

News Release

Forever Jung: MBTI celebrates 70th anniversary

Workplace psychologists, OPP, are urging organisations around the globe to embrace the power of the Myers-Briggs Type Indicator as they celebrate the instrument's 70th anniversary. The personality assessment, created by Katherine Briggs and Isabel Myers and based on Carl Jung's theories, measures psychological preferences and provides a robust foundation for life-long personal development and improved organisational effectiveness.

Two million people complete the MBTI questionnaire globally each year and its popularity and longevity have resulted in the evolution of a comprehensive library of resources to support personal development. Whilst many other psychometric instruments are only written about by their authors and publishers, the vast pool of MBTI expertise in the field continue to create materials that cover a wide range of applications and interests.

Over the past 70 years the influence of the Myers-Briggs assessment has become truly global in scope. It is now used in more than 100 countries and has been translated and culturally adapted for use in more than 20 languages. Organisations use it to help address common business issues, such as communication, conflict management, decision-making, leadership development, managing change, building resilience, team development, career development and more. Penny Moyle, CEO at OPP comments: "The thing that always strikes me the most when speaking with people who have experienced the MBTI framework in action is that it really works. For some people it's as simple as making sense of aspects of themselves that they may previously have found difficult to express – or to understand and value aspects of others that they may previously have disparaged or found unfathomable. Many people talk about a 'Eureka!' moment of clarity when discovering MBTI concepts: one that goes on to make a lasting difference for the rest of their professional and personal lives. This can be both inspirational and infectious!

"Over my many years of working in organisations and training HR professionals in how to use the MBTI system, I must have seen hundreds of such 'Eureka!' moments, and have had the privilege of working with a great many HR professionals to help them unlock potential by creating that same impact for the people that they work with."

ENDS

Notes to editors:

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About OPP

OPP specialises in personality assessment, enabling people and organisations around the world to increase their effectiveness through the innovative application of psychological tools and techniques.

The company's market-leading psychometric tools include the Myers-Briggs Type Indicator[®] and the 16PF[®] assessment, and provide high-impact results for selection and personal development, such as teambuilding, leadership development, communication and conflict resolution.

With more than 20 years' experience providing consultancy services and training programmes, our assessment tools and resources have transformed the businesses of thousands of organisations globally, including the majority of the FTSE 100.

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