

Introducing... The Myers-Briggs Company

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EUROPEAN TRAINERS' CONFERENCE 2018





1. Becoming The Myers-Briggs Company
2. B Corp certification
3. Our new mission, vision and values
4. Brand guidelines
5. Actions for you



Becoming The Myers-Briggs Company



OPP and CPP evolving together

- Transform for continued success
 - Assessment-based → Solutions-oriented
 - Operationally siloed → Cross-functional teams
 - Top-down decision making → Broader responsibility
 - Protective, risk averse → Proactive, innovative
- Invest in new areas of innovation to drive growth
- Align the functional teams within the business to bring consistency to business processes



More than just a name change

- Unify our Asia-Pacific, European and US teams under a new (and common) mission, vision and values
- Reorganize teams to help scale our activities easily, eg
 - Global Marketing
 - Global Professional Services
 - Global Product Management
- Establish a common look & feel across products, services and our marketing activities around the world
- Building a new company culture



Managing our brand for long-term success



B Corp certification



What are B Corps and Benefit Corporations?



- B Corporations create benefit for all stakeholders, not just shareholders
- They aim to meet higher standards of transparency, accountability, and performance
- Certification is a third-party standard (like “Fair Trade or “Certified Organic”)
- Launched in 2006 in the U.S. There are now over 2,700 B Corporations in more than 60 countries
- A “Benefit Corporation” is the legal entity structure required in the U.S. in order to become a Certified B Corp


USING
BUSINESS
..... AS A
FORCE FOR GOOD



Recruiting top talent



“ My biggest surprise was the social capital B Corp community membership gave me with millennials. I can barely keep up with the droves of highly qualified, passionate, values-aligned millennials who want to work for [our company]. ”



Retention and engagement




“ Companies with higher employee engagement have 19% higher shareholder returns.”

Hewitt Associates

Credibility and market differentiation



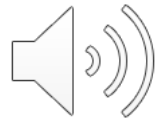
“ Consumers identified “being socially responsible” as the factor most likely to influence brand loyalty (particularly important to millennials) ”





Our mission, vision and values





A mission is **powerful.**




A close-up photograph of a person's hands clasped together in front of their chest. The person is wearing a dark suit jacket, a white shirt, and a patterned tie. The entire image is overlaid with a semi-transparent teal color filter. The text is centered on the left side of the image.

A mission goes beyond the
today to **inspire** the tomorrow.



We have a new mission:

To inspire everyone to lead more
successful and fulfilling lives.

