



The CPI™ Instrument



Be better.

PRODUCT BENEFITS

- + Develop leadership by helping people better understand themselves and how they interact with others
- + Provide ideal tools for one-on-one or group coaching
- + Help you select and develop high-performing people for your organisation
- + Offer real-life applications and practical insights for training and development
- + Complement your leadership development, performance improvement, succession planning and selection programs

PRODUCT FEATURES

- + Provide a portrait of both personal and work-related characteristics
- + Describe how people manage themselves and deal with others, as well as their motivations and thinking styles
- + Offer suggested next steps to help your clients advance as leaders
- + Help you identify talent by measuring results relating to occupational issues, creativity, leadership, amicability and tough-mindedness
- + Include highly intuitive reports available through an online assessment delivery system

Improve the performance of your people. Gain insight into their strengths and styles with the CPI™ instruments.

Building a strong organisation made up of high-performing individuals is no small task. It takes clear insight into individuals' professional and personal styles, as well as their degree of development and maturity. That's where powerful leadership development and selection tools like the CPI™ instruments can help.

By describing individuals as others see them, the CPI instruments provide a portrait of personal and work-related characteristics, motivations, and thinking styles – as well as of how people manage themselves and deal with others.

Built on the exceptional history, validity, and reliability of the California Psychological Inventory™ instrument, both the CPI 260® and CPI™ 434 instruments can provide you with time-tested answers to your most pressing challenges. And, because they are backed by the team at CPP Asia Pacific, you always have someone to talk to for the information, guidance and support you need.

CPP Asia Pacific Pty Ltd

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The people development people.

The CPI™ Instruments

MEETING YOUR NEEDS

The CPI 260® and CPI™ 434 instruments can be used in combination with other leadership development tools. They help provide a firm foundation for your training and development initiatives.

- + Leadership and Coaching – develop successful leaders with the CPI 260® instrument by identifying individual strengths and blind spots
- + Selection – scout for talent, assess potential, or deal with change that results from a merger or downsizing with the CPI™ 434 instrument

CERTIFICATION PROGRAM

The CPI 260® Certification Program teaches you how to professionally and ethically use the CPI 260® instrument. Topics include the design and theory of the instrument, and the key applications of leadership development and coaching. Upon successful completion of the program you will be eligible to purchase and use the CPI 260® instrument and reports.

BEST SELLERS

- + *CPI 260® Client Feedback Report*
- + *CPI 260® Coaching Report for Leaders*
- + *CPI 260® Manual*
- + *CPI™ 434 Profile*



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“ The CPI 260® instrument provides a comprehensive view of an individual forming a strong basis for in-depth coaching discussions. We have seen many people benefit from self-reflection of their leadership strengths, as well as areas to develop further. The CPI 260® helps us to create an environment where coaching conversations can be focused on self-reflection and personal growth.”

Jayne Cobham, Organisational Psychologist,
Positive Performance, Auckland, New Zealand.

Your Guide to Performance

CPP Asia Pacific is a leading provider of psychological instruments, product solutions and professional services; through which we enable our customers and partners to transform individual, team and organisational performance.

Operating for over 20 years, CPP Asia Pacific now has offices throughout the Asia Pacific region, including: Australia, New Zealand, Philippines, Singapore, People's Republic of China, Hong Kong, India and Thailand.

As a subsidiary of CPP, Inc., CPP Asia Pacific is proud to be the certification provider and distributor of the world renowned Myers-Briggs Type Indicator® (MBTI®) instrument, in addition to representing other leading psychological assessment and development instruments.

With our expert support and guidance, representatives of businesses of all sizes, government agencies, educators and training and development consultants in more than 100 countries administer our instruments to millions of individuals each year.

Let's make a difference together. Talk to us to see how.

