

# The MBTI Advantage: Unlocking the Power of Personality Types at Work

The Myers-Briggs Type Indicator® (MBTI) instrument is a highly versatile solution that has helped millions of people around the world gain a deeper understanding of themselves and how they interact with others.

Through the creation of a common language to easily communicate the complexities of an individual's personality, the MBTI instrument provides the reliable insights you need to improve the performance of your people, teams and organisation. It supplies invaluable inputs for your ongoing team building, leadership and coaching, conflict management, career development and retention efforts.

The MBTI assessment uses a typology composed of four pairs of opposite preferences, called dichotomies:

Extraversion (E) or Introversion (I)—where you focus your attention and get energy  
Sensing (S) or Intuition (N)—how you take in information  
Thinking (T) or Feeling (F)—how you make decisions  
Judging (J) or Perceiving (P)—how you deal with the outer world

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The MBTI assessment combines an individual's four preferences to yield one of the 16 personality types (e.g., ESTJ, INFP, etc.). Each type is equally valuable, and an individual inherently belongs to one of the 16 types.

The MBTI points of difference:

- Most widely used personality instrument in the world
- Demonstrates very strong psychometric properties, including high levels of reliability and validity
- Helps people understand individual personality type and its relationship to performance, team dynamics, and other topics
- Provides invaluable self-knowledge that extends well beyond any one training session