

the **POWER** of

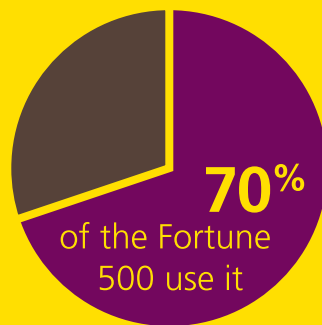


process

# GREAT REPUTATION



**Enormous** community of **experts** and **practitioners** support understanding and application



# 79%

of the FTSE 100 have a **qualified practitioner** in-house



One tool...



...**endless** applications

**RESEARCHED AND**

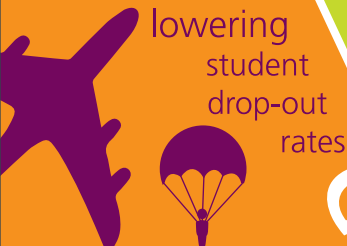


**12,000+** independent articles published



**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**



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

Ernst & Young

**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**

# GENUINE LASTING IMPACT UNRIVALLED VERSATILITY

Relevant in **ANY CAREER**



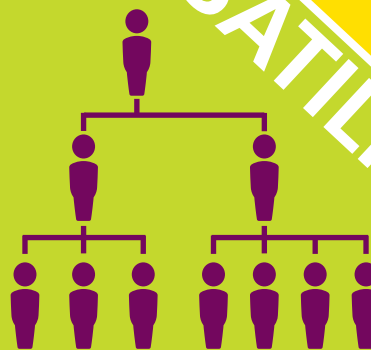
**HUGE RANGE** of **resources** to support every application



Widely imitated... **NEVER** rivalled



**Global relevance...** validated in **27** languages!



Powerful at **ALL ORGANISATIONAL LEVELS**

**PLANT ONE SEED...**

grow a **WHOLE GARDEN!**

