

## **The Myers-Briggs Company, a California Benefit Corporation**

### **Annual Benefit Report For 2019**



185 N. Wolfe Road, Sunnyvale, CA 94086  
800-624-1765 [www.TheMyersBriggs.com](http://www.TheMyersBriggs.com) The Myers-Briggs® experts

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## Overview

### 2019: Expanding our Impact

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 merging with 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,” and 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, and 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.

"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

### Impact on our Customers

#### 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.

As an integrated, global company we are working on expanding our impact. Here are a few highlights from our 2019 efforts:

### Driving educational outcomes

- We continued to invest in our VitaNavis® educational offering, which has allowed us to expand our services within the education sector as well as to provide our insights to traditionally under-served students. We designed the VitaNavis platform to assist schools with increasing student engagement, retention, and matriculation rates, and we are pleased about 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% as compared to 34% for those who did not receive our services. In addition to offering the product directly, we're excited to extend our reach through the World of Work, a K-12 curriculum solution designed to expose children to the concepts of self-awareness and career exploration. You can learn more about this innovative program through this video: <https://vimeo.com/306717940>.
- Through a government program, we have increased access to VitaNavis to two- and four-year colleges that have traditionally serviced underrepresented student populations, such as historically black colleges and universities.

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"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

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### Addressing deeper needs through services

- Through our recent acquisition and additional resourcing investments in 2018 and 2019, we've added new experiential offerings for virtual teams as well as expanded our reach through custom consultancy offerings. In doing so, we've 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 to build high-performing

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"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

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individuals, teams, and organizations.

## 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 more scalable, accessible solutions to address how disparate teams can work better together. In 2019, we released additional content and translations to support customers who are undertaking global development programs to improve communication, collaboration, and innovation across their companies and to magnify their impact around the globe. For example, we now offer our MBTI®Complete product, which allows organizations to deploy a self-directed MBTI assessment at scale, in six additional languages.

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"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

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## 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 through the development of regional, employee-led committees dedicated to investigating new ways in which 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 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 these 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.

Some examples of our work within our communities:

Our U.K. team continued their work with Parents and Children Together (PACT), our first official charity partner. Making a clear, measurable and significant impact on PACT, a charity in the field of adoption and women in crisis, including recruiting a Head of Adoption, designing and delivering a leadership team development program, creating a Building Resilient Families workshop for potential adopters, donating workwear and personal hygiene packs for vulnerable ladies supported by the charity. Our work together in 2019 has been recognized by The Business Charity

Awards, which promotes excellence in engaging employees and advocating community issues through mutually beneficial charity partnerships. We've been "shortlisted" in the Short-Term Partnership category and look forward to hearing more in the months ahead.

Additionally, our U.K. team continued their work with Restore, a local mental health charity that helps people develop the skills they need to recover from mental health issues and lead meaningful lives. Our professional services team provided MBTI feedback sessions to Restore employees. And the Restore team reciprocated their expertise, providing Mental Health First Aid Training sessions.

Historically, our U.S. team has supported a variety of local organizations through philanthropic work and donations ranging from back-pack drives to support underserved children in the local communities to food, toy and clothing drives to support underserved children and adults. Taking a lead from our U.K. colleagues, in 2019 we began working with Sunnyvale Community Services, a local independent, nonprofit emergency assistance agency in the heart of Silicon Valley. SCS's mission is to prevent homelessness and hunger in our local community, where the explosion in tech businesses has created a steep wealth disparity. We have also been working on ways to engage with and serve fellow B Corps and plan to roll out special programming and pricing in 2020.

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"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

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### We believe in going green

Our commitment to corporate citizenship also extends to providing high-quality products and services that are socially sound and conducting our business in an environmentally responsible manner. In addition to purchasing and retrofitting our U.S. 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 our use of paper and 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, 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 into 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 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.
- Separately, 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 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.
- We started the “B-Green” newsletter to keep fellow staff updated on all things green, including ways to upcycle and recycle unused items.
- In 2019 we donated \$1000 to American Forests to plant 1000 trees on our behalf.