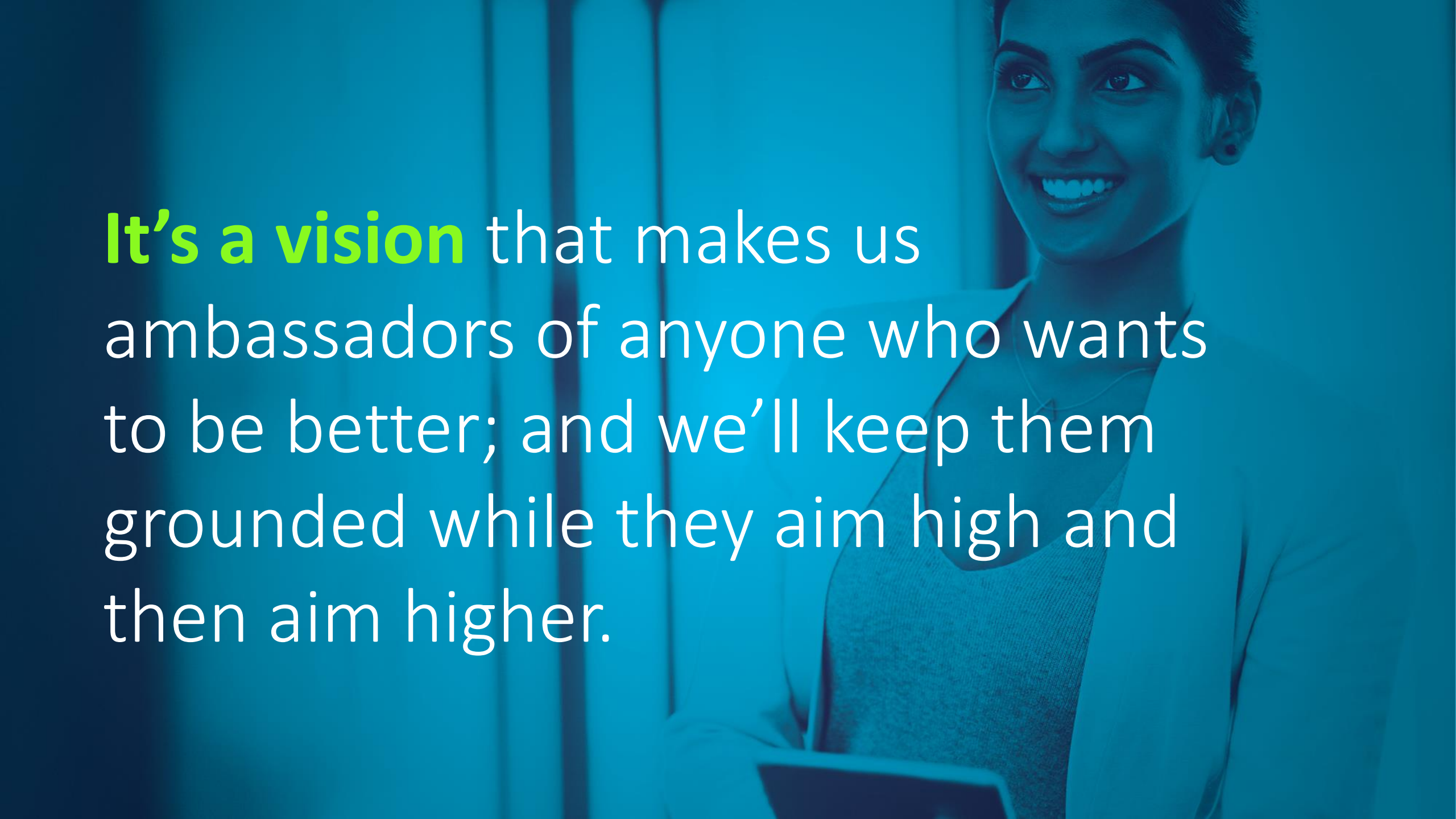
A person is shown from the waist down, climbing a staircase. The person is wearing dark trousers and dark lace-up shoes. The scene is set in a modern building with large windows and a clean, minimalist design. The entire image has a blue color overlay. The text is overlaid on the left side of the image.

It's a mission that encourages people to be at their productive best—striving to take further farther and go in any direction as long as it's up.

