 Complimentary access to an all-new companion website. See below for more details.

## Introduction to Myers-Briggs® Type Companion Website

This all-new companion website is designed to help individuals explore MBTI® type concepts further following their initial training. The site's content both overlaps and complements the *Introduction to Myers-Briggs® Type* booklet, with type information presented in a dynamic digital format to enhance learning and retention. Each purchase of the booklet comes with a unique access code that allows the owner to register for free, unlimited access to the website.



NOTE: Website is optimised for computers, smartphones, and tablets. Screenshots here may not represent the final design and could be subject to change.

## FAQ Sheet

### GENERAL QUESTIONS

#### Q1 Why are the reports and booklets being refreshed?

CPP is committed to continually improving its products and services based on customer feedback. In this case, we acted on feedback from practitioners seeking to deliver an enhanced training experience. By introducing both design and content enhancements to our most popular reports and booklets, we are confident that the refreshed products will make it easier for individuals to understand type concepts and extend their learning after training.

### PRODUCT RETURNS

#### Q1 What about my inventory of booklets? Can I replace them with the new version for free?

The answers to those questions will depend on the situation, as outlined in the table below.

BOOKLETS		
If you...	Then...	Cost
Have new, unopened inventory of an older version of a booklet purchased in either March or April 2015 and before the new version has become available...	You can return your inventory to CPP. Upon receipt of your inventory, you will be issued credit that can then be used to purchase the new version.*	No change, however, postage and packing charges will apply.
Have inventory of an older version of a booklet purchased prior to March 2015 and before the new version has become available...	Unfortunately, you will be unable to return your inventory.	N/A

### ORDERING AND PRICING

#### Q1 When will the new versions of the reports and booklets become available for purchase?

Please see the table below.

#### Q2 How will I order the new reports and booklets?

You will be able to order the new reports and booklets online at [www.cppasiapacific.com](http://www.cppasiapacific.com). Simply select 'Order' on the home page and follow the prompts. Other than the *Introduction to Myers-Briggs® Type* booklet, the product codes for all other refreshed products will remain unchanged. Please see the table below for more information.

## FAQ Sheet (cont.)

Current Product to Be Refreshed	Current Product Code(s)	New Product Code(s)	Available for Purchase
MBTI® Profile	261145	No change	MAY 2015
MBTI® Interpretive Report	261144	No change	MAY 2015
MBTI® Interpretive Report for Organizations	261146	No change	MAY 2015
<i>Introduction to Type</i> ® (6th edition)	6129	<i>Introduction to Myers-Briggs® Type</i> (7th edition) 6229	MAY 2015

Q3

I don't want the new version of a report or booklet. Can I continue to purchase the older version?

No. In order to ensure a consistent, superior experience for our customers, the older version of a report or booklet will no longer be available for purchase once it has been replaced by the new version.

### PRODUCT QUESTIONS

Q1

What is the *Introduction to Myers-Briggs® Type* companion website? How is it different from the contents of the *Introduction to Myers-Briggs® Type* booklet?

The all-new companion website to the *Introduction to Myers-Briggs® Type* booklet presents MBTI® type concepts in a dynamic digital format to enhance learning and retention. It is intended to be used in conjunction with the printed booklet, and is designed for individuals to explore further the MBTI® tool after an initial training.

The companion website both overlaps and complements the booklet, with interactive and animated content for increased engagement and comprehension of more complex concepts, such as type dynamics. Other content is exclusive to the website—for example, a bonus section that focuses on stress management as it relates to each type.

Q2

Can I access the *Introduction to Myers-Briggs® Type* companion website on my tablet or smartphone?

Yes, absolutely. In fact, the website was optimised for mobile devices to encourage learning-on-the-go!

Q3

Where do I get the access code to use for the *Introduction to Myers-Briggs® Type* companion website?

An access code is included with each purchase of the new *Introduction to Myers-Briggs® Type* (7th edition) booklet. You will find the access code on the inside front cover of the booklet. Please note that each access code is unique and can be registered only once.

## FAQ Sheet (cont.)

### Q4 Can I purchase access codes separately?

No. Access codes for the *Introduction to Myers-Briggs® Type* companion website will not be available for sale. This is to prevent a disjointed and potentially confusing user experience that would result from pairing the older version of the *Introduction to Myers-Briggs® Type* booklet with the new companion website, which features differences in content layout and type language. For most customers, there should be no need to purchase access codes separately, since the new version of the booklet will include an access code free of charge.

### Q5 Are there plans for CPP to update even more reports and booklets in the near future?

CPP is committed to continual improvement of its products and services. As we explore ways to further enhance our offerings, we may plan more product refreshes. We will do our best to keep you informed of new developments.

### Q6 Will these product refreshes be available in languages other than North American English?

No, not at this time. But based on customer usage and feedback, we may choose to introduce other language versions in the future and will keep you informed of new developments.

## MISCELLANEOUS

### Q1 What's the impact for MBTI® Complete? Will the user get the new version of the MBTI® Profile report?

Practitioners will receive the updated MBTI® Profile report along with the type description. The price of MBTI® Complete will remain unchanged.

### Q2 Are there expiration dates for the access code? For example, will the code work two years from now?

There is no expiration date associated with the access code, but CPP may make business decisions in the future that may affect the availability of the companion website. You can find the complete terms of use on [mbtitype.com](http://mbtitype.com).

Should you encounter issues with an access code, simply complete the help form on [mbtitype.com](http://mbtitype.com) and a Customer Relations specialist will contact you to provide assistance.

### Q3 Will the refreshed reports include both reported and verified type versions?

Of the three refreshed reports, the MBTI® Profile is the only one that won't have a verified type version. This means that the other two reports, including the MBTI® Interpretive Report, will now have both the reported and verified versions!