

the **POWER** of

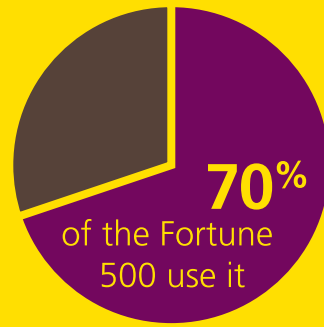


process

# 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

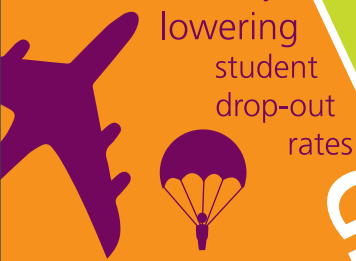


12,000+ independent articles published



2+ million uses per year

MBTI development saves the **RAF** millions by lowering student drop-out rates



Builds the basis for lasting **TEAM PERFORMANCE**



Recommended for anyone who works anywhere other than a one-man capsule in outer space (and arguably even then...)!  
Foreign and Commonwealth Office

**COMMON LANGUAGE** gives foundation for development



Hits the target **FAST**



Trained practitioners promote memorable **LIGHTBULB MOMENTS**

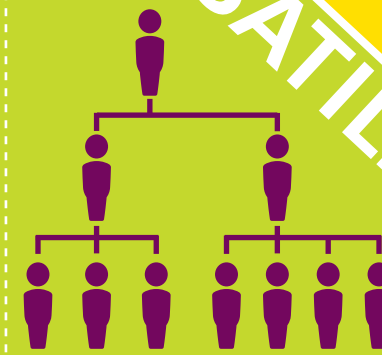
**STRENGTHS-BASED DEVELOPMENT** drives lasting behaviour change



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**



Powerful at **ALL ORGANISATIONAL LEVELS**

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



Widely imitated...

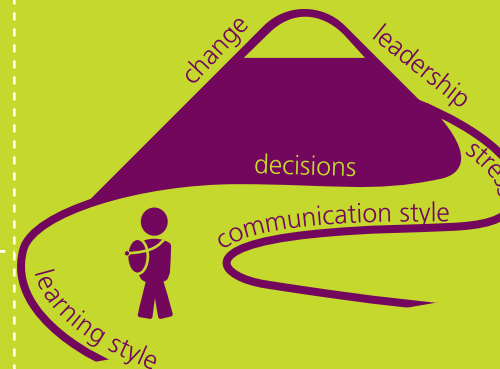
**NEVER** rivalled



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



# GENUINE LASTING IMPACT UNRIVALLED VERSATILITY



Gives **LIFELONG VALUE** for your individual **DEVELOPMENT JOURNEY**

PLANT ONE SEED...

grow a **WHOLE GARDEN!**

