



The Myers-Briggs Type Indicator® Instrument



Be better.

POINT OF DIFFERENCE

- + Most widely used personality instrument in the world
- + Demonstrates very strong psychometric properties, including high levels of reliability and validity
- + Helps people understand individual personality type and its relationship to performance, team dynamics, and other topics
- + Ease of implementation with application-specific reports and supporting materials
- + Provides invaluable self knowledge that extends well beyond any one training session

PRODUCT FEATURES

- + Identifies an individual's preferences for Extraversion or Introversion, Sensing or Intuition, Thinking or Feeling, Judging or Perceiving
- + Provides various online and paper formats to meet your specific needs and budget
- + Offers a range of reports that relate type results to specific application areas
- + Simplifies the interpretation process with user-friendly, narrative report formats
- + Provides dozens of support materials such as:
 - > *Introduction to Type*® Series – workbooks to help individuals apply their self knowledge
 - > Type Practitioner Series – booklets designed to help you expand your knowledge
 - > Ready to Go Workshops – sessions to help you plan and execute training sessions

Insight for improving performance. All from the world's most trusted personality instrument.

The Myers-Briggs Type Indicator® (MBTI®) instrument is a highly versatile solution that has helped millions of people around the world gain a deeper understanding of themselves and how they interact with others.

Through the creation of a common language to easily communicate the complexities of an individual's personality, the MBTI® instrument provides the reliable insights you need to improve the performance of your people, teams and organisation. It supplies invaluable inputs for your ongoing team building, leadership and coaching, conflict management, career development and retention efforts.

Furthermore, you are supported with easy-to-use, insightful reports, extensive practitioner and participant resources and CPP Asia Pacific, who can help guide you through the entire process.

CPP Asia Pacific Pty Ltd

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www.cppasiapacific.com : The Myers-Briggs® experts



The people development people.

The Myers-Briggs Type Indicator® Instrument

MEETING YOUR NEEDS

The MBTI® instrument can be used alone or in combination with other CPP Asia Pacific products. Together they form an integrated solution for all your training and development initiatives.

- + Leadership and Coaching
- + Team Development
- + Conflict Management
- + Communication
- + Retention
- + Career Exploration

BENEFITS TO YOU

- + Develop capable and effective leadership at every level of an organisation
- + Improve individual and team performance
- + Reduce workplace conflict and work more effectively together
- + Create an atmosphere of understanding, clear communication and mutual respect
- + Nurture and retain top talent – protect what is most valuable
- + Explore the world of work – help people find their passion

CERTIFICATION PROGRAM

The MBTI® Certification Program teaches you how to professionally and ethically administer and interpret the MBTI® instrument. It provides instruction in type theory and key MBTI® applications. Upon successful completion of the program you will be eligible to purchase and use the MBTI® instrument and reports.

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“ The MBTI® instrument is close to the silver bullet for business. It lets you align the key elements... customers, staff and management. We have used the MBTI® instrument at Westfund Health Insurance in sales training, sales, product development, service process, marketing and organisational development every year for the last 12 years. ”

Grahame Danaher, CEO, Westfund Health Insurance

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.

