



The Myers-Briggs Company, a California Benefit Corporation

Annual Benefit Report for 2022

185 N. Wolfe Road, Sunnyvale, CA 94086

+1 800 624 176 www.themyersbriggs.com

The Myers-Briggs experts

Copyright 2022 by The Myers-Briggs Company. Myers-Briggs Type Indicator and Myers-Briggs are trademarks or registered trademarks of Myers & Briggs Foundation, Inc. in the United States and other countries. California Psychological Inventory, Strong Interest Inventory, VitaNavis, and The Myers-Briggs Company logo are trademarks or registered trademarks of The Myers-Briggs Company in the United States and other countries.

Overview

At **The Myers-Briggs Company**, our mission is to inspire everyone to lead more successful and fulfilling lives. Rooted in our belief that self-awareness (and the awareness and understanding of others) provides the foundation for growth and achievement, it is a mission that encourages people to be their best—at work, at home, in school, and everywhere in between.

Since converting to a benefit corporation and gaining our B Corp certification through B Lab in 2018, we have set our sights on building a global brand with a vision to “change the world, one world at a time.” Building on 90 years of deep organizational and product development expertise, we moved into new markets and expanded our product portfolio with digital, solution-driven offerings that anyone can use. We deepened our commitment to volunteering, heightened our environmental awareness and sought to lower our environmental impact, and solidified our commitment to “doing good” by recertifying as a Certified B Corporation through B Lab in 2021. With an aligned view on mission and culture, our global teams across six offices worked closely together to define new ways of creating positive change for our customers, our employees, and our communities.

Impact on Our Customers

“It was imperative to me that the company unify around our mission and the idea that we should not only deliver value for our customers and grow the business but also strive to make a positive impact in our communities and for our planet. Moreover, I wanted to maintain a focus on employee well-being and development, something that has always been important to the company. Since we're a global organization, I think we have a unique opportunity to ‘do good’ all around the world. Being a Certified B Corp helps keep us focused on what’s important, not just short-term gains but long-term achievement of ambitious goals and initiatives that make our world better.”

Jeff Hayes, President & CEO, The Myers-Briggs Company

We exist to drive change

While the *Myers-Briggs Type Indicator*[®] (MBTI[®]) assessment may have made the name Myers-Briggs famous, understanding personality type is only one element of The Myers-Briggs Company. At our core, we seek to understand how social behaviors and technological trends affect people, teams, and organizations. We do this by bringing together our team of psychologists (who have decades of experience in organizational development and scientific research) and our customers

to create solutions that address the most pressing human capital-related challenges. By design, we've built our business to help people drive change and achieve their best. We believe that by providing tools to help people and organizations be their best, we can inspire positive social impacts at both an individual and organizational level.

2022: Executing our Strategic Vision

In response to recent market trends, which were only accelerated during the pandemic, we are transitioning to a new, digital experience business model, developing self-directed and virtual people development solutions to broaden our impact with customers and expand our reach into new market segments. Our goal is to be a trusted partner who can help solve pressing problems rather than simply a provider of assessments and related information. As part of this evolution, we are modernizing the way we develop, release and market products and services. These efforts allow us to re-imagine how we create, deliver and capture value in an evolving marketplace while staying true to our mission, vision, and values. With our world-leading assessments and research data, large customer base, global reach, and our strong belief in doing well by doing good, we have the opportunity to be known as the socially-responsible people development company

As we update our product portfolio and services offerings, we are making significant investments in enhancing our technology and streamlining our business processes and our ability to successfully transform our business would not be possible without engaged, dedicated, and collaborative team members. Our teams' consistent drive to further the company's mission and to serve our customers is a testament to the power of purpose within our organization, a characteristic we share with other successful benefit corporations.

Our employee-driven Global B Corp Committee continues to expand our efforts to be better for our people, our customers, our community, and our planet, which in turn benefits our shareholders. Their mission statement:

B CORP MISSION



To drive our business towards a more **sustainable future**.



We'll **promote and join causes that inspire positive change** in our employees, customers, communities, shareholders, and other stakeholders.



We'll act with **social responsibility** to be a force for good for people and planet.

