



The Myers-Briggs Company, a California Benefit Corporation

Annual Benefit Report for 2021

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The Myers-Briggs experts

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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, at home, in school, and everywhere in between.

Since converting to a benefit corporation and gaining our B Corp certification through B Lab in 2018, we have set our sights on building a global brand with a vision to “change the world, one world at a time.” Building on 90 years of deep organizational and product development expertise, we moved into new markets and expanded our product portfolio with digital, solution-driven offerings that anyone can use. We deepened our commitment to volunteering, heightened our environmental awareness and sought to lower our environmental impact, and solidified our commitment to “doing good” by recertifying as a Certified B Corporation through B Lab in 2021. 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 Myers-Briggs 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.

2021: Rebuilding from the COVID-19 Pandemic

In 2021 we started rebuilding from the COVID-19 pandemic, which had presented a host of challenges across our global organization, stressing not only our business but also our employees. As we continued to rebuild our company, 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 relies heavily on in-person events. Whether conducting certification trainings in our instruments, conducting professional services and consulting engagements with clients, or using our traditional products with in-person groups, 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 continue to adjust the way we delivered our products and services to ensure that our customers could continue to use them effectively.

Our ability to successfully navigate the ever-changing challenges of the pandemic would not have been possible without engaged, dedicated, and collaborative team members. Our teams' consistent drive to further the company's mission and to assist our customers is a testament to the power of purpose within our organization, a characteristic we share with other successful benefit corporations.

This drive manifested itself further as our employees came together to increase our B Corp efforts. As an integrated, global company we are continually working to extend our impact. Despite the challenges of the past few years, our employee-driven Global B Corp Committee continued to expand our efforts to be better for our people, our customers, our community, and our planet, which in turn benefits our shareholders. Their 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.

We measure our impact across several areas, as shown in this graphic:



Some of the initiatives undertaken by employees to support our positive impact include:

■ Recertification

- Achieving recertification as a B Corp through B Lab, with an increased score of 89.0

■ Governance

- Launching the B Corp Global Team, under the leadership of the B Corp Steering Committee, providing global alignment and representation across our offices for all B Corp-related matters
- Developing plans for improving our supply chain/compliance processes

■ Customers

- Engaging in increased social media activity using our own content, utilizing tool kits provided by B Lab and sharing B Corp posts; topics included COP26, our Roadmap to Netzeroby2030 graphic (see below) and plans, and Better Business, and some of our content posts were shared among the B Corp community by B Lab
- Launching our external-facing B Corp page to highlight what we're doing as a B Corp and to keep us accountable: <https://www.themyersbriggs.com/bcorp>
- Reviewing our products and materials for accessibility and to ensure that our language is inclusive and welcoming to all

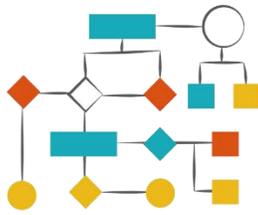
■ Workers

- Launching a regular program of B Corp updates to staff, including:
 - A regular slot at company-wide meetings to keep fellow employees engaged and updated on our social impact initiatives

- A regular slot in the CEO Weekly Update
- Quarterly global virtual coffee break/facetime sessions
- Launching inclusion support groups (ISGs), led by our Diversity, Equity and Inclusion (DEI) Committee, with continuing monthly meetings
- **Community**
 - Developing, in a collaboration between the DEI Committee and our B Corp Steering Committee, a process and vetting criteria to select a nonprofit organization with whom we would partner; employees chose [San Francisco Achievers](#) (SFA) as our partner from July 2021 to December 2022
 - Working with SFA to:
 - Participate in career panels
 - Provide mentors to SFA students
 - Provide our expert materials and advice on stress management
 - Conduct fundraising activities, including a successful Giving Tuesday campaign
 - Develop social media campaigns
 - Run a festive giving campaign, delivering gift bags to 40 students in need
- **Environment**
 - Committing to the B Corp pledge of NetZeroby2030 along with 800 other global B Corps



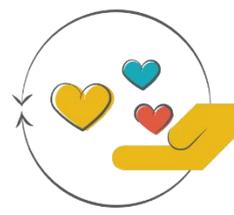
- Launching our Green Plan to NetZeroby2030 with a dedicated Green Team



