



An overview of CPP's assessments

Going beyond the Myers-Briggs® assessment to serve your clients

Marta Koonz



The Myers-Briggs® Company

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1 Introduction

As an independent consultant with a focus on developing people, teams and organisations, you'll most likely take one of these two paths:

- ◆ Working with individuals who are interested in professional and/or personal development, or
- ◆ Working with organisations that are interested in developing their people and their teams

Either way, CPP's family of assessments will help you and your clients obtain the results you're looking for.

Your work with individuals and teams is a vital part of organisational success.

When you focus on **developing people**, you're talking about helping individuals identify their strengths, explore their interests and recognise their unique development needs. This increased self-knowledge is a benefit to them on a personal level and it also offers guidance in shaping their professional development.

Team development focuses more on the collective: How do you leverage individual skills and interests to enhance the team's effectiveness and improve performance?

Development of both people and teams leads to development of the overall organisation. When you invest in the people that make up the organisation, both as individuals and as working teams representing smaller parts of the whole, you see the benefits on an organisational level.

2 Family of Assessments

Whether you're working with individuals or with teams, the CPP family of assessments will support your work in many different areas, including selection and recruitment, team and leadership development and executive coaching.

Our scientifically based personality assessments provide tried-and-true frameworks for self-awareness, learning and improvement—giving you the tools to help inform people's career paths and equip individuals to manage conflict and change, influence more effectively, make better decisions and be more resilient.

How do you decide which CPP assessment is right for you and your clients? I often get asked, "Which is your favourite assessment?" My usual answer is: "It has less to do with which assessment is my favourite and more to do with which assessment fits the needs of my client in each specific situation."

That's why having access to a family of assessments that easily work together is such a benefit—for both you and your clients. First, let's explore the CPP assessments further.





Myers-Briggs Type Indicator®

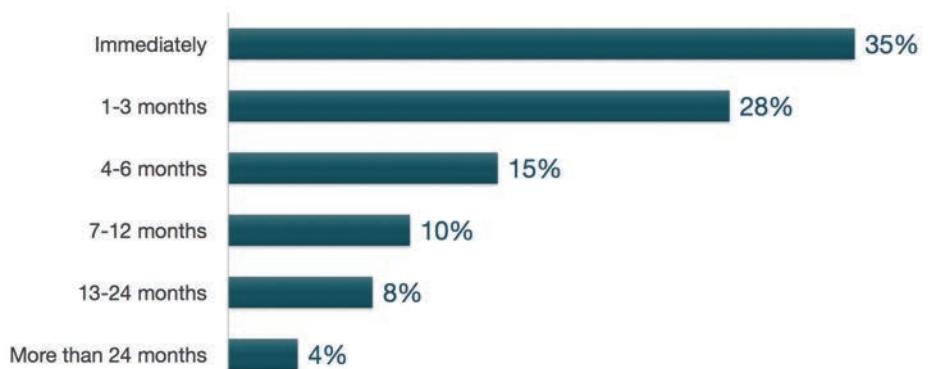
We'll begin with the Myers-Briggs Type Indicator® (MBTI®) assessment. The MBTI® assessment makes Carl Jung's theory of psychological type both understandable and highly practical by helping individuals identify their preferences in four areas.

- ◆ Extraversion or Introversion
- ◆ Sensing or Intuition
- ◆ Thinking or Feeling
- ◆ Judging or Perceiving

Knowing their type preferences can guide individuals in exploring a wide variety of situations, including involvement in teams, leadership behaviors and skills, working through conflict, managing stress, career development and much more.

63% of Organisations Realise Impact from the MBTI® Framework Within 3 Months

Within what time period did your organisation's culture realise its biggest impact from the MBTI® framework?



