

# Global Account Coordinator Uses MBTI® Assessment to Better Understand Different Cultures



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BRETT GOODWIN  
Global Account Coordinator

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

I work to coordinate product usage across global accounts and I wanted to learn firsthand how the benefits of the assessment apply to people everywhere, no matter our cultural identification. The MBTI tool helps me understand not only our differences, but also the similarities we share with others. As roles and responsibilities in business become more and more integrated, I think my MBTI certification will give me the opportunity to help people understand themselves and one another.

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

I learned a lot about myself, my inclinations, and things I've known about myself in the back of my head but hadn't given much thought to. What I think will be the most helpful is learning about areas I'm not as strong in and don't put as much focus on—because that's where I need to work harder.

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

Absolutely. Not only is it fun, it's also a great way to learn about oneself; it helps in a lot of ways. It's also good for team building and for understanding others better as we work together.

## 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

## Help others be their best

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