MAP our carbon footprint



REDUCE our emissions

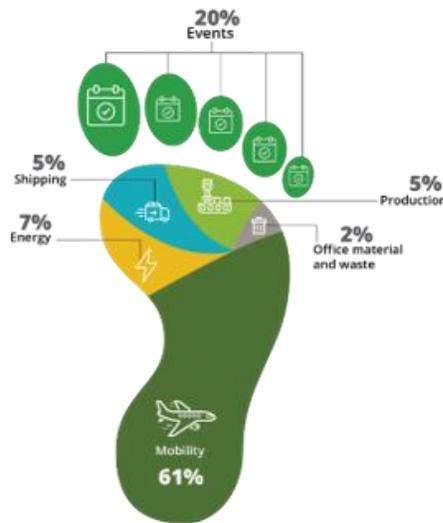


OFFSET emissions



ADVOCATE and learn

- Completed stage 1—mapping our carbon footprint—in a nine-month process done in collaboration with the Swiss NGO On a Mission, who donated their consulting services



- Developed an education program for our employees and other stakeholders
- Launched “Green Guidelines” for working in the office or from home
- Fulfilled our Doppler Pledge to remove single-use plastic water bottles from all our offices globally
- Hosted an April Earth Day celebration
- Developed and launched activities, learning shares, and a social media campaign throughout [COP26](#)
- Established a company-wide goal with our Board of Directors to achieve a 30% reduction in our global company emissions from our 2019 levels, which ties into incentive compensation targets for employees

Advocating for change

- Hosting a company-wide celebration for B Corp Month that focused on our customers, wellness, and the environment
- Launching the *Force for Good Gazette* to educate and update employees on all matters critical to our company, communities, and planet

- Hosting a Wellness Week for our employees
- Developing social media campaigns that included Earth Day, Pride Month, Stop Asian Hate, Juneteenth, and World Soil Day
- Joining the campaign group for enactment of the UK Better Business Act, lobbying for purposeful business to be entrenched in UK company law
- Becoming a founding member of the Oxford UK B Local group, consisting of fellow B Corps and business leaders
- Participating in various social justice campaigns, joint seminars, and networking events

Just as the Global B Corp Committee focused on expanding its impact, the rest of the business continued to apply our values to our everyday efforts. Here are a few highlights from our 2021 efforts:

▪ Driving educational outcomes

- We continued to improve our subscription-based *VitaNavis*® educational offering, which has allowed us to expand our services within the education sector as well as to provide our insights to traditionally underserved students. We designed the VitaNavis platform to assist schools with increasing student engagement, retention, and matriculation rates. We are pleased with the impact it is having on career development and overall student success. For example, research conducted by our postsecondary school customers indicates that the retention rate for students who used our *SuperStrong*® assessment and exploration tools via the VitaNavis platform was 66%, as compared to 34% for those who did not receive our services, which is a remarkable impact on student success.
- Through a government program, we continued to increase access to VitaNavis for two- and four-year colleges that 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 are creating virtual versions of all our certification programs and adapting our professional

services delivery to be able to effectively use our industry-leading trainings and development programs in a virtual environment. We have continued to create value-driven consultancy offerings and have 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 develop 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 and effectiveness, which we believe increases their well-being. As organizations have grown to include more remote employees and geographically dispersed teams, they’ve looked to us to provide more scalable, accessible solutions to address how disparate teams can work better together. In 2020, we released a new self-directed offering on MBTIonline designed to address the needs of teams. MBTIonline Teams provides a self-guided experience for small teams to learn more about members’ individual MBTI preferences and how those preferences interact in a team environment.
- We also continued to expand our offerings to individual consumers, extending our impact to more people. In 2021 we released MBTIonline Careers. This offering leverages the MBTI assessment and data analytics to provide students and individuals considering a career change with probabilities of their satisfaction in different careers. Much as with our experience with MBTIonline Teams, we’ve seen increased demand for self-directed offerings that help people address common personal and professional concerns.

“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, Dr. John Black, who devoted time and resources to philanthropic activities and believed business needed to have a positive impact on the world. 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 through the development of regional, employee-led committees dedicated to investigating new ways in which we can increase our impact in local communities by providing support, programming, and funding.

