



The Myers-Briggs Company,
a California Benefit
Corporation

Annual Benefit Report for 2020

Contents

Overview	2
Impact on our customers	3
We exist to drive change	3
2020: A most difficult year	4
For customers	5
For workers	5
For the environment	6
For community/social change	6
For governance	6
Driving educational outcomes	7
Addressing deeper needs through services	7
Delivering for scalable impact	8
Impact on our community	9
Our people are the giving type	9
We believe in going green	9
Impact on our people	11
Our people are at the heart of all we do	11
Benefit Corporation	12
Public benefits and disclosures	12
What's ahead for 2021	14
We're committed to doing more	14

Overview

At **The Myers-Briggs Company**, our mission is to inspire everyone to lead more successful and fulfilling lives. Rooted in our belief that self-awareness (and the awareness and understanding of others) provides the foundation for growth and achievement, it is a mission that encourages people to be their best—at work, home, school, and everywhere in between.

After acquiring our largest distributor in 2017, we set our sights on building a global brand with a vision to “change the world, one world at a time”. In 2018, we started working toward this ideal. Building on 90 years of deep organizational and product development expertise, we moved into new markets and expanded our customer base. We deepened our commitment to volunteering, heightened our environmental awareness, and sought to lower our environmental impact. We solidified our commitment to “doing good” by becoming a Certified B Corporation through B Lab. With an aligned view on mission and culture, our global teams across six offices worked closely together to define new ways of creating positive change for our customers, our employees, and our communities.

Impact on our customers



It was imperative to me that the company unify around our mission and the idea that we should not only deliver value for our customers and grow the business, but also strive to make a positive impact in our communities and for our planet. Moreover, I wanted to maintain a focus on employee well-being and development, something that has always been important to the company. Since we're a global organization, I think we have a unique opportunity to "do good" all around the world. Being a Certified B Corp helps keep us focused on what's important, not just short-term gains but long-term achievement of ambitious goals and initiatives that make our world better.

Jeff Hayes, President & CEO, The Myers-Briggs Company

We exist to drive change

While the Myers-Briggs Type Indicator® (MBTI®) assessment may have made the name famous, understanding personality type is only one element of The Myers-Briggs Company. At our core, we seek to understand how social behaviors and technological trends affect people, teams, and organizations. We do this by bringing together our team of psychologists (who have decades of experience in organizational development and scientific research) and our customers to create solutions that address the most pressing human capital-related challenges. By design, we've built our business to help people drive change and achieve their best. We believe that by providing tools to help people and organizations be their best, we can inspire positive social impacts at both an individual and organizational level.

2020: A most difficult year

2020 was an unprecedented year. The COVID-19 pandemic brought a host of challenges across our global organization, stressing not only our business but also our employees. As we navigated a series of incredibly difficult decisions, we relied on our benefit corporation framework to balance the needs of the business with the needs of our employees, customers, and communities.

Although we have been transitioning to a new, digital experience business model, our traditional business relied heavily on in-person events. Whether conducting certification trainings in our instruments, or professional services and consulting engagements with clients, or the use of our traditional products by customers, our core product and services relied heavily on in-person interactions. With the pandemic making in-person gatherings impossible in all our global markets, we had to pivot quickly to ensure that our customers could continue to use our products and services.

With a recently restructured organization, we were able to quickly address the challenges brought on by the pandemic. First, we moved our entire global workforce to a remote working arrangement. Next, we worked on our product and services offerings. Through close collaboration among our product, marketing, development, content, and professional services teams, we:

- Virtualized all our certification programs.
- Created digital versions of over 35 products.
- Created “how to” guides to help our practitioner clients use our products in virtual settings.
- Released a new self-directed offering for teams on our MBTIonline platform.

We did all this in a matter of weeks. In addition, we established a website where our customers could get additional information on how to keep organizational learning moving forward in a time of extreme turmoil.

These efforts would not have been successful without engaged, dedicated, and collaborative team members. Our teams’ drive to further the company’s mission and assist our customers was a testament to the power of purpose within our organization. It’s a characteristic we share with other successful benefit corporations.

This drive manifested itself even more as our employees came together to further our B Corp efforts. As an integrated, global company we are continually working on expanding our impact. Despite the struggles of 2020, our employees formed a Global B Corp Committee to help further our efforts to be better for our people, our community, and our planet. This committee developed its own mission statement:

B Corp 2021 Mission



To drive our business towards a more **sustainable future**.



We'll **promote and join causes that inspire positive change** in our employees, customers, communities, shareholders, and other stakeholders.



We'll act with **social responsibility** to be a force for good for people and planet.

