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MBTI® Certified Marketing Professional Gains Insight into Customer Preferences

Why did you want to get certified to use the MBTI assessment?

I’m in marketing, and it’s important that I know my customers. I thought knowing more about type preferences (such as how people take in information and make decisions) would help me “cover all the bases” when creating content. It’s also beneficial to be aware of how our personality preferences can bias the way we present information. I feel like the certification program gave me great insight into that.

What was the most interesting thing you learned during the four-day certification program?

The personal applications were most valuable for me. I have a preference for Judging and other members of my family have a preference for Perceiving. In the past when I’d try to plan get-togethers some of my family would say, “I don’t know my plans yet. I’m going to wait a while to decide” and it would drive me insane. I’d say, “Well, if you were going to make a decision, what percentage would you say you are leaning toward this option?” After certification, I realized the differences were in personality preferences. It’s not “treat others as you would like to be treated” but “treat others as they would like to be treated.”

Would you recommend the MBTI® Certification Program to a colleague?

Definitely. I trained with Michael Segovia and he was fantastic. I love that everything I learned can be applied toward my professional and personal interactions.

– **Melissa Junge**, Associate Marketing Manager

Be better at what you do

By successfully completing the MBTI® Certification Program, you’ll enrich yourself and discover new ways to help your clients and improve your practice. At this highly interactive, comprehensive four-day workshop, you’ll:

- Explore the history of and theory behind the world’s most trusted personality instrument – the *Myers-Briggs Type Indicator*® (MBTI®) assessment
- Practice administering the MBTI assessment and interpreting results in a variety of situations with teams and groups, with individuals, and in coaching
- Learn how to use the MBTI Step II™ assessment’s 20 facets to provide more in-depth insights into an individual’s personality type and behavior

Understand, apply, and flourish!

- Gain a better understanding of your own and others’ personality preferences
- Build confidence with presenting type theory
- Explore MBTI application tips and exercises

Get the tools you need to grow

- Receive a practitioner’s starter kit – including manuals, presentation slides, books, and client booklets
- Earn hours/CEUs from several professional organizations
- Become eligible to buy and use the MBTI assessment and other MBTI products

Let us help you help others be their best

The MBTI® Certification Program is available through either CPP or the Center for Applications of Psychological Type (CAPT). Visit www.cpp.com/Certification for more information and to choose the program date and location that are right for you.



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