



# Be better.

## Grow great leaders. Improve organizational performance by understanding communication styles and behavior.

### PRODUCT BENEFITS

- + Creates an opportunity to quickly effect behavioral change by providing specific insights into interpersonal needs
- + Measures interpersonal needs in three areas – involvement, influence, and connection
- + Identifies existing communication and interpersonal dynamics that affect leadership success – helping people overcome or prevent issues
- + Details strengths and development recommendations for improving leadership performance
- + Supports effective leadership development, plus one-on-one coaching, communication, and team performance

### PRODUCT FEATURES

- + Explores leadership style through the *FIRO Business® Leadership Report*
- + Presents a succinct yet complete summary and interpretation of assessment results in a clean, graphic design with the *FIRO Business® Profile*
- + Streamlines administration with an online format that is brief and easy to use
- + Supports the needs of multinational businesses with scoring based on a sample of 2,801 adults in 10 languages
- + Provides MBTI practitioners with automatic administration certification for the *FIRO Business* assessment

For more than 50 years, the Fundamental Interpersonal Relations Orientation™ (FIRO®) approach has helped people understand their interpersonal needs and how those needs influence their communication styles and behavior. Building on the history and reliability of the FIRO model, CPP has developed the *FIRO Business®* assessment to address the specific requirements of organizations. The *FIRO Business* assessment helps you develop great leaders while improving organizational performance. It is particularly valuable to businesses because it quickly gathers key insights for relating to direct reports, superiors, and peers, influencing and negotiating, making decisions, and setting priorities.

And because it can be used in combination with other solutions and in a variety of settings – including multinational business – the *FIRO Business* assessment is ideal as an integral part of your leadership development initiatives. It can also help you address your coaching, team-building, and conflict management objectives.



## The FIRO Business™ Assessment

### MEETING YOUR NEEDS

Designed specifically to address the needs of organizations, the *FIRO Business* assessment is focused on improving performance. It features language used in business settings and reports that clearly describe how individuals behave, how they affect others, and how they can be more effective.

And because the *FIRO Business* assessment can be used alone or in combination with the *Myers-Briggs*® assessment and other CPP products, it can provide a comprehensive approach to your training and development initiatives.

- + Leadership and Coaching – Help leaders understand their communication styles and behavior to improve performance
- + Team Building – Build more effective teams with insights into interpersonal communication needs
- + Conflict Management – Help people better understand their interactions with others and reduce conflict



ENVISIONEXCELLENCE

Contact me for all your organizational development needs.

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“ Our patients depend on us for high-quality, compassionate care. To accomplish this, we must develop strong leaders. The FIRO® instrument supports our efforts. ”

Joan Evans, Director Organizational Development,  
Moses Cone Health System

## Your Guide to Performance

At CPP, our only job is to help you be a better people development professional and, in turn, help every employee flourish. While we're best known for our products like the *Myers-Briggs Type Indicator*® assessment, CPP is also a group of people who can offer you the information, guidance, and support you need. We offer solutions to help you improve organizational performance and address whatever challenges you face – from team building, leadership and coaching, and conflict management to career development, selection, and retention. Perhaps that's why millions of individuals in more than 100 countries use our products each year. They include people at *Fortune 500* companies and businesses of all sizes, as well as educators, government agencies, and training and development consultants.

Let's make a difference together. Talk to us today to see how.

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