With our social mission at the core of what we do, we want to ensure that all employees have time to spend on causes close to their hearts. In 2018, we expanded our policy to offer all employees, globally, two paid volunteer days. We strengthened employees' volunteer activities in 2019 by creating a key corporate goal, tied to bonus compensation, to encourage and support the use of volunteer days, and we are pleased to report that we exceeded our aggressive targets across all participating offices. In 2021, we focused our global efforts by selecting a local nonprofit to support through 2022. After a rigorous vetting process, all employees voted on the top contenders, ultimately selecting San Francisco Achievers, whose mission is to support African American young men in the San Francisco Unified School District to lead and thrive in higher education and beyond by closing the opportunity gap. In addition to making cash contributions and making our products available, our employees have participated in numerous activities, including fundraising, mentorships, and career days.

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

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

We believe in going green

Our commitment to good corporate citizenship extends to providing high-quality products and services that are socially sound and conducting our business in an environmentally responsible manner. In addition to retrofitting our US headquarters to 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 more environmentally friendly packaging for our print products. Likewise, we are encouraging our

customers to purchase electronic versions of our products to reduce the use of paper and the resources required to ship physical products.

Our Global B Corp team continues to 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, and we are in the process of mapping out actions that we will take to support this critical initiative.
- We are in the process of 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 create.
- We provide bike racks to encourage bicycling to work, and a growing number of employees are using bikes, as well as other environmentally friendly commuter options such as trains and buses.
- We recycle paper, cardboard, and batteries and plan to implement a formal program to encourage our remote staff to do so as well.
- We have implemented the use of food bins in all kitchens to promote proper management of food waste as animal food, biofuel, or 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. We've also launched internal development opportunities that leverage our own products to help build our employees' skills. As you can see in the following section, our highest score on the B Impact Report was for the "workers" component.

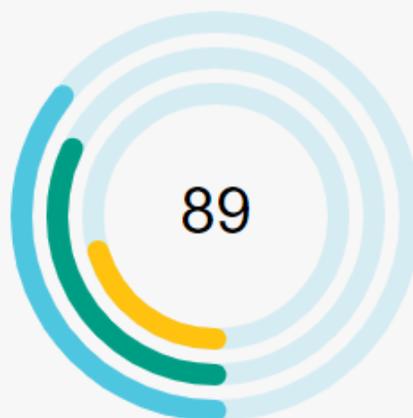
Benefit Corporation

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, the environment, and our community.
- The Myers-Briggs Company measures our public benefit through the B Lab Impact Assessment, which evaluates 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 recertified as of January 1, 2022.
- We've updated our Impact Assessment results for 2021 as part of the recertification process, which is based on our 2020 actuals. We update the assessment annually to help measure our progress. B Lab has audited our 2021 score but does not audit our self-assessment scores between recertifications. When we self-assess, the score represents our best efforts to assess our progress against the B Lab standard.
- Our audited score for 2021 is 89.0. We are proud that we have been able to increase our score and the work our employees have put into amplifying our impact across all our stakeholders.

Overall B Impact Score

Based on the B Impact assessment, The Myers-Briggs Company earned an overall score of 89.0. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 89 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Governance

Workers

Community

Environment

Customers

- You can review our full audited results at <https://www.bcorporation.net/en-us/find-a-b-corp/company/the-myers-briggs-company>
- There is no organizational connection between The Myers-Briggs Company and B Lab.
- 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 2021 efforts, our Board of Directors has determined, in their opinion, that the Company has not failed to pursue its benefit purposes.

What's Ahead for 2022

We're committed to doing more

- Continuing to move more print products to digital formats
- Continuing 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
- Releasing a self-guided MBTI Certification Program to make it easier for more people to get certified in the use of our industry-leading assessments and to further reduce our carbon footprint by eliminating unnecessary travel
- Reducing carbon emissions in our operations and, where feasible, offsetting any that we cannot eliminate, adopting a climate justice approach to address the imbalance between developed nations and underdeveloped nations, where those most impacted by climate change are the least responsible, the least able to influence change, and the least able to deal with the consequences.
- Continuing the process of further removing plastic from our packaging
- Continuing our partnership with San Francisco Achievers
- Eliminating unnecessary travel across the organization to curb our carbon footprint
- Continuing education efforts with our employees on the values of being a benefit corporation

We look forward to reporting on our 2022 initiatives. In the interim, we encourage you to learn more about B Corps by visiting B Lab's website at <https://bcorporation.net>.