Source: TechValidate survey of 100 users of CPP Myers-Briggs® Assessment
Published: Aug. 29, 2016 TVID: 379-FD0-2C1

“ WE PLAN TO IMPROVE OUR ORGANISATION'S CULTURE BY CONTINUING TO USE THE MBTI® FRAMEWORK AS A BASIS FOR MANAGEMENT TRAINING AND COACHING ON THINGS LIKE PROBLEM-SOLVING AND TEAMWORK. ”

**DENISE STOTT, VICE PRESIDENT, HR
UNDERTONE NETWORKS**

”

The Four Myers-Briggs® Preference Pairs

Extraversion



or



Introversion

Opposite ways to direct and receive energy

Sensing



or



Intuition

Opposite ways to take in information

Thinking



or



Feeling

Opposite ways to decide and come to conclusions

Judging



or



Perceiving

Opposite ways to approach the outside world



Fundamental Interpersonal Relations Orientation™ (FIRO®)

FIRO® assessments help people understand their interpersonal needs and explore their social interactions, such as working within a team, being a leader, connecting with others—all parts of an individual's professional development.

The two FIRO® assessments—the FIRO-B® assessment and the FIRO Business® assessment—are very similar, with the shorter FIRO Business® assessment using slightly different language designed with a business environment in mind. Both assessments focus on expressed and wanted social needs:

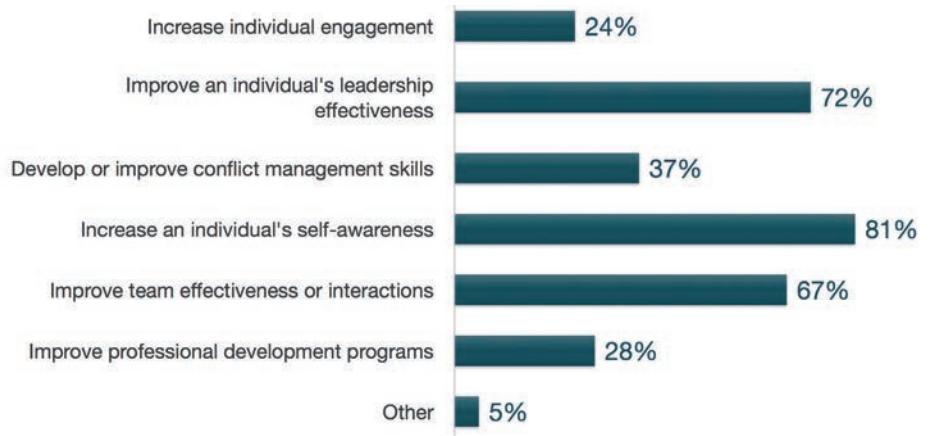
For **FIRO-B®**: inclusion, control and affection

For **FIRO Business®**: involvement, influence and connection

They each address, gather and present critical insights in two fundamental areas—how people tend to behave toward others and how they want others to behave toward them. FIRO® insights are extremely useful for coaching individuals and teams and complement your use of the Myers-Briggs® assessment where people are looking to build trust in relationships, improve communication, resolve conflict and manage stress.

Most Popular FIRO-B® Development Uses

What business challenges did you need to solve with the FIRO-B® assessment?



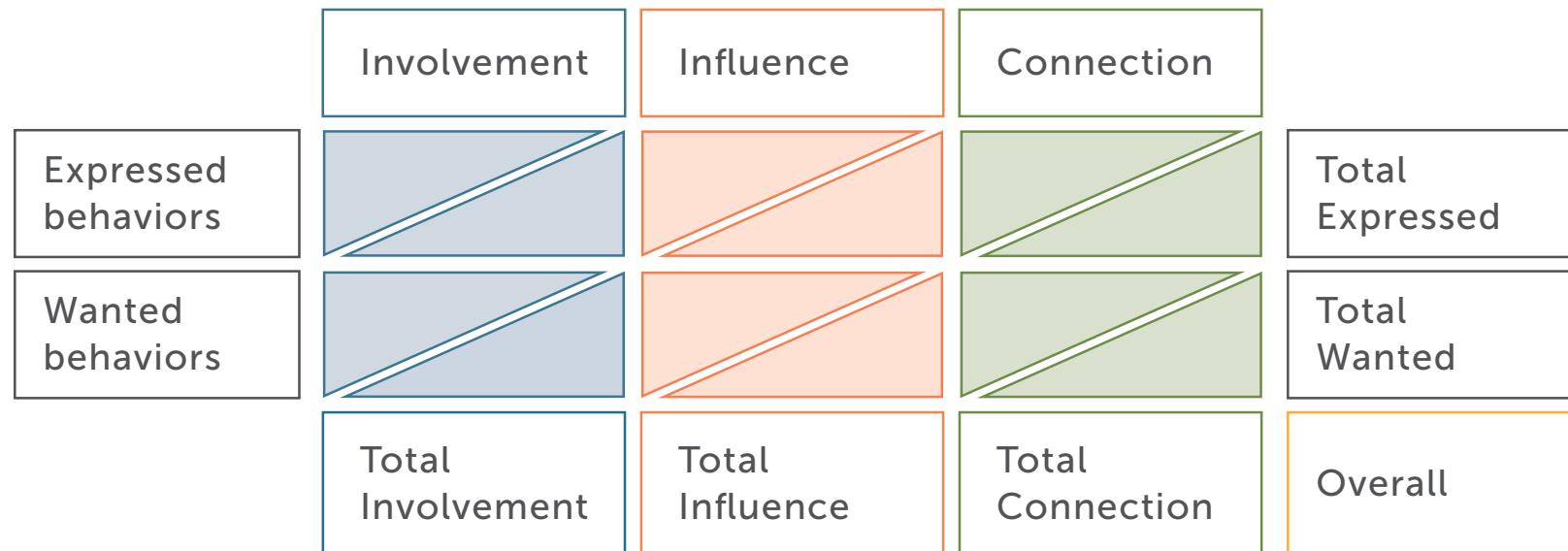
Source: TechValidate survey of 118 users of the FIRO-B® assessment, published May 9, 2016.
TVID: DBF-FF1-A72