We measure our impact across several areas, as shown in this graphic:



Some of the initiatives undertaken by employees in 2022 to support our positive impact include:

■ Governance

- Launched our [Sustainability Charter](#)
- Began work on a new Corporate Travel Policy, to be more sustainable in our travel
- Completed work on our supplier governance and compliance framework, with a new Purchasing Policy and Supplier Code of Conduct being launched in 2023

■ Customers

- Launched the Customer Edition of the [Force For Good Gazette](#) – our newspaper where we share articles written by our employees on all “force-for-good” matters, including climate change, wellness, social justice and other DEI matters, volunteering, and more

■ Workers

- Held our second Hackathon focusing on the areas of the Environment, Workers and Customers. The virtual event generated more than 120 ideas from 10 departments across 5 locations and has brought about multiple developments across the business

- Launched our 8 Dimensions of Wellness - an employee created Wellness training tool, with each Dimension highlighted monthly

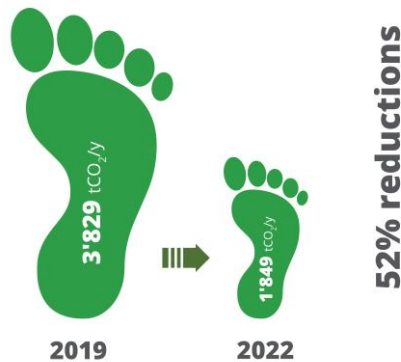
Community

- Completed our 2021/2022 charity partnership with San Francisco Achievers, in collaboration with the DEI Committee, under which we supported young Black American men in education to improve their educational opportunities and life outcomes. Through the partnership, we supported:
 - o Career panels and mentorship to Academy students
 - o Provision of our materials on stress
 - o Fundraising including a Giving Tuesday campaign
 - o Social media campaigns throughout the partnership
 - o Festive giving campaign, delivering gift bags to 40 students

Environment

- Achieved our 2022 B Corp Goal. A massive 52% reduction to our company carbon emissions against a target of 30% reduction
 - o Our 2022 B Corp Goal supported our longer-term NetZeroBy2030 commitment, assisted by our partner, On A Mission

TOTAL EMISSIONS



- Supported our long-term Green Plan under which we:
 - o Worked on our B Corp pledge of NetZeroBy2030 along with 800 B Corps globally
 - o Continued our 4-stage Green Plan, having completed Stage 1, mapping our carbon footprint in 2022 and now continuing Stage 2, reducing our emissions

- Continued our Environmental education program for our employees and other stakeholders through our Force for Good Gazette and social media
- Supported Earth Day with employee and customer awareness campaigns
- Raised awareness around COP27 and climate justice

■ Advocating for change

- March – company-wide celebration of B Corp Month – customers, wellness, and environment focus
- October – B Corp week with a Wellness Week and great employment engagement.
- Social media campaign included Earth Day, Pride Month, Stop Asian Hate, Juneteenth, and, World Earth Day.
- Continued support for the campaign group for enactment of the UK Better Business Act, lobbying for purposeful business to be entrenched in UK company law.

Just as the Global B Corp Committee focused on expanding its impact, the rest of the business continued to apply our values to our everyday efforts. Here are a few highlights from our 2022 efforts:

■ Driving educational outcomes

- We continued to improve our subscription-based *VitaNavis*® educational offering, which has allowed us to expand our services within the education sector as well as to provide our insights to traditionally underserved students. We designed the VitaNavis platform to assist schools with increasing student engagement, retention, and matriculation rates. We are pleased with the impact it is having on career development and overall student success. For example, research conducted by our postsecondary school customers indicates that the retention rate for students who used our *SuperStrong*® assessment and exploration tools via the VitaNavis platform was 66%, as compared to 34% for those who did not receive our services, which is a remarkable impact on student success.
- Through a government program, we continued to increase access to VitaNavis for two- and four-year colleges that have traditionally serviced underrepresented student populations, such as historically black colleges and universities and other minority-serving institutions.
- Launched a new version of the Strong Interest Inventory® assessment – the Strong Interest Inventory® 244 assessment – combining the latest advancements in career assessment technology with the proven methods of the original. This new version includes non-gender-based scoring and interpretation, direct predictions of satisfaction in hundreds of occupations, and new academic major results to help individuals find their ideal career.

