



MBTI – Step 1 & 2

The world's most popular personality measure

What it measures:

The MBTI instrument describes an individual's preferences on four dimensions.

Applications:

The MBTI instrument is very versatile and widely used for many purposes including:

- Individual development – identifying leadership style, developing managerial potential, time and stress management, and executive coaching
- Team building and team development – improving communication, enhancing team problem solving, valuing diversity and resolving conflict
- Organisational change – understanding and dealing with responses to rapid change, understanding team and corporate culture
- Improving communication – developing selling and influencing skills
- Education and career counselling – identifying learning styles and motivations, improving teaching and training methods, and providing career guidance
- Relationship counselling – improving the quality of relationships and interactions

Benefits:

- It is easy to use, score and explain
- It is short and quick to complete
- Clients enjoy it and find results helpful
- It works (there is extensive evidence of its validity)
- It provides a powerful conceptual framework, allowing practitioners to deepen their knowledge and apply it to many different situations
- It promotes a constructive approach to the differences between individuals
- There is a large body of associated resource material – books, booklets, manuals, videos and workshop materials