“ THE FIRO-B® ASSESSMENT OPENS MY CLIENTS' EYES AS TO WHY THEIR CERTAIN BEHAVIOURS AS LEADERS RESULT IN PARTICULAR ACTIONS FROM THEIR STAFF.

**KIM FLETCHER, VICE PRESIDENT,
READINESS CONSULTING SERVICES**

”

The Elements of the FIRO® Model





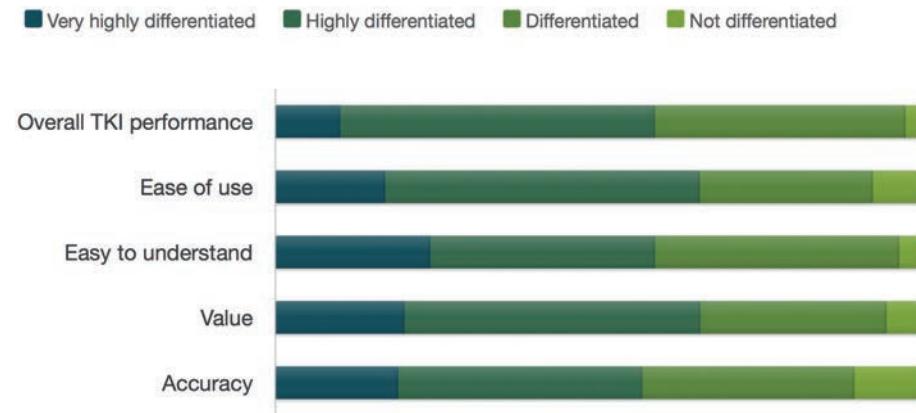
Thomas-Kilmann Conflict Mode Instrument (TKI®)

Conflict occurs wherever people's concerns appear incompatible, making it a common and inevitable part of life. The TKI® assessment provides understanding of your own and others' conflict style and can be used to help manage conflict, improve teamwork, develop leadership skills and reduce stress.

The TKI® tool is designed to explore conflict-handling styles, or modes—how an individual tends to respond when faced with conflict. Results on the TKI® assessment represent an interplay between assertiveness and cooperativeness and indicate an individual's preferred conflict-handling mode: competing, collaborating, compromising, avoiding or accommodating.

