

# PERSONALITY ASSESSMENT

## MBTI®

The Myers-Briggs Type Indicator (MBTI®) is one of the most respected and well-known instruments in the areas of personnel, managerial training, management, and organizational development. Respected companies like Apple, AT&T, Citicorp, Exxon, General Electric, General Motors, and Siemens all use this instrument regularly.

The MBTI® is based on Carl Gustav Jung's type theory, in which he presents patterns of the two central psychological processes:

- How we process information
- How we make decisions

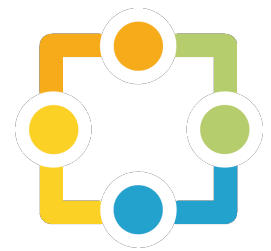
Based on Jung's theory, Isabel Briggs-Myers, an American, created a questionnaire that could identify personality preferences, which she then published in 1962. The MBTI® theory is based on 3 primary suppositions:

- Human behavior is not random, even if it appears to be so. There are patterns.
- Human behavior can be classified. One can describe how humans prefer to process information and then make decisions. The conscious activity can be separated into two perception processes (sensory and intuitional) and two evaluation processes (analytical and emotional).
- Human behavior differs because certain tendencies and preferences exist. Our actions and decisions are based on our preferences. All humans possess the same base behavioral patterns. Individuality is created by the differing balances of these patterns.

### Does this theory put people in a box?

The MBTI® helps people recognize their own cognitive and perception categories, and learn to assess unknown categories. It conveys the idea that all profiles are, in fact, equal in value and helpful in problem solving, thus enabling one to interact with other personality types in a stress-free and unbiased manner. Friction within the team can be avoided and work can be completed more effectively.

Sales trainings show how to communicate with business partners in a way that best suits their preferred style of communication, ensure that all parties are on the same wavelength.



## 16PF®

### What is personality?

The term “personality” has many definitions. Raymond Cattell, the creator of the 16PF test, defines personality “that which permits a prediction of what a person will do in a given situation.” The 16PF test measures 16 aspects of personality. It explores the roots of behavior and encompasses the entire personality, not just the elements that one expects to find in a working environment. The test is comprised of 185 multiple choice questions and can be completed online.

### What are potential uses of the 16PF?

The 16PF provides precise predictions about future behavior. Its fundamental insights support competent decision making in the selection, development, and training of people. 16PF is used in various ways, for example:

- Recruitment
- Personal Development
- Coaching
- Team Building
- Career Planning

### What is measured by the 16PF test?

The 16PF measure the characteristics of a personality. Characteristics are constant behavioral patterns or personality constructions that cause human behavior. The 16-PF test measure 16 primary factors and characteristics. Here you can find a brief description of each characteristic. In each case, one’s behavior can be anywhere between the left and the right side of the scale. Think about yourself and your behavior and decide where you land on the scale.

**Both tests are conducted by certified partners only.**

## CONTACT

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