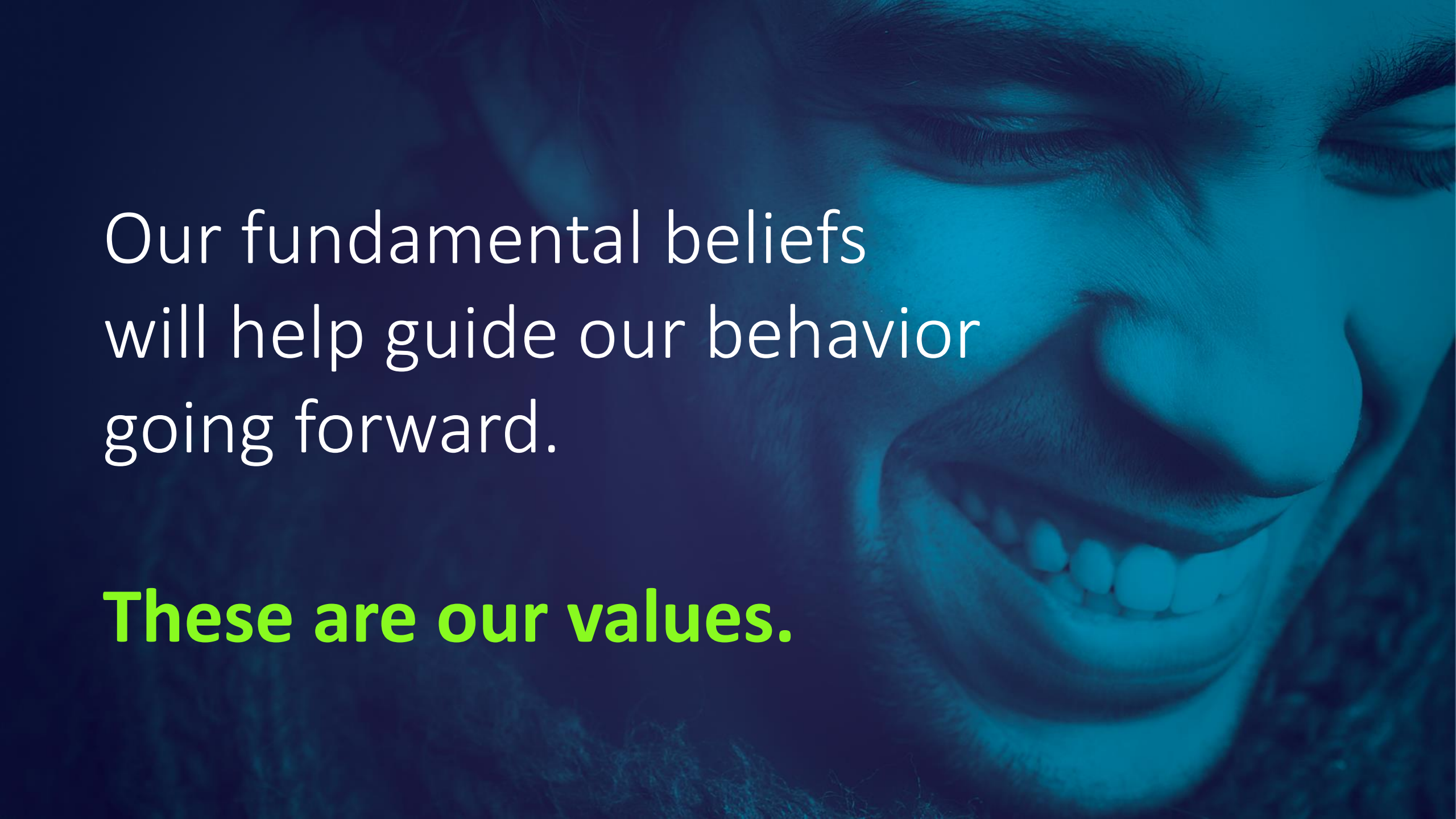
A man in profile, resting his chin on his hand, with a blue overlay. The image is a close-up of a man's face and hand, with a blue tint. He is looking to the left, and his hand is resting on his chin. The background is blurred.

We'll achieve this mission
with a **new vision:**

By enriching people's understanding
of themselves and others, we will
inspire the world, one world at a time.

A smiling woman in a white lab coat holding a tablet, overlaid with a blue gradient.

It's a vision that makes us ambassadors of anyone who wants to be better; and we'll keep them grounded while they aim high and then aim higher.



Our fundamental beliefs
will help guide our behavior
going forward.

These are our values.



As a newly defined company,
we have **newly defined values.**



Our new values are: **At our BEST**

Bold

Create positive change

Energized

Be passionate in all we do

Smart

Do what's right

Together

With Colleagues, Customers
and Community



As we strive to be our BEST,
consider our mission and vision
as guides on our journey.

The image features two dark silhouettes of hands reaching towards each other, one from the bottom left and one from the top right, set against a teal background with a sunset or ocean scene. The text is overlaid on the upper portion of the image.

Together, we'll become a force
for good. And it will inspire our great.



Our mission, vision and values

Mission

- To inspire everyone to lead more successful and fulfilling lives.

Vision

- By enriching people's understanding of themselves and others, we will inspire the world, one world at a time.

Values: at our BEST, we are

- **B**old – Create positive change
- **E**nergized – Be passionate in all we do
- **S**mart – Do what's right
- **T**ogether – With colleagues, customers and community





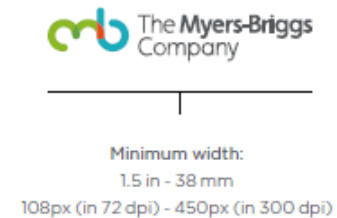
Brand guidelines



Our logo – the heart of our visual identity



- Use the logomark and logotype together
- Don't recreate it – use an approved logo file
- Respect the clear space
- Don't go too small (or too big!)