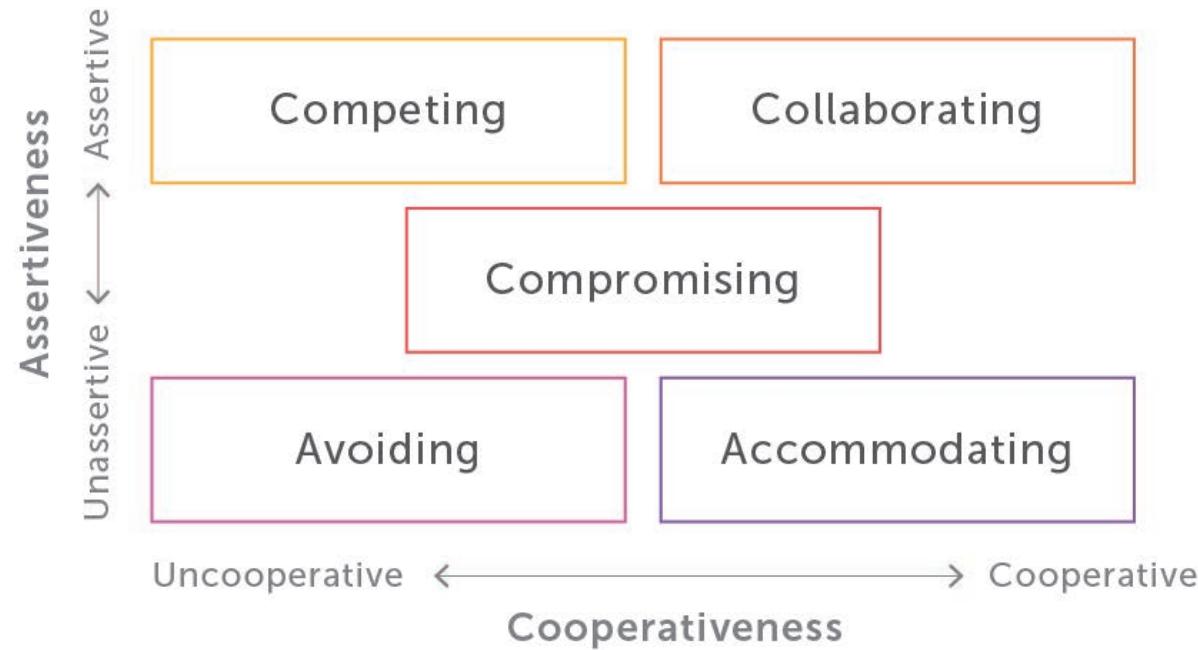
More Than Half of Users Surveyed Find the TKI® Tool Highly Differentiated from Competition

Please rate the following TKI® assessment capabilities in terms of how differentiated they are compared to the competition:



Source: TechValidate survey of 41 users of the TKI® assessment, published May 8, 2015.
TVID: 9F7-97D-DD4

The Five TKI® Conflict-handling Styles





California Psychological Inventory™ (CPI™)

The CPI 260® assessment provides an in-depth description of how a “knowledgeable and objective other” would describe an individual. Using the CPI 260® assessment has proven effective for high-level management training or coaching, such as for executive or leadership development, especially when your clients are data driven. The CPI™ model proposes four possible overall ways of living, known as lifestyles—implementer, supporter, innovator and visualiser—and 26 measures grouped into five categories:

