



The Myers-Briggs Company, a California Benefit Corporation

Annual Benefit Report for 2023

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The Myers-Briggs experts

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Overview

Since its establishment in 1956 as Consulting Psychologists Press, **The Myers-Briggs Company** has existed to help people be better, both personally and professionally. Our founders were experts in the field of psychology who understood the importance of business as a force for good. **Today**, 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 our communities, increasing our volunteering and augmenting our charity partner program, heightened our social and environmental awareness, lowered our carbon footprint and environmental impact, and solidified our commitment to “doing good” through more purposeful business by recertifying as a Certified B Corporation through B Lab in 2021. We are preparing to recertify again in early 2025. With an aligned view on mission and culture, our global teams across our six offices work closely together to define new ways of **creating positive change for our customers, our employees, and our communities.**

Business as a Force for Good

“The company image will become much more important but this image will not depend simply on the quality of its products or services or whether its prices are lower, but on a whole complex of other factors as well, such as its treatment of employees, its vigor in minority hiring and promotion, its freedom from exploitation of undeveloped countries, its efforts to conserve natural resources and prevent pollution, its own ethical standards and its commitment to solving social problems.”

John D. Black, Cofounder, February 1970, *The Stanford Observer*

We exist to drive change

While the *Myers-Briggs Type Indicator*® (MBTI®) assessment may have made the Myers-Briggs® name famous, fostering understanding of 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** by understanding themselves and each other better. 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 an organizational level.

2023: Executing Our Strategic Vision

In response to recent market trends, which were only accelerated during the pandemic, we are adding new, **digital experiences** to our traditional certification-based model, developing self-directed and virtual people development solutions to broaden our impact with customers and expand our reach into new market segments, making our unique solutions accessible to more people and organizations. Our goal is to be a trusted partner who can help solve pressing problems rather than simply a provider of assessments and related information. As part of this evolution, we are modernizing the way we develop, release, and market products and services. These efforts allow us to reimagine how we create, deliver, and capture value in an evolving marketplace while staying true to our mission, vision, and values. With our world-leading assessments and research data, large customer base, global reach, and strong belief in doing well by doing good, we have the opportunity to be known as the **socially responsible people development company**.

As we update our product portfolio and services offerings, we are making significant investments in our technology and streamlining our business processes. Our ability to successfully transform our business would not be possible without engaged, dedicated, and collaborative team members. Our teams' consistent drive to further the company's mission and to serve our customers is a testament to the power of purpose within our organization, a characteristic we share with other successful benefit corporations and B Corps.

Our employee-driven B Corp Global Team continues to expand our efforts to be better for our people, our customers, our community, and our planet while ensuring we operate within a firm governance framework, all of which in turn benefits our customers and, ultimately, our shareholders.

The B Corp Global Team mission statement:

B CORP 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.

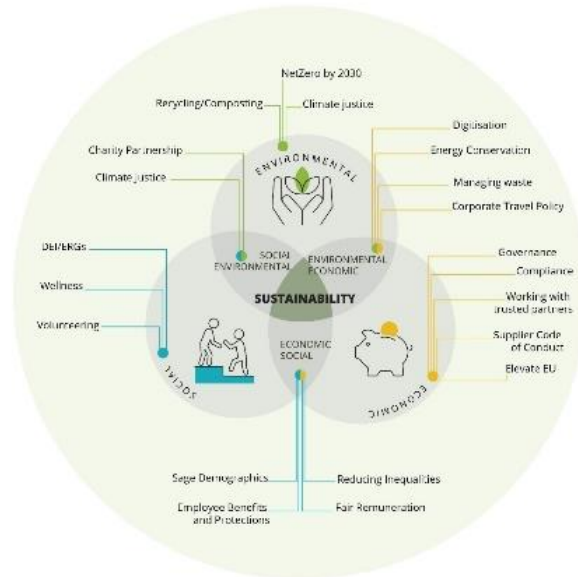
We measure our impact across several areas, as shown in this graphic:



Some of the initiatives undertaken by employees in 2023 to support our positive impact include the following.