Using the logo



- Use the full colour logo on white or pale backgrounds
- Where the logo colours clash with or are similar to the background colour, use monochrome versions
 - Black on lighter backgrounds
 - White on darker backgrounds
- Take care when using the logo on textured backgrounds such as photos

Colour palette – supporting brand recognition

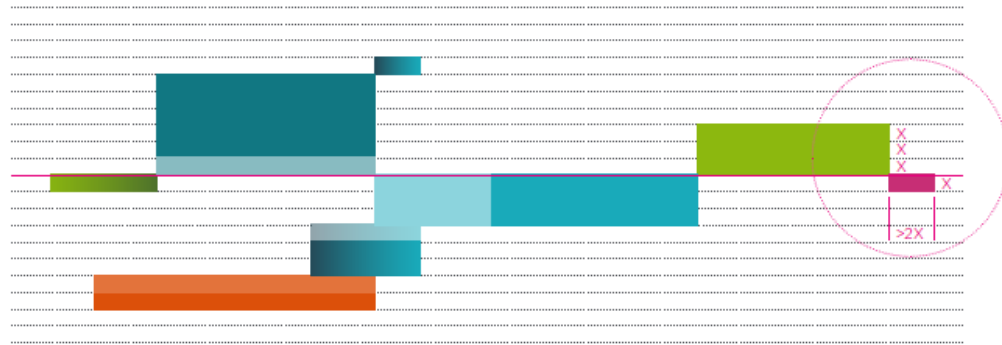
Primary palette

<p>PMS 368C C58 M0 Y100 K0 R140 G184 B15 #8cb80f</p> <p>Accessibility Normal AA: no Large AA: no</p>	<p>PMS 7466C C86 M0 Y32 K0 R25 G170 B186 #19aaba</p> <p>Accessibility Normal AA: no Large AA: no</p>
<p>PMS 1655C C0 M75 Y96 K0 R220 G80 B10 #dc500a</p> <p>Accessibility Normal AA: no Large AA: yes</p>	<p>PMS Cool Gray 11C C64 M51 Y46 K40 R84 G87 B91 #54575b</p> <p>USE FOR TEXT ONLY.</p> <p>Accessibility Normal AA: yes Large AA: yes</p>

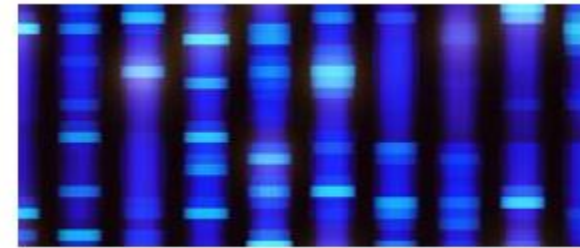
Secondary palette

<p>PMS 7408C C0 M29 Y100 K0 R235 G186 B23 #ebba17</p> <p>Accessibility Normal AA: no Large AA: no</p>	<p>PMS 200C C3 M100 Y70 K12 R174 G18 B55 #ae1237</p> <p>Accessibility Normal AA: yes Large AA: yes</p>
<p>PMS 213C C0 M92 Y18 K0 R199 G46 B117 #c72e75</p> <p>Accessibility Normal AA: yes Large AA: yes</p>	<p>PMS 260C C66 M100 Y8 K27 R85 G32 B98 #552062</p> <p>Accessibility Normal AA: yes Large AA: yes</p>
<p>PMS 361C C78 M0 Y100 K2 R98 G163 B66 #62a342</p> <p>Accessibility Normal AA: no Large AA: yes</p>	<p>PMS 364C C71 M4 Y100 K45 R77 G113 B44 #4d712c</p> <p>Accessibility Normal AA: yes Large AA: yes</p>
<p>PMS 7474 C100 M24 Y44 K13 R17 G119 B130 #117782</p> <p>Accessibility Normal AA: yes Large AA: yes</p>	<p>PMS 7477 C96 M50 Y45 K39 R36 G76 B90 #244c5a</p> <p>Accessibility Normal AA: yes Large AA: yes</p>
<p>PMS 402C C12 M19 Y19 K40 R155 G147 B143 #9b938f</p> <p>Accessibility Normal AA: no Large AA: yes</p>	<p>PMS 411C C53 M52 Y49 K44 R93 G86 B84 #5d5654</p> <p>Accessibility Normal AA: yes Large AA: yes</p>