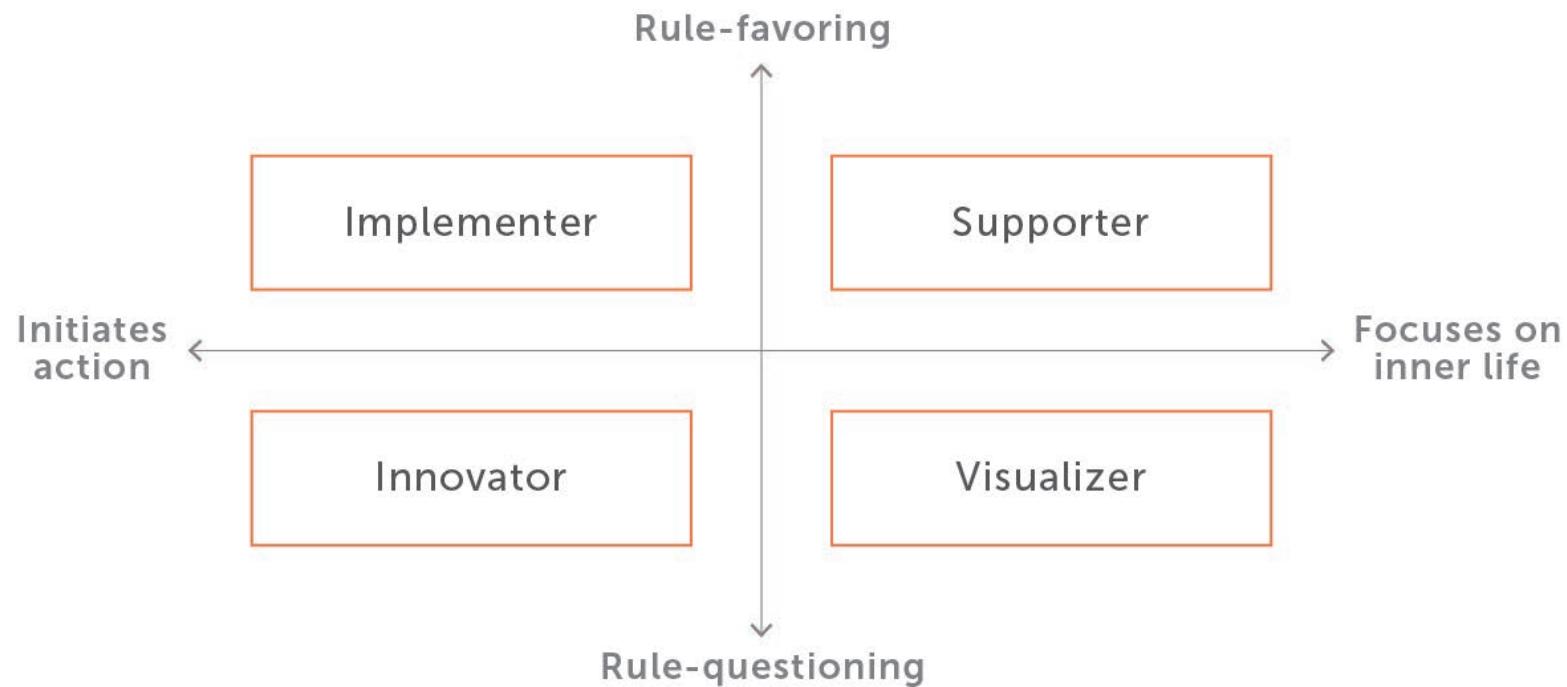
- ◆ Dealing with others
- ◆ Self-management
- ◆ Motivations and thinking style
- ◆ Personal characteristics
- ◆ Work-related measures

The CPI 260® assessment can be a valuable tool for improving leaders’ performance and helping them plan for the future. It’s also an assessment that, unlike the MBTI® tool, is appropriate for use in selection and recruitment.

FOR SENIOR LEVEL COACHING PROGRAMS, THE CPI 260® TOOL HAS STRENGTHENED THE BATTERY OF ASSESSMENTS WE USE AND HELPED REACH CONFIDENT SENIOR LEADERS WITH NEEDED FEEDBACK.

MITCHELL OWEN, PRESIDENT,
MITCHEN LEADERSHIP AND
ORGANIZATION DEVELOPMENT

The CPI™ Lifestyles





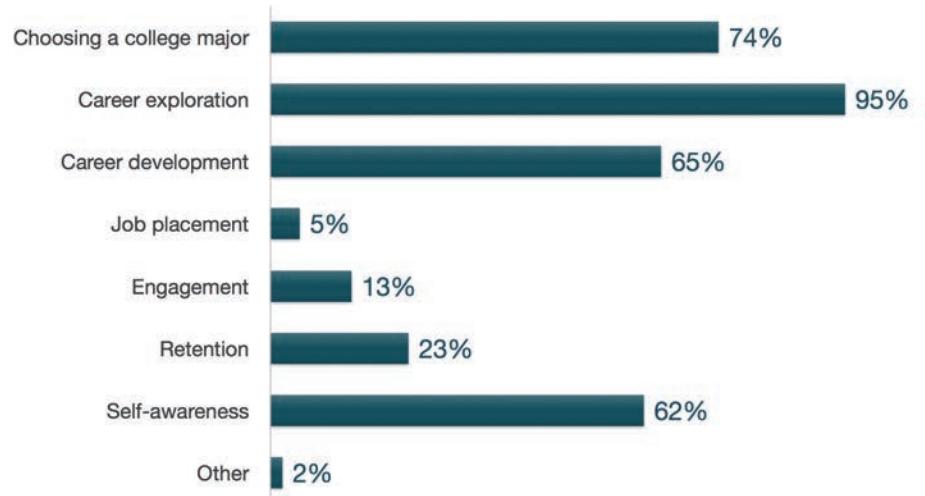
Strong Interest Inventory® (the Strong)