This new committee and our approach to managing our B Corp efforts globally created a greater strategic focus and alignment. It helped push these efforts forward in a coordinated manner. Here are some of the new team's initiatives.

For customers

- Established a discount for B Corp customers as well as a pro bono and discounted materials offering for charities/non-profits.
- Launched Diversity, Equity, and Inclusion (DEI) content and webinars, including a B Corp focused webinar.
- Launched wellness content and webinars.
- Increased our social media and marketing activities. This included joining B Lab's campaigns on Black Lives Matter and social justice, which dovetailed with our work on DEI, and the vote/democracy initiative.
- Participated in and presented at various B Corp events, which increased our B Corp presence.
- Became a founding member of one of the first UK B Local groups.
- Created a social impact page on our website.

For workers

- Signed the European Halo Code, which is a guide for schools and workplaces to protect natural hair and prevent discrimination.
- Engaged staff in various wellness initiatives.
- Showcased other B Corps to our UK employees 2019/2020 to promote ethical shopping, extending the purposeful business message.

For the environment

- Signed the B Labs Climate Emergency declaration in early 2020 and committed to be NetZero by 2030 along with approximately 800 other B Corps globally.
- Repackaged our MBTI Group Feedback Kits in a recyclable cardboard box with fewer materials.
- Launched plastic-free MBTI Facilitation Kits and are entering into an environmental awareness education program with our staff. We're being intentional about what we use and what we avoid using. We're also establishing "Green Guidelines" for staff about how we operate in our offices and when we work from home.
- Shifted toward e-books, with more titles in digital formats, and virtual learning pathways to save physical resources (like paper) and reduce the energy costs of production and shipping. Increased the cost of printed books to encourage customers to move to their digital alternatives.
- Removing single use plastic bottles from our offices and signing the Doppoer Wave pledge.
- Encouraging less car usage with WFH policies, bike to work schemes, carpooling, and public transport schemes.

For community/social change

- Established a global DEI committee and are advocating on social justice issues with our external stakeholders. Commenced a DEI learning program across the company with advanced learning for managers.
- Started establishing gender neutral bathroom facilities in office locations where possible.
- Partnered with Includability (a UK recruitment platform for employers committed to diversity and inclusion, which promotes fair treatment and inclusion in recruitment, and equity in the recruitment process) and Workwider (US organization with a similar focus).
- Partnered with a US non-profit on the US Vote Democracy campaign.
- Advocated on various social justice issues, aligning with our DEI work.
- Augmented our Volunteering Policy, which saw a 500+% increase in volunteering hours used and 19 charities supported (and although we continued to encourage volunteering in 2020, it was reduced due to COVID-19 restrictions).

For governance

- Establishing an Internal Procurement Policy and external Supplier Code of Conduct to ensure we have sustainability and governance at the forefront of our thinking in our supply chain.
- Established a formal complaints process for customers via an online form. Using this within VoC (Voice of the Customer) to check and improve our processes.
- Updated our Accessibility Statement.
- Updating our Ethics Statement.

- Joined a UK task force for legislation change which aims to change the UK company model from shareholder primacy to a purposeful business model (focusing on people and planet as well as profit).

Just as the Global B Corp Committee focused on expanding our impact, the rest of the business continued to apply our values to our everyday efforts. Here are a few highlights from our 2020 efforts:

Driving educational outcomes

- We continued to invest in our VitaNavis® educational offering. This has allowed us to expand our services within the education sector and provide our insights to traditionally under-served students. We designed the VitaNavis platform to assist schools in increasing student engagement, retention, and matriculation rates, and we are pleased with the impact it is having on career development and overall student success. Research conducted by our post-secondary school customers indicates that the retention rate for students who used our SuperStrong® assessment via the VitaNavis platform was 66%. This compares with 34% for those who did not receive our services.
- Through a government program, we continued to increase access to VitaNavis to two- and four-year colleges. These colleges have traditionally serviced underrepresented student populations, such as historically black colleges and universities, and other minority serving institutions.

“VitaNavis is a great tool for all, but we are seeing a great deal of success with our undecided students. [It] really helps the students pinpoint their interests which helps in selecting a field of study, but also in choosing electives.

Sherrill Scott, Vice President to Administration, Lane College

Addressing deeper needs through services

- We created virtual versions of all our certification programs and adapted our professional services to deliver trainings and development programs virtually. We continued to create value-driven consultancy offerings. We assisted organizations with a range of services, from designing and deploying large scale leadership and coaching programs to addressing conflict within critical work teams. Through these initiatives, we have expanded our impact with our customers and helped them build high-performing individuals, teams, and organizations.