Governance

- Began work on our Ethics framework, supporting the **governance element of Environmental, Social and Governance (ESG) principles, which we know to be of ever-increasing importance to customers**, and which for some are a prerequisite to doing business with us.
- Continued work on our Compliance framework, with a new Purchasing Policy and Supplier Code of Conduct being launched, again supporting increasing customer demand.
- Launched our Sustainability Spheres graphic reinforcing and bringing alive for employees and customers how what we do as a purposeful business is intentionally sustainable, and how it impacts people, planet, and profit. This graphic supports the sustainability work we started in 2018, comprising not just environmental work but work on all five facets of purposeful business, which we continue to address year after year.



Customers

- Shared our **inclusive leadership, stress, and resilience awareness content** with customers, highlighting our DEI and wellness-related materials, responding to customer demand.
- **Increased the availability of digital products and improved our materials and packaging sustainability credentials**, removing plastic binders from our training programs, which we know is of importance to our customers.
- Promoted our B Corp status and purposeful business aims to our customers and other stakeholders as part of our 2023 B Corp goal. This was measured by traffic to our [Social Impact](#) pages, which we enhanced in 2023. We **exceeded the goal by a 125% increase against a target of 30% improvement** on 2022 traffic.
- Continued the customer edition of our [Force for Good Gazette](#)—the in-house newsletter where we share articles written by our employees on all “force-for-good” matters, including climate change, wellness, social justice, other DEI matters, volunteering, and more.

Workers

- Reinforced the volunteering opportunity available to employees. Our 2023 B Corp goal also included increasing support to our communities, particularly in the field of protecting our environment. This was measured by volunteering hours, and we had various initiatives to support our 2023/2024 charity partner, Take 3 for the Sea. We **exceeded the goal by a 180% increase against a target of 75% improvement** on 2022 volunteering.
- Through our annual B Corp Month activities in March (a B Lab initiative) and B Corp Week in October (our own internal initiative), held:
 - o Employee-led skills shares
 - o Wellness sessions
 - o Educational and awareness-raising sustainability sessions and watch parties
 - o Fund-raising efforts
 - o Group volunteering activities
 - o Knowledge share sessions in collaboration with our charity partner

We pivoted how we approach B Corp content and sessions to assist with **improvement to employee morale** and provide flexibility at a time when employees are more stretched for time, resulting in **increased employee engagement**, interest, and awareness of all facets of sustainability.

- Hosted external speakers in the fields of BIPOC, LGBTQI+, and menopause trainings through our employee resource groups (ERGs) as part of our DEI support group trainings.
- Continued our popular *8 Dimensions of Wellness* into its second year—an employee-created wellness training tool with a new dimension highlighted monthly, supplemented with an employee support forum.



Community

- Launched our **2023/2024 charity partnership**, through which we support a field of interest chosen by our employees, with the final selection of partners being voted on by employees after careful vetting by B Corp Global Team members and rigorous assessment against a standardized scoring matrix. Through collaboration with our chosen partner, Take 3 for the Sea, we are:
 - o Conducting research into environmental attitudes and type, with the research to be published in May 2024
 - o Raising awareness on topics such as greenwashing, “trashion” (fast fashion), ocean and river pollution, and plastic-particle contamination
 - o Organizing targeted litter picks around our offices and mapping collective impact
 - o Hosting fund-raisers
 - o Participating in social media campaigns throughout the partnership, raising the profile of litter pollution and of Take 3 for the Sea

- Exceeded both elements of our 2023 B Corp goal targeted at supporting our local communities and raising awareness of our B Corp status and purposeful business through our communities and with our customers, consolidating our commitment to purposeful business within our local and global communities.

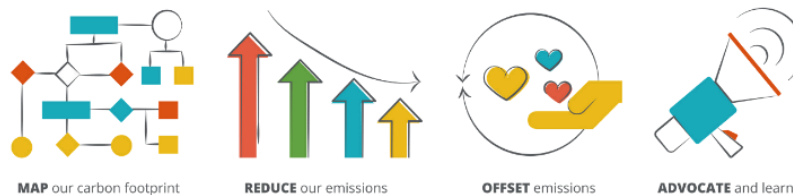
Environment

- Globally switched to carbon offsetting on our shipments.
- Continued **mapping our CO2 emissions**. We exceeded our 2022 B Corp goal of 30% reduction of our company carbon emissions, for a total 52% reduction from our benchmark year. Annual mapping of our emissions and maintaining our reduced carbon footprint support our longer-term NetZeroBy2030 commitment.