The Strong assessment, one of the world's most widely respected and frequently used career planning tools, is a must-have when working with clients looking to identify potential career paths, and for those considering career transition or needing to adapt to lifelong career changes. It has helped both academic and business organisations develop the brightest talent and has guided thousands of individuals—from high school and college students to midcareer professionals—in their search for a rich and fulfilling career.

The Strong helps individuals identify their core interests, focused within six General Occupational Themes (GOTs): Realistic, Investigative, Artistic, Social, Enterprising and Conventional. Additional scales offer more nuance in exploring work environments and careers that will best match an individual's identified interests.

Why Do Customers Purchase the Strong Tool?

A recent survey asked Strong customers which applications of the Strong assessment were purchasing drivers for your organisation?



Source: TechValidate survey of 104 users of the Strong assessment, published April 5, 2016.
TVID: AF1-B3C-3BF

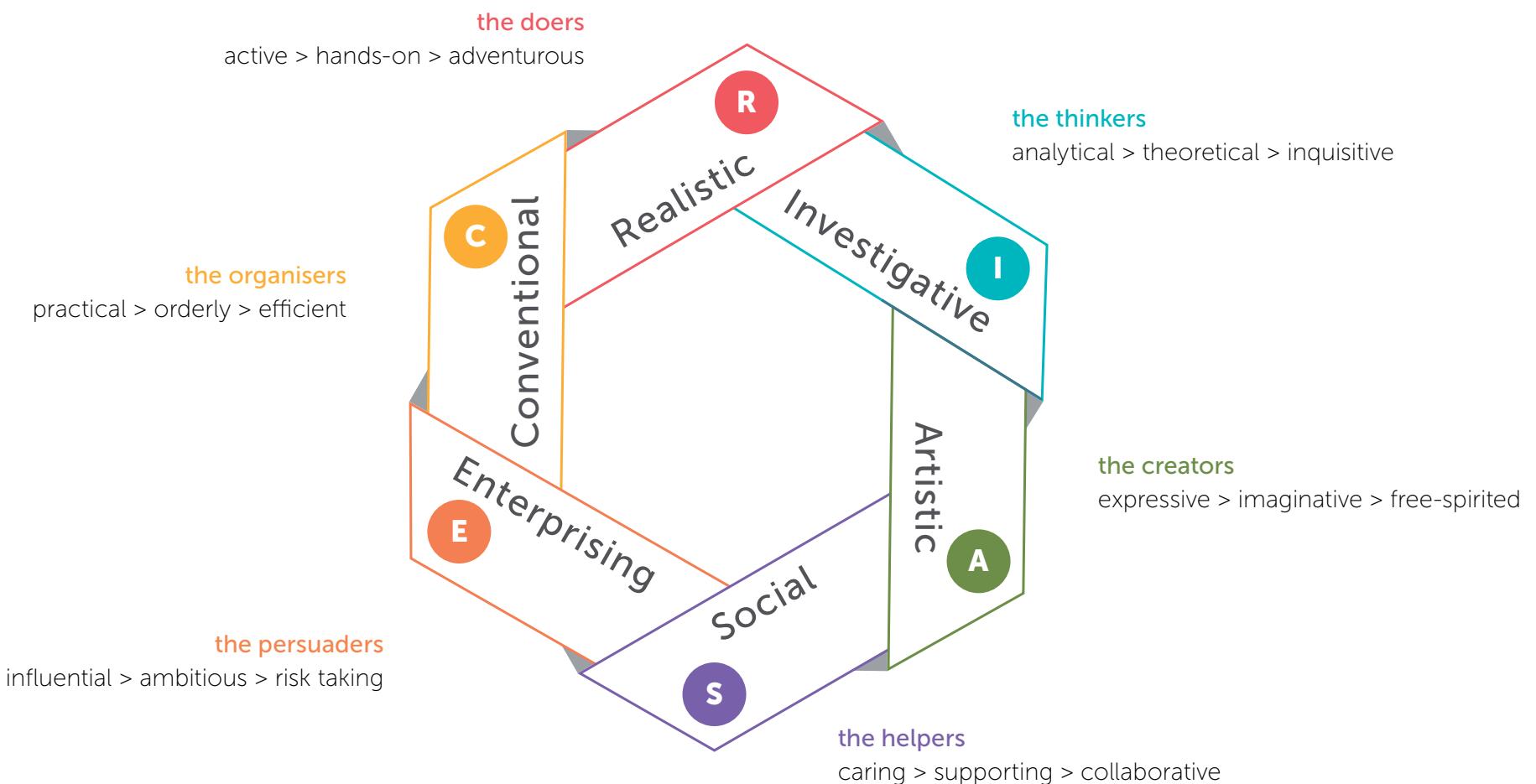


THE STRONG INTEREST INVENTORY® OPENS THEIR EYES TO CAREER AREAS THEY HAD LITTLE OR NO KNOWLEDGE OF.

**MICHAEL DEVOLL, LEARNING AND DEVELOPMENT CONSULTANT,
DEVOLL CNSLG SVCS**



The R-I-A-S-E-C Order



3 Meeting Your Clients' Needs Through Certification

While CPP's family of assessments can be used together to meet client needs, each assessment is unique and has its own certification requirements. For each assessment—other than the TKI® tool—practitioners must follow the appropriate certification path to be allowed to purchase and administer the assessment and associated reports.

CPP's Certification Programs provide an overview of the design of and theory behind an assessment. Each program will give you an in-depth understanding of the best and most ethical ways to administer the assessment, as well as how to interpret and apply results to help your clients achieve their goals.

Learn more about upcoming Certification Programs at
www.cppasiapacific.com

4 About the author Marta Koonz, MA



In her role as a CPP Professional Services Solutions Consultant, Marta draws from nearly three decades of experience in working with teams and team leaders to provide team development training and individual and team leadership coaching services. She has worked in the education sector, with state and local governments, and for corporate and not-for-profit clients across a wide range of industries.

