



The FIRO Business<sup>®</sup> and FIRO-B<sup>®</sup> Instruments



# Be better.

## PRODUCT BENEFITS

- + Creates an opportunity to quickly effect behavioural change by providing specific insights into interpersonal needs
- + Measures interpersonal needs in three areas: involvement, influence and connection
- + Identifies existing communication and interpersonal dynamics that affect leadership success - helping people overcome or prevent issues
- + Detail strengths and development recommendations for improving leadership performance
- + Supports effective leadership development, plus one-on-one coaching, communication and team performance

## PRODUCT FEATURES

- + Explores leadership style through the *FIRO Business<sup>®</sup> Leadership Report* and the *Leadership Report using FIRO-B<sup>®</sup> and MBTI<sup>®</sup>*
- + Presents a succinct yet complete summary and interpretation of assessment results in a clean, graphic design
- + Streamlines administration with an online format that is brief and easy to use (self-scoreable version available for the FIRO-B<sup>®</sup> instrument)
- + High level of reliability and validity

## Grow great leaders. Improve organisational performance by understanding communication styles and behaviour.

For more than 50 years, the Fundamental Interpersonal Relations Orientation™ (FIRO<sup>®</sup>) approach has helped people understand their interpersonal needs and how those needs influence their communication styles and behaviour.

Building on the history and reliability of the FIRO-B<sup>®</sup> instrument, CPP has developed the FIRO Business<sup>®</sup> instrument to address the specific requirements of organisations. The FIRO Business<sup>®</sup> instrument helps you develop great leaders while improving organisation performance. It is particularly valuable to businesses because it quickly gathers key insights for relating to direct reports, superiors and peers, influencing and negotiating, making decisions and setting priorities.

As the FIRO-B<sup>®</sup> and FIRO Business<sup>®</sup> instruments can be used in combination with other solutions and in a variety of settings, they are an ideal complement to your leadership development initiatives. Both instruments can also help you address your coaching, team building and conflict management objectives.

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*The people development people.*

## The FIRO Business® and FIRO-B® Instruments

### MEETING YOUR NEEDS

Because the FIRO® instruments can be used alone or in combination with the Myers-Briggs® instrument and other CPP products, they can provide a comprehensive approach to your training and development initiatives.

- + Leadership and Coaching – help leaders understand their communication styles and behaviour to improve performance
- + Team Building – build more effective teams with insights into interpersonal communications needs
- + Conflict Management – help people better understand their interactions with others and reduce conflict

### CERTIFICATION PROGRAM

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

### BEST SELLERS

- + *FIRO Business® Profile*
- + *FIRO Business® Leadership Report*
- + *FIRO Business® Technical Guide*
- + *FIRO-B® Interpretive Report*
- + *Leadership Report using FIRO-B® and MBTI®*

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“The FIRO® instrument is a very insightful profiling and team dynamic tool that we use with senior leadership teams to increase interpersonal awareness and identify how senior leaders can work together effectively.”

Geoff Lorigan, Director, Institute for Strategic Leadership

## 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.**