TOTAL EMISSIONS



- Started mapping our operations and policies against the United Nations SDGs (sustainable development goals), so we can improve and share our efforts and results with customers, who find this area to be of importance.
- Supported our **long-term Green Plan** by:
 - o Improving the sustainability credentials of our materials and packaging
 - o Continuing work, along with 800 B Corps globally, on our B Corp pledge of NetZeroBy2030
 - o Continuing our four-stage Green Plan; we completed stage 1, mapping our carbon footprint, in 2022 and are now in stage 2, continuing to reduce our emissions while advocating for climate change action and climate justice



- Continuing our environmental education program for our employees and other stakeholders through our Force for Good Gazette, employee sessions, and social media
- Supporting Earth Day with employee and customer awareness campaigns
- Raising awareness around COP28 and climate justice

Advocating for change

- Within our company, celebrated:
 - B Corp Month in March, with customers, employees, and our charity partner. This is a global B Corp event, whose focus this year was on sustainability and environmental education.
 - B Corp Week in October. This is a company initiative, with a focus this year on wellness.

Both events increased employee engagement, **raising our voice on the power of change** within our employee group, who then spread the word farther afield.

- With customers and beyond, launched social media campaigns, including Earth Day, Pride Month, Stop Asian Hate, International Women's Day, Juneteenth, and World Earth Day.
- Together with UK B Corps, UK members of parliament, and business leaders, continued our efforts and support for the campaign for enactment of the UK Better Business Act, lobbying for purposeful business to be entrenched in UK company law.

Just as the B Corp Global Team focused efforts 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 wider business efforts in 2023**:

Driving educational outcomes

- Continued to improve our subscription based VitaNavis® educational offering, which has allowed us to **expand our services within the education sector**. 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 “big data”-derived SuperStrong® assessment and exploration tools via

the VitaNavis platform was 66%, as compared to 34% for those who did not receive our services. This is a remarkable impact on student success and the institutions at which the students study.

- Were able to better **provide our insights to traditionally underserved students**. Through a government program, we **increased 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.
- **Launched the *Strong Interest Inventory*® 244 assessment**, which combines the latest advancements in career assessment technology with the proven methods of the original *Strong Interest Inventory*® assessment. This new version includes non-gender-based scoring and interpretation, direct predictions of satisfaction in hundreds of occupations, and new academic major results to help individuals find their ideal career.

“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

- Created **virtual versions of all certification programs** and adapted our Professional Services delivery to be able to effectively use our **industry-leading training and development programs in a virtual environment**.
- Continued to create **value-driven consultancy offerings** and assist organizations with a range of services, from designing and deploying large-scale leadership and coaching programs to addressing conflict within critical work teams. Most recently, we launched and expanded a training offering, *Inclusive Leadership: Harnessing Diversity of Thought*, designed to teach leaders the behaviors and skills needed to drive a culture of inclusion and enhance performance, a fundamental part of any successful DE&I strategy. Leaders take a deep dive into “diversity of thought”—how people differ in their perceptions,

experiences, backgrounds, work styles, values, and personality types. 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

- Offered more scaling options to our customers. 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 www.MBTIonline.com** 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. In 2023, we expanded the offering to make it available at scale to both new and existing customers on our Elevate® assessment platform.
- 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.
- In 2022, launched a **self-guided version of the MBTI® Certification Program** for individuals who prefer a self-paced, online learning experience with flexibility to

follow their own schedule. In 2023, we brought this innovative offering to our European customers.

“The Myers-Briggs Company has significantly helped us drive business performance by helping the team to understand themselves, each other, us as entrepreneurs and our fast-paced action-orientated approach to pioneering sustainability.”

Jo Chidley, Founder, Beauty Kitchen

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 founders 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.

Since becoming a B Corp, this has included our **Charity Partnership program**, where we contribute \$6,000 annually to a charity where the field of interest and the final selected partner are chosen by our employees after a careful vetting and selection process. In addition to the monetary donation, we contribute through knowledge shares from our employees, fund-raising, and raising awareness of the charity partner’s cause and profile, together with other activities specific to the partner. We have also 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. Since becoming a B Corp, we have expanded our volunteering policy to offer all employees globally two paid volunteer days per year. We strengthened employees’ volunteer activities in 2019 by creating a B Corp goal, part of the key corporate goals, tied to bonus compensation to encourage and support the use of volunteer days, and we exceeded our aggressive targets across all participating offices. In 2023, as part of the B Corp goal, we exceeded our goal to increase volunteering again, with a 180% increase against a target of 75% improvement.

