

the **POWER** of

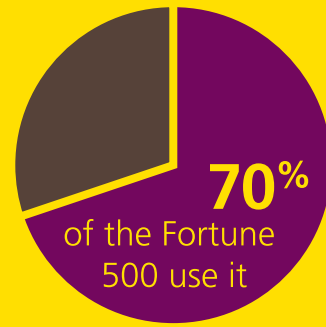


process

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**



HUGE RANGE of resources to support every application

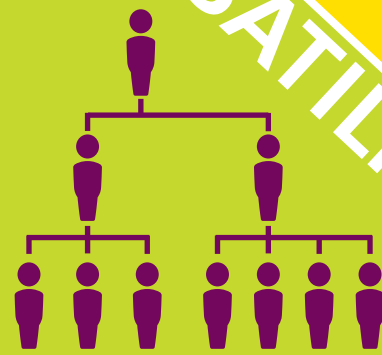


Widely imitated...

NEVER rivalled

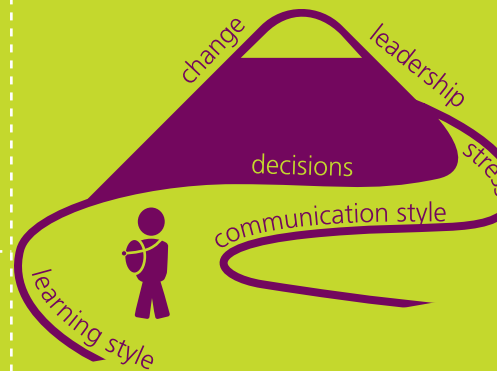


Global relevance... validated in **27** languages!



Powerful at **ALL ORGANISATIONAL LEVELS**

GENUINE LASTING IMPACT



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



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