“ The session armed us with an invaluable tool to be more effective in achieving our organizational goals. We are better able to move forward as a team thanks to the insights we gained. In fact, we found it so helpful we’re looking at doing a similar workshop with employees soon.

Adriana Gascoigne, founder, CEO and board member of Girls in Tech

Delivering for scalable impact

- Since our founding, a primary aspect of our business has been to help drive individuals’ self-awareness. As organizations have grown to include more remote employees and geographically dispersed teams, they’ve looked to us to provide scalable, accessible solutions to address how disparate teams can work better together. In 2020, we released a new self-directed offering on MBTIonline to address the needs of teams. MBTIonline Teams provides a self-guided experience for small teams to learn more about team members’ individual MBTI preferences and how those preferences interact in a team environment.

“ The Myers-Briggs Company has helped our teams adapt to new realities, exchange valuable feedback, and collaborate to drive innovation.

Bridgette Morehouse, Chief Learning Officer, Ford Motor Company

Impact on our community

Our people are the giving type

Giving back to the community has been a priority of our organization since its inception in 1956. This mandate reflects the legacy of our founder, John Black, who devoted time and resources to philanthropic activities. Consistent with our mission, many of our charitable activities fund programs that promote educational opportunities and help underserved communities. In 2018, we expanded our efforts by developing regional, employee-led committees. These committees investigate new ways we can increase our impact in local communities through the provision of support, programming, and funding.

With our social mission at the core of what we do, we want to ensure that all employees can spend time on causes close to their hearts. In 2018, we expanded our policy to offer all employees, globally, two paid volunteer days. We strengthened these activities in 2019 by creating a key corporate goal, tied to bonus compensation, to encourage and support the use of volunteer days. We are pleased to report that we exceeded our aggressive targets across all participating offices.

We believe in going green

Our commitment to corporate citizenship also extends to providing high-quality products and services that are socially sound, and to conducting our business in an environmentally responsible manner. In addition to purchasing and retrofitting our US headquarters to satisfy California's stringent "green" building code, we have taken other steps to lower our environmental footprint. These measures include buying solar-sourced energy, recycling, establishing a composting program, and using environmentally friendly packaging for our print products. Likewise, we are encouraging our customers to purchase digital products where available.

We continued to develop electronic versions of our products to reduce our use of paper and reduce the resources required to ship physical products.

Our regional committees continually implement new initiatives to reduce waste and contribute to a healthier planet. We still have work ahead, but we are proud to have already accomplished the following:

- The global business has signed up to the Climate Emergency declaration. We are mapping out actions we will take to support this critical initiative.
- We are replacing all light bulbs with energy-efficient versions and many lights are on sensors.
- We have improved toilet waste-water mechanisms to reduce the amount of wastewater.
- We provide bike racks to encourage cycling to work. A growing number of employees are using bikes as well as other environmentally friendly commuter options such as trains and buses.
- Separately, we recycle paper, cardboard, and batteries. We plan to implement a formal program to encourage our remote staff to do so as well.

“ The act of volunteering can trigger your own sense of happiness knowing that you helped improve someone else’s quality of life and worthiness.

Nancy Zanoletti, Learning and Development Client Solutions,
The Myers Briggs Company

- We have implemented the use of food bins in all kitchens to promote proper food waste management into animal food, biofuel, and compost.
- We have reduced product packaging and replaced base contents with recycled materials.
- We source office supplies, marketing materials, and logo wear that are made from sustainable materials.

