Insights Discovery and the MBTI

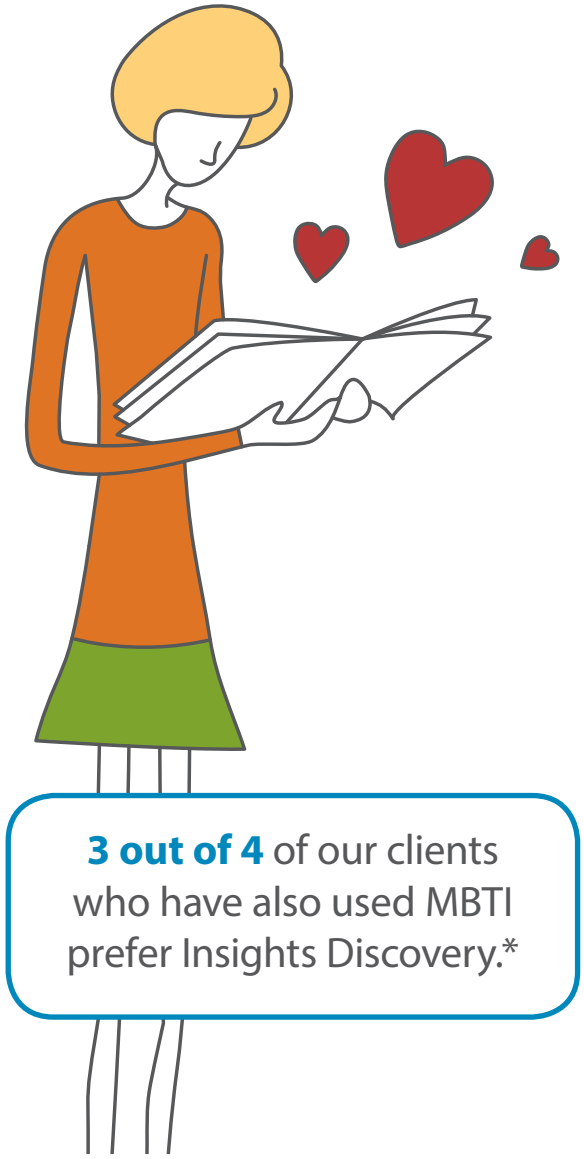
Insights Discovery and Myers-Brigg's Type Indicator (MBTI) are both aids to self-awareness in the workplace. In this document we compare the application and psychology of the two models, as well as feedback from our clients who have used both systems.

	Insights Discovery	MBTI
Provider	Insights Learning and Development	OPP (Europe), CPP (America and global)
Influenced by	Carl Jung and Jolande Jacobi	Carl Jung, Katharine Briggs and Isabel Briggs Myers
Core products and reported reliability Scale of 0-1 (N.B 0.7 or higher is accepted value)	**First touchpoint** Insights Discovery: Range 0.91 -0.93 **Further assessment** Insights Deeper Discovery: Range 0.81-0.89	**First touchpoint** MBTI Form M: Range 0.91-0.92 **Further assessment** MBTI Form Q: Range 0.57-0.87
Business application	**Insights Discovery:** • Teamwork • Transformational Leadership • Navigating Change • Sales and Service • Culture and Engagement	**MBTI:** • Team development • Leadership development • Conflict management • Stress management • Career transition and planning

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Theory

Both the Insights Discovery and MBTI models are based on Jungian-type theory. They differ in interpretation of the underlying theory which impacts how your leading preferences are determined.



3 out of 4 of our clients who have also used MBTI prefer Insights Discovery.*

> I've done Myers-Briggs multiple times but there was something about [Insights Discovery] that really resonated and something that stuck so clearly to me as more powerful.
>
> – Holly Whitcomb, L&D Manager, 3M

Some of the advantages of Insights Discovery that our clients have listed:

Using meaningful words like Fiery Red or Earth Green instead of letters makes everything more memorable.

Being able to use floor mats and actually step into the model to compare wheel positions in a team is very impactful.

The profiles have great information that can be applied on a daily basis, both inside and outside the workplace.

Insights Discovery and Insights Deeper Discovery Cronbach's Alpha Coefficient (UK Version 2016)
Reported MBTI Form M & Form Q Cronbach's Alpha Coefficient's (US Version 2009 and 2011 respectively): Sourced from OPP website: www.opp.com
Business Applications of the MBTI: Source CPP Website: www.cpp.com/products/mbti/index.aspx
*From a total of 26 clients surveyed who were accredited in both Insights Discovery and MBTI, 20 preferred Insights Discovery

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