

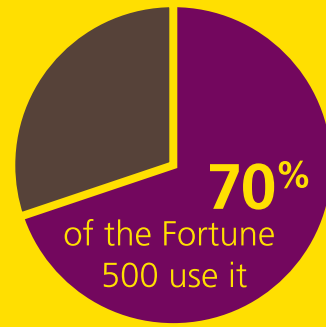
the **POWER** of



GREAT REPUTATION



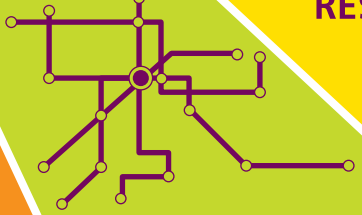
Enormous community of **experts** and **practitioners** support understanding and application



50% 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**



Relevant in **ANY CAREER**



HUGE RANGE of resources to support every application



Widely imitated... **NEVER** rivalled



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



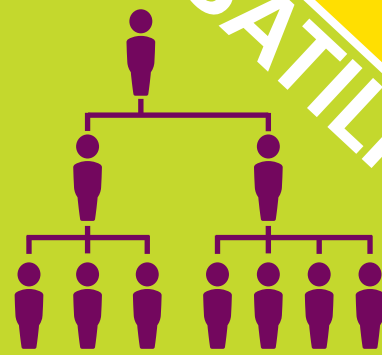
We've seen **QUARTER-ON-QUARTER IMPROVEMENTS** since using the MBTI

Ernst & Young

COMMON LANGUAGE gives foundation for development



STRENGTHS-BASED DEVELOPMENT drives lasting behaviour change



Powerful at **ALL ORGANISATIONAL LEVELS**

Hits the target **FAST**



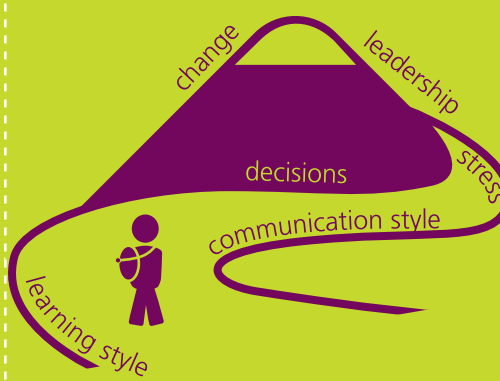
Trained practitioners promote memorable **LIGHTBULB MOMENTS**



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**



PLANT ONE SEED... grow a **WHOLE GARDEN!**