After successful charity partnerships in the field of (i) underprivileged children and vulnerable women, supporting PACT UK, and (ii) African American young men, supporting San Francisco

Achievers, in 2023, we focused our global charity partner efforts by selecting a nonprofit to support in the field of environmental pollution reduction. **Take 3 for the Sea**, whose mission is to rid our oceans and waterways of plastics globally and to reduce plastic pollution at the source, has also worked with us on an important research study. In addition to making our annual donation, our employees have participated in numerous activities, including:

- Research study into environmental attitudes and type, to be shared with customers and published as a research paper
- Making our products available through MBTI Essentials workshops and other opportunities
- Fund-raising
- Knowledge shares between our employees and the Take 3 team
- Educational campaigns emphasizing the value of even small actions, in line with their tagline, Take 3 [pieces of litter] for the [benefit of] the Sea
- Profile and awareness raising for Take 3

“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 across our offices, and this is paying off in terms of our considerably reduced carbon footprint globally.

Our B Corp Global Team continues to implement new initiatives to reduce our negative impact and increase our positive impact, to contribute to a healthier planet as part of our Green Plan and commitment to NetZero by 2030. We still have work ahead, but we are proud to have already accomplished the following:

- The company has globally signed the B Corp Climate Emergency Declaration, and we continue to map actions that we will take to support this critical initiative.
- We buy green energy in all our offices, including solar-sourced energy.
- We have implemented recycling programs in our offices and encouraged our employees to do the same at home.
- Our offices have implemented the use of food bins in all kitchens to promote proper management of food waste as animal food, biofuel, or compost, and we have held sessions on the benefits of home composting and food waste reduction.
- We have increased the availability of digital products and reduced the quantity of printed products and actively encourage our customers to switch to digital where possible
- Our Facilities team has improved the sustainability credentials of our training program materials and packaging, using more environmentally friendly packaging for our print products.
- We are in the process of replacing all light bulbs in our offices with energy-efficient versions, and many lights are on sensors.
- We have improved toilet wastewater mechanisms in our offices 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 both in the office and for home workers, sharing tips through our Green Guidelines.
- We source office supplies, marketing materials, and logo-wear that are made from sustainable materials.
- We have extended our educational and awareness-raising program on sustainability with our sustainability spheres, Force for Good Gazette content, and employee-led sessions on topics such as plastics and microparticles, biodiversity, soil management and planting, green cleaning, sustainable decorating, and greenwashing.

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, including virtual workshops and self-directed learning modules, that leverage our own products to help build our employees' skills. Our employee resource groups organized company-wide sessions designed to educate employees and foster inclusivity on topics such as unconscious bias and menopause. 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 and 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 its public benefit through the B Lab Business 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.
- In 2023, we started preparing for our 2024/25 recertification as a Certified B Corp. Our **audited score for 2021 was 89.0**. We are proud that we have been able to increase our score and of the work our employees have put into amplifying our impact across all our stakeholders. With our 2024/25 recertification, we hope to continue our journey as a B Corp with further continuous improvement. We will report on our 2024/25 recertification score in our 2024 Annual Impact Report.



- You can review our full audited results at <https://www.bcorporation.net/en-us>
- 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 2023 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 2024

We’re committed to doing more to:

- Amplify our message to customers about why we’re a B Corp and how sustainability and purposeful business help organizations achieve their potential
- Launch our 2024 B Corp goal of recertification while also driving continuous improvement within our business
- Launch our 2024/25 charity partnership, identifying a field of interest to support and potential partners for our next partnership commencing in July 2025, together with completing our 2023/24 charity partnership with Take 3 for the Sea
- Review the UN sustainable development goals to see where we currently map to these and where we can improve
- Continue to support our workforce with employee-led learnings and activities

We look forward to reporting on our 2024 initiatives. In the interim, we encourage you to learn more about B Corps by visiting B Lab’s website at <https://bcorporation.net>.