“VitaNavis is a great tool for all, but we are seeing a great deal of success with our undecided students. [It] really helps the students pinpoint their interests, which helps in selecting a field of study, but also in choosing electives.”

Sherrill Scott, Vice President to Administration, Lane College

■ Addressing deeper needs through services

- We are creating virtual versions of all our certification programs and adapting our professional services delivery to be able to effectively use our industry-leading training and development programs in a virtual environment. We have continued to create value-driven consultancy offerings and have assisted organizations with a range of services, from designing and deploying large-scale leadership and coaching programs to addressing conflict within critical work teams. Most recently, we’ve launched and expanded a training offering, *Inclusive Leadership: Harnessing Diversity of Thought*, designed to teach leaders the behaviors and skills needed to drive a culture of inclusion and enhance performance, a fundamental part of any successful DE&I strategy. Leaders deep dive into “diversity of thought”—how people differ in their perceptions, experiences, backgrounds, work styles, values, and personality types. Through these initiatives, we have expanded our impact with our customers and helped them develop high-performing individuals, teams, and organizations.

“The session armed us with an invaluable tool to be more effective in achieving our organizational goals. We are better able to move forward as a team thanks to the insights we gained. In fact, we found it so helpful, we’re looking at doing a similar workshop with employees soon.”

Adriana Gascoigne, founder, CEO, and board member of Girls in Tech

■ Delivering for scalable impact

- Since our founding, a primary aspect of our business has been to help drive individuals’ self-awareness and effectiveness, which we believe increases their well-being. As organizations have grown to include more remote employees and geographically dispersed teams, they’ve looked to us to provide more scalable, accessible solutions to address how disparate teams can work better together. In 2020, we released a new self-

directed offering on MBTIonline designed to address the needs of teams. MBTIonline Teams provides a self-guided experience for small teams to learn more about members' individual MBTI preferences and how those preferences interact in a team environment.

- We also continued to expand our offerings to individual consumers, extending our impact to more people. In 2021 we released MBTIonline Careers. This offering leverages the MBTI assessment and data analytics to provide students and individuals considering a career change with probabilities of their satisfaction in different careers. Much as with our experience with MBTIonline Teams, we've seen increased demand for self-directed offerings that help people address common personal and professional concerns.
- In 2022, we launched a self-guided version of the MBTI® Certification Program for individuals who prefer a self-paced, online learning experience with flexibility to follow their own schedule.

"The Myers-Briggs Company has significantly helped us drive business performance by helping the team to understand themselves, each other, us as entrepreneurs and our fast-paced action-orientated approach to pioneering sustainability."

Jo Chidley, Founder, Beauty Kitchen

Impact on Our Community

Our people are the giving type

Giving back to the community has been a priority of our organization since its inception in 1956. This mandate reflects the legacy of our founder, Dr. John Black, who devoted time and resources to philanthropic activities and believed business needed to have a positive impact on the world. Consistent with our mission, many of our charitable activities fund programs that promote educational opportunities and help underserved communities. In 2018, we expanded our efforts through the development of regional, employee-led committees dedicated to investigating new ways in which we can increase our impact in local communities by providing support, programming, and funding.

With our social mission at the core of what we do, we want to ensure that all employees have time to spend on causes close to their hearts. In 2018, we expanded our policy to offer all employees, globally, two paid volunteer days. We strengthened employees' volunteer activities in 2019 by creating a key corporate goal, tied to bonus compensation, to encourage and support the use of volunteer days, and we are pleased to report that we exceeded our aggressive targets

across all participating offices. In 2021, we focused our global efforts by selecting a local nonprofit to support through 2022. After a rigorous vetting process, all employees voted on the top contenders, ultimately selecting San Francisco Achievers, whose mission is to support African American young men in the San Francisco Unified School District to lead and thrive in higher education and beyond by closing the opportunity gap. In addition to making cash contributions and making our products available, our employees have participated in numerous activities, including fundraising, mentorships, and career days.

“The act of volunteering can trigger your own sense of happiness knowing that you helped improve someone else’s quality of life and sense of worthiness.”