Impact on our people

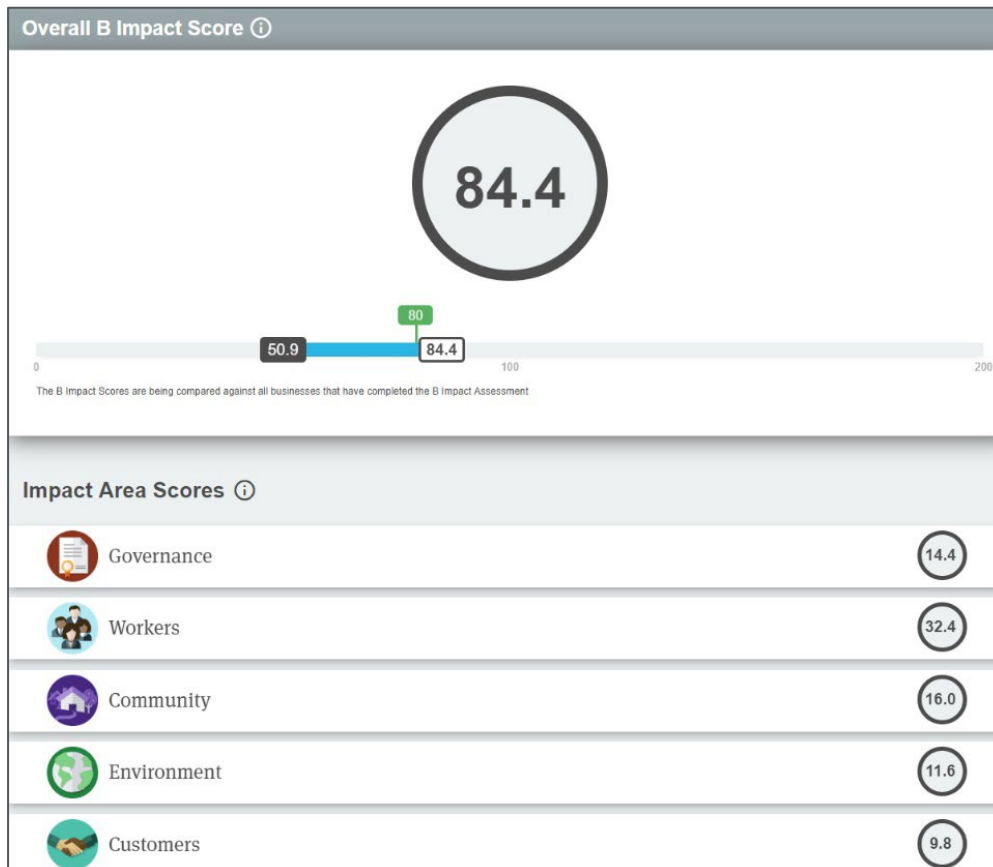
Our people are at the heart of all we do

We believe in providing our employees with an excellent place to work and fair benefits. To this end, we pay all our employees a living wage, provide health coverage to all full and many part-time employees, and support flexible working schedules. As you can see in the following section, our highest score on the B Impact Report was for the “workers” component.