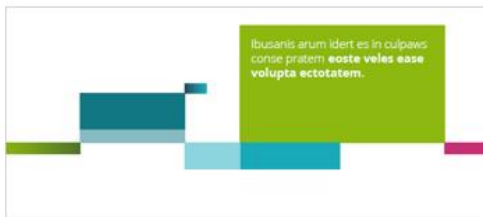
Pattern - a connective device that reflects difference



- Inspired by DNA mapping



Positioning Examples



- Patterns are made up of horizontal coloured blocks of related height
- Blocks use tints and gradients
- Mostly primary colours with one or two secondary colours



Photography - style and tone



Primary

- People on white
- Objects on white

Secondary

- People in action
- Details of life

(Re)brand in action

Better All-Round Performance

The MBTI assessment

When people are self-aware, they can realise more of their potential. The Myers-Briggs Type Indicator (MBTI) assessment provides an accessible, easy-to-understand framework and language for improving self-awareness.

Use the MBTI assessment to help people:

- understand their personality type
- identify their strengths and development areas
- communicate better with people at work and at home

When we understand people better, we can work together better. The MBTI assessment helps people, teams and organisations to do this, and improve their performance.

MBTI features

- Focused on performance and differences between people
- Uses accessible, positive language and ideas to explain personality differences
- Offers a wide range of workplace uses
- Is the world's most sub-licensed personality assessment

MBTI benefits

- Helps everyone – it's easy to understand and use
- Makes self-awareness easy to learn and apply – it offers a concrete framework for developing self-awareness
- Provides a great return on investment – it spans a wide range of deeper-related challenges

www.myersbriggs.com

Better Working Relationships

The FIRO assessment

Improve workplace performance by helping people to understand how they interact – take a look at the FIRO assessment (Fundamental Interpersonal Relations Orientation™).

People want and need different things from other people, and they have different ways of showing these wants and needs. The FIRO assessment gets behind these differences to show:

- how people tend to behave toward others
- how people want others to behave toward them

The FIRO assessment helps to explain behaviours between people.

What does this mean for your organisation? It means team members and colleagues understand each other better. This builds trust, increases harmony, reduces friction – and helps to improve performance.

“It helped me understand myself and my colleagues better, what makes different people tick, and that we don't place the same importance on the same things.”

— Jill Manager, technology


FIRO features

- Focuses on interpersonal relationships and how people interact
- Applies to a range of workplace situations
- Works well with the MBTI assessment

FIRO benefits

- Increases people's understanding of each other so they work better together
- Broader application makes a significant impact on business performance
- Accessible Framework is quick and easy to understand for everyone


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Self-awareness: a quick guide.

Be better at work. Feel better in life.


www.myersbriggs.com



Raising awareness about stress.

What is it and what can you do about it?

www.myersbriggs.com



An introduction to personality assessments in the workplace.

Getting more from your people.

www.myersbriggs.com

FrieslandCampina

case study | food and beverage

Using the MBTI framework to develop teams and champion diversity

An international organization wants to identify in-house talent and promote managers from within. They need a development programme that can improve teamwork across the world.

FrieslandCampina is a multi-organism, with hierarchical lines in business groups as well as functional lines. The resulting structure means that employees are often part of more than one team.

For many years the company has invested heavily in leadership development for senior and aspiring managers. keen to identify and nurture in-house talent from an early stage, it has made an explicit choice to choose out of three out of five four approaches: In-house talent and leadership development, with responsibility for the effective performance of hundreds of leaders and teams worldwide. “We want to grow our own leaders, in-house leaders create the next generation and lead to greater business continuity.”

Following an internal restructure in 2014, many new teams were created. Van der Lee was tasked with finding an accessible and inclusive instrument that could be rolled out globally to support team development and enhance performance. At the time, over 25 different tools were in use across the organization. Van der Lee was keen to embrace and implement a common language, business-wide to encourage collaboration, continuous learning and effective teamwork.