Marta is a credentialled MBTI® Master Practitioner and an MBTI® Certification Program Facilitator. She is an expert in training, design and facilitation and is endorsed by Global Learning Partners as a Certified Dialogue Education Teacher. She is also certified by the International Coach Federation as a Professional Certified Coach and by the National Career Development Association as a Master Career Specialist. Marta serves as a volunteer with Stand Beside Them, an organisation that provides free coaching services for returning veterans and their families.

Marta holds a master's degree in depth psychology from Pacifica Graduate Institute, with an emphasis in Jungian and archetypal studies. Marta has presented at the Jungian Society for Scholarly Studies annual conference, been published in the Depth Psychology Alliance online journal, and lectured on Jungian psychology and typology.

Certifications and Qualifications

- ◆ Myers-Briggs Type Indicator® (MBTI®) Step I™ and Step II™ Certification Program Facilitator
- ◆ MBTI® Step III™ Certified Practitioner
- ◆ MBTI® Master Practitioner
- ◆ Fundamental Interpersonal Relations Orientation™ (FIRO®) Certification Program Facilitator
- ◆ CPI 260® Certified Practitioner
- ◆ Strong Interest Inventory® Certified Practitioner
- ◆ Thomas-Kilmann Conflict Mode Instrument (TKI®) Practitioner
- ◆ Certified Dialogue Education Teacher (Global Learning Partners)
- ◆ Professional Certified Coach (International Coach Federation)
- ◆ Master Career Specialist (National Career Development Association)

Your People Development Partner

Our goal is to help you be more successful and, in turn, help every employee you work with flourish. We know that you're the success factor in your trainings and one-to-one coaching. It's the connection you make with your clients—facilitating meaningful discussions and uncovering insights—that makes the difference.

We want to provide you with the information, guidance and support you need. Whatever challenges you're looking to address—from team building to leadership development, conflict management to career transition, selection to retention—we're here to help.



Like this eBook?

There's more for you at

www.cppasiapacific.com/alliance-program.aspx



Let's make a difference together. Talk to us today to see how.

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