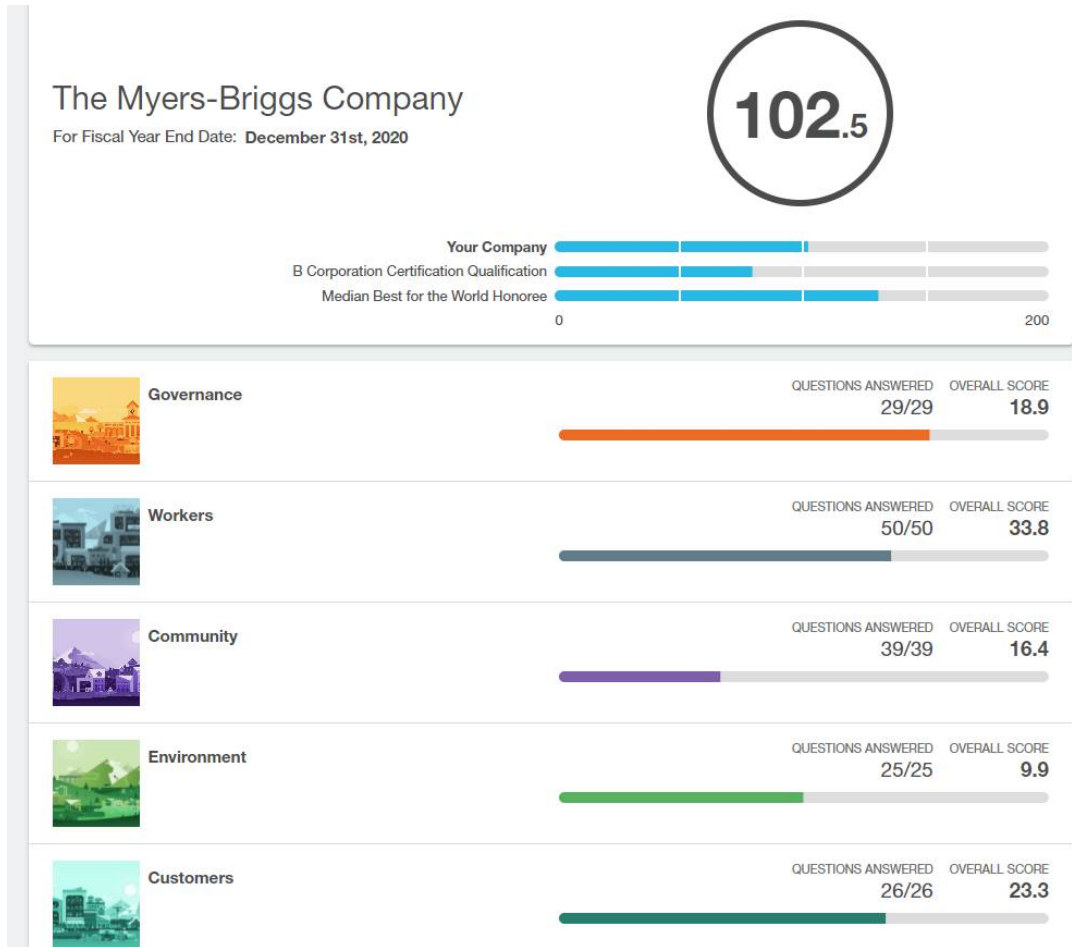
Benefit Corporation

Public benefits and disclosures

- The Myers-Briggs Company is both a Certified B Corp through B Lab as well as a benefit corporation under California law. We work to provide a public benefit to our clients, our employees, and our community.
- The Myers-Briggs Company measures our public benefit through the B Lab Impact Assessment, which measures a company’s positive social impact on its stakeholders. We have been using this assessment since 2016, the year we registered with B Lab. We passed our first audit in October 2018, and our next B Lab audit will be in 2021.
- We’ve updated our Impact Assessment results for 2020 to help measure our progress. B Lab has not audited this score, but it represents our best efforts to assess our progress against the B Lab standard.
- Our audited score from 2018 (based on 2017 year-end results) was 84.4. Our unaudited score based on 2020 results is 102.5, up from 99.8 in 2019. This is a huge achievement considering the extreme strains the business was under in 2020. We are proud that we have been able to increase our score and we’re proud of the work our employees have put into amplifying our impact across all our stakeholders.
- Our audited scores (based on 2017 year-end results) across the organization are as follows:



- Review our full audited results at <https://bcorporation.net/directory/the-myers-briggs-company>
- Our unaudited, self-evaluation score based on 2020 year-end results of our global company are as follows, which represents a nearly three-point increase over our 2019 results:



As of the date of this report, The Myers-Briggs Company shareholders with an ownership stake of more than 5% are The Myers-Briggs Company ESOP, Myers & Briggs Foundation Inc., and The Dorothy B. Black Spousal Trust.

After a review of our efforts, our Board of Directors has determined that, in their opinion, the Company has not failed to pursue its benefit purposes.

There is no organizational connection between The Myers-Briggs Company and B Lab.

What's ahead for 2021

We're committed to doing more

- Completing our recertification as a B Corp through B Lab.
- Continuing to move more print products to digital formats.
- Launching a development program for staff that leverages our assessments and professional services expertise.
- Continuing to grow our presence in the B Corp community by hosting local meetings and providing discounts to Certified B Corporations.
- Developing additional virtual training options to make it easier for more people to get certified in our industry-leading assessments, and to further reduce our carbon footprint by reducing travel.
- Mapping our carbon footprint. We're in the early stages but we will be reducing carbon in our operations and offsetting any that we cannot eliminate. We will also adopt a Climate Justice approach to address the imbalance between developed nations and underdeveloped nations. This imbalance is where those most impacted by climate change are the least responsible for it, least able to influence change, and least able to deal with the consequences.
- Continuing the process of removing plastic from our packaging.
- Partnering with a charity in 2021 in the DEI space.
- Reducing travel budgets across the organization to eliminate unnecessary travel and reduce our carbon footprint.
- Continuing our education efforts with our employees on the values of being a benefit corporation.

We look forward to reporting on our 2021 initiatives next year. In the interim, we encourage you to learn more about B Corps by visiting B Lab's website at <https://bcorporation.net>.



ABOUT THE MYERS-BRIGGS COMPANY

In our fast-changing world, your edge lies in harnessing 100 percent of your talent – whether you’re at work, home, college, or anywhere in between. Your success and sense of fulfillment aren’t just about what you know and what you can do, they hinge on your relationships and interactions with others.

The Myers-Briggs Company empowers individuals to be the best versions of themselves by enriching self-awareness and their understanding of others. We help organizations around the world improve teamwork and collaboration, develop inspirational leaders, foster diversity, and solve their most complex people challenges.

As a Certified B Corporation®, The Myers-Briggs Company is a force for good. Our powerfully practical solutions are grounded in a deep understanding of the significant social and technological trends that affect people and organizations.

With over 60 years in assessment development and publishing, and over 30 years of consultancy and training expertise, a global network of offices, partners, and certified independent consultants in 115 countries, products in 29 languages, and experience working with 88 of the Fortune 100 companies, we’re ready to help you succeed.

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