Nancy Zanoletti, Learning and Development Client Solutions,
The Myers Briggs Company

We believe in going green

Our commitment to good corporate citizenship extends to providing high-quality products and services that are socially sound and conducting our business in an environmentally responsible manner. In addition to retrofitting our US headquarters to California’s stringent “green” building code, we have taken other steps to lower our environmental footprint. These measures include buying solar-sourced energy, recycling, establishing a composting program, and using more environmentally friendly packaging for our print products. Likewise, we are encouraging our customers to purchase electronic versions of our products to reduce the use of paper and the resources required to ship physical products.

Our Global B Corp team continues to implement new initiatives to reduce waste and contribute to a healthier planet. We still have work ahead, but we are proud to have already accomplished the following:

- The global business has signed up to the Climate Emergency Declaration, and we are in the process of mapping out actions that we will take to support this critical initiative.
- We are in the process of replacing all light bulbs with energy-efficient versions, and many lights are on sensors.
- We have improved toilet waste-water mechanisms to reduce the amount of wastewater we create.
- We provide bike racks to encourage bicycling to work, and a growing number of employees are using bikes, as well as other environmentally friendly commuter options such as trains and buses.

- We recycle paper, cardboard, and batteries and plan to implement a formal program to encourage our remote staff to do so as well.
- We have implemented the use of food bins in all kitchens to promote proper management of food waste as animal food, biofuel, or compost.
- We have reduced product packaging and replaced base contents with recycled materials.
- We source office supplies, marketing materials, and logo wear that are made from sustainable materials.

Impact on Our People

Our people are at the heart of all we do

We believe in providing our employees with an excellent place to work and fair benefits. To this end, we pay all our employees a living wage, provide health coverage to all full and many part-time employees, and support flexible working schedules. We've also launched internal development opportunities, including virtual workshops and self-directed learning modules, that leverage our own products to help build our employees' skills. Our employee resource groups organized company-wide sessions designed to educate employees and foster inclusivity on topics such as Unconscious Bias and Menopause. As you can see in the following section, our highest score on the B Impact Report was for the "workers" component.

Benefit Corporation

Public benefits and disclosures

- The Myers-Briggs Company is both a Certified B Corp through B Lab as well as a benefit corporation under California law. We work to provide a public benefit to our clients, our employees, the environment, and our community.
- The Myers-Briggs Company measures our public benefit through the B Lab Impact Assessment, which evaluates a company's positive social impact on its stakeholders. We have been using this assessment since 2016, the year we registered with B Lab. We passed our first audit in October 2018, and recertified as of January 1, 2022.
- We've updated our Impact Assessment results for 2021 as part of the recertification process, which is based on our 2020 actuals. We update the assessment annually to help measure our progress. B Lab has audited our 2021 score but does not audit our self-assessment scores between recertifications. When we self-assess, the score represents our best efforts to assess our progress against the B Lab standard.
- Our audited score for 2021 is 89.0. We are proud that we have been able to increase our score and the work our employees have put into amplifying our impact across all our stakeholders.

Overall B Impact Score

Based on the B Impact assessment, The Myers-Briggs Company earned an overall score of 89.0. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 89 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Governance

Workers

Community

Environment

Customers

- You can review our full audited results at <https://www.bcorporation.net/en-us/find-a-b-corp/company/the-myers-briggs-company>
- There is no organizational connection between The Myers-Briggs Company and B Lab.
- As of the date of this report, The Myers-Briggs Company shareholders with an ownership stake of more than 5% are The Myers-Briggs Company ESOP, Myers & Briggs Foundation Inc., and The Dorothy B. Black Spousal Trust.
- After a review of our 2021 efforts, our Board of Directors has determined, in their opinion, that the Company has not failed to pursue its benefit purposes.

What's Ahead for 2023

We're committed to doing more

- Launch our 2023 B Corp Goal is Sustainability and more Purposeful Business, focusing on community volunteering and raising awareness of purposeful business
- Tie this 2023 Goal in with our Sustainability Charter and Supplier Code of Conduct, each to be launched in 2023
- Appoint our 2023/24 Charity Partner in the field of Protecting our Environments, starting our next partnership in July 2023
- Review the UN Sustainable Development Goals to see where we currently map to these, and to see where we can improve
- Research the new B Lab certification requirements – in preparation for re-certification as a Certified B Corp in October 2024.

We look forward to reporting on our 2022 initiatives. In the interim, we encourage you to learn more about B Corps by visiting B Lab's website at <https://bcorporation.net>.