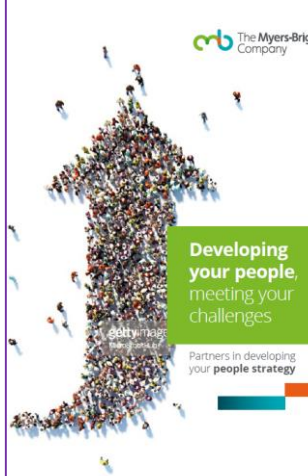
Business Challenges

- identification and development of future managers
- Multiple development tools in use in the organization
- An accessible and inclusive instrument that could be rolled out globally

Company Profile

FrieslandCampina is one of the world's top milk producers. It has a long history of innovation and growth, with brands such as Ogmil, Nestlé, and Danone. It has 22,000 employees in 33 countries, with an annual turnover of €11 billion. FrieslandCampina has 100% family ownership and is a public company. It is a member of the UN Global Compact and the ISO 26000 initiative.

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Developing your people, meeting your challenges

Partners in developing your people strategy

www.myersbriggs.com

Let's talk about organizational development



Change that works for everyone

www.myersbriggs.com

The Myers-Briggs Company approach

Your everyday challenges

Whether you want to engage key individuals, inspire your workforce, or make tough investment decisions regarding future leaders, we will guide you to success.

TEAMS

Build shared insights and ways of working that bring high-performing teams.

COACHING

Get personalized coaching from qualified business psychologists who support and challenge your people.

LEADERSHIP

Develop current and future leaders and their leadership capabilities.

SELECTION

Create solutions for capturing talent and selecting the right people to achieve results for your business.

ORGANIZATIONAL DEVELOPMENT

Make sure the organizational change – strategy, structure, legislation, culture – works for everyone in the organization.

- DEFINING SUCCESS**
We help you to identify what 'great' looks like in your organization. Working together, we identify your unique challenges and diagnose with absolute honesty the issues you face.
- EVALUATING PEOPLE**
We help you to review the current reality in your business. By using research, world class instruments, consulting models, and data from your business, we show you how to get from where you are to where you want to be.
- GROWING CAPABILITY**
We help you develop your people to achieve success. With programs, challenging, business-focused solutions, our development processes a lasting impact. We can help you to catalyze change at individual, team, and organizational levels.

INDIVIDUALS


Make positive behavioural change with one-to-one development.

TEAMS


Transform functioning teams into high-performing teams

LEADERS

Coach leaders so they inspire and excel




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(Re)brand in action



**MYERS-BRIGGS TYPE INDICATOR® | STEP 1™
PROFILE**

Prepared for
Jennifer Alexandria Johansen-Richardson

June 26, 2018

Interpreted by
Christopher Jebbediah Washington-Hernandez
XYZ Corporation



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INTRODUCTION TO MYERS-BRIGGS® TYPE SERIES

Introduction to Myers-Briggs® Type

ISABEL BRIGGS MYERS
Seventh Edition

BROADEN YOUR UNDERSTANDING of personality type with the *Introduction to Myers-Briggs® Type* series from The Myers-Briggs® Company, the exclusive publisher of the *Myers-Briggs Type Indicator®* (MBTI®) assessment. These popular guides help you integrate type theory concepts into both your personal and professional lives. Understanding workplace preferences, coping with stress, reducing conflict, exploring career options, managing projects, enhancing decision making, and improving team effectiveness are just a few of the many type-related applications you can explore using these informative booklets.

For a complete list of titles or to order booklets, visit www.themyersbriggs.com.




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6229

Thorough Conscientious Realistic

Systematic Organized Reserved



ISTJ

RESPONSIBLE REALIST


Detached Analytical Observant

mbti
Typetes

Practical Logical Factual Efficient

Imaginative Energetic Innovative

Supportive Flexible Enthusiastic



ENFP

IMAGINATIVE MOTIVATOR

Expressive Cooperative Friendly

mbti
Typetes

Persuasive Emergent Spontaneous





Your next steps



How you can support our rebrand

- Update any general / marketing references to OPP → The Myers-Briggs Company
- Update any old links to our new domain www.themyersbriggs.com
 - Local language sites in FR, NL, DE, DK, RU via new Country selector function, for example eu.themyersbriggs.com/da-dk
 - If you can't find something, please ask for the new link
- Look out for information about Bynder
 - Take a look and see what's available for you to customize and use locally
- Be patient... it's going to take a while for us to roll this change out everywhere



Thank you!