

Make a bigger impact with your MBTI® training



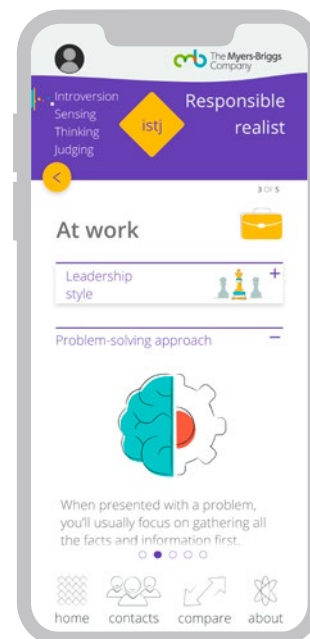
The Myers-Briggs® App

Help people turn self-awareness into action the moment they need it—anytime, anywhere. The Myers-Briggs® App is the portable guide to MBTI® type which encourages real-world use of type.

People development is a huge investment for any organization. To make training effective, the learning must be practiced and applied, quickly and regularly. It shouldn't be left in the training room.

The Myers-Briggs® App makes this happen. It offers instant access to bite-sized MBTI insights, which makes these insights more usable. Just tap, swipe, and apply.

- Encourages greater use of MBTI type
- Strengthens MBTI training outcomes for individuals and organizations
- Embeds MBTI concepts more widely
- Enhances MBTI reports and workshops



How to buy and administer

Purchase the Myers-Briggs® App through our online order form. Here's how the process works.

- Practitioners can purchase app license through the order form. Further details will be required to complete the purchase.
- Users receive an email containing an access code and a link to download the app
- Users download and activate the app using their access code

It's a one-time purchase per user.

Who is it for?

- MBTI practitioners
- Independent consultants

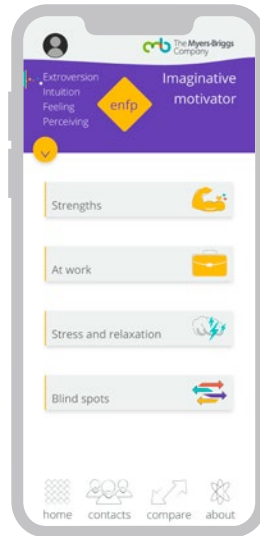
Also available

- Money-saving app and MBTI report bundles

The Myers-Briggs® App

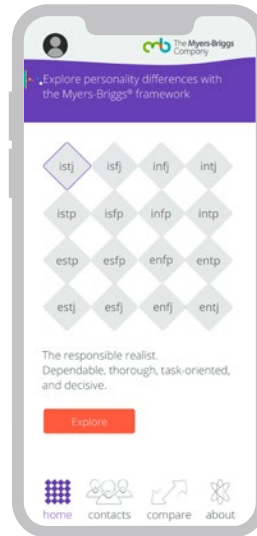
Bite-sized insights make learning easier

The interactive type table has summaries of all 16 MBTI types. Learn about the strengths, blind spots, work styles, and stress triggers for every type. These accessible chunks of information make it easier to understand MBTI fundamentals.



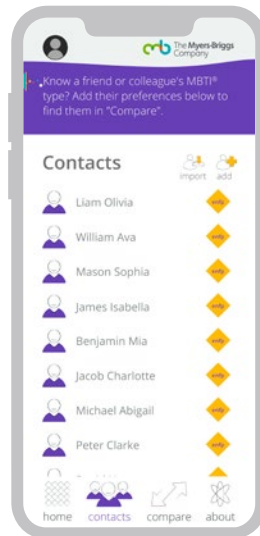
MBTI type at people's fingertips

With the app, users have access to MBTI type information all the time—it's always with them, on their smartphone. This promotes greater use of MBTI type and helps organizations embed type.



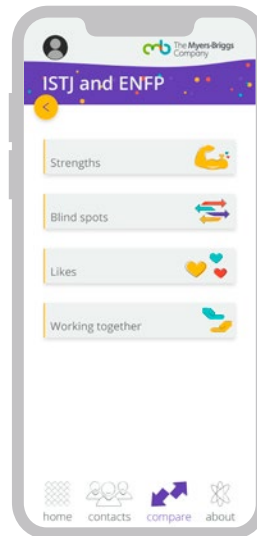
MBTI contacts list brings type into everyday life

Users can store their contacts' MBTI types in the app. They can integrate type into their lives quickly and easily so type becomes personal, real, relevant—and useful.



Type comparisons make interactions better

What happens when an ISTJ and ENFP work together? The type comparison function shows the dynamics between any two types. It shows what each one wants from, and gives to, the interaction—ideal for building positive working relationships.



About The Myers-Briggs Company

The Myers-Briggs Company empowers people to be the best versions of themselves. We're established assessment developers, expert trainers and experienced psychologists who help organizations around the world to improve teamwork, develop inspirational leaders, foster diversity, and solve their most complex people challenges.

Get in touch

Have a question? Contact your Customer Support at: support.asia@themyersbriggs.com

www.themyersbriggs.com

