

## TRAINING PROGRAM:

### Supercharging Business Performance through Personality Types

*"If men are from Mars and women are from Venus, which planet are introverts from?"*

What do Sony, Marriott, and Southwest Airlines have in common? Besides being category leaders in their respective industries, they all use the Myers-Briggs Type Inventory® (MBTI®) tool to help their employees achieve extraordinary business results.

The MBTI is a personality inventory designed to give people information about their psychological preferences. Isabel Briggs Myers and Katherine Cook Briggs developed the MBTI in the early 1940s to make Carl Jung's theory of human personality understandable and useful in everyday life. Today the MBTI is the most widely-used personality assessment in the world, and is recognized as a gold-standard in assessments. In this seminar, your employees can learn how to take their individual and organizational performance to the next level by harnessing the power of personality types. Seminar participants will:

- Learn about their own personality types
- Learn what motivates and drives different personality types
- Learn how different personality types socialize, make decisions, and interact
- Learn how different personality types perceive confrontation and resolve conflicts
- Learn how to leverage one another's strengths and to become better team players



Experienced coaching psychologist and certified personality type practitioner, Paul "Coach Paul" Edward, one of the world's foremost experts in the field of personal and organizational development, presents this seminar. Organizations that have invested in this training for their employees have reported these outstanding results:

- Improved profitability
- Increased efficiency
- Higher morale
- Decreased stress claims
- Raised customer satisfaction scores

**"In these classes we saw a lot of 'a-ha!' moments. Behaviors that might have once caused misunderstanding and frustration were now viewed through a different filter!"**

**— Elizabeth Bryant,  
Southwest Airlines**

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