## Impact on our People

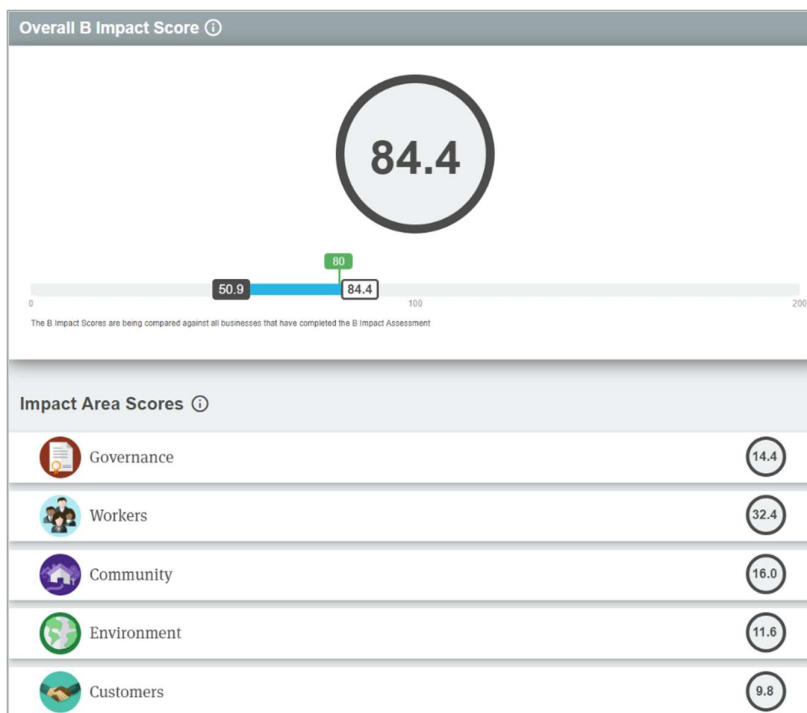
### Our people are at the heart of all we do

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.

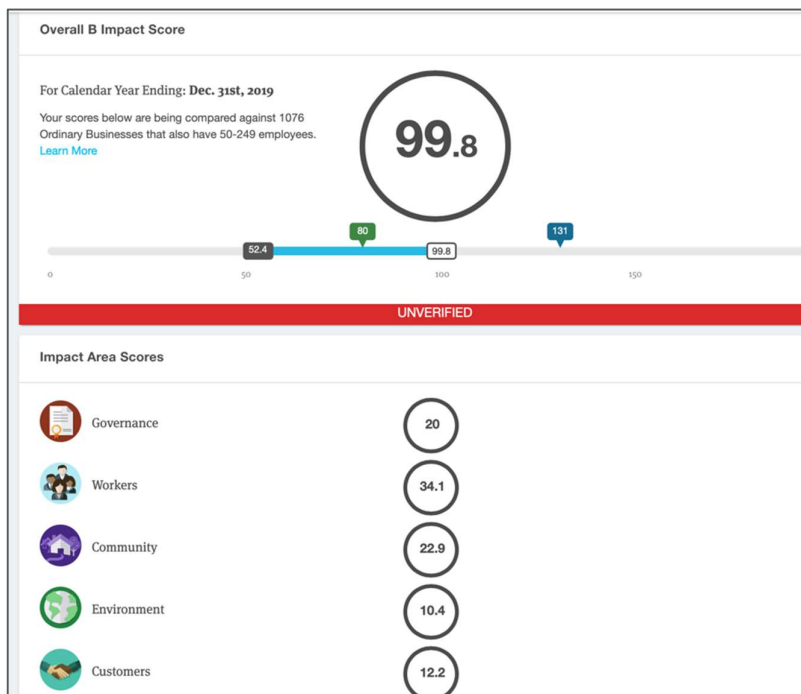
## Benefit Corporation

### 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 2019 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 2019 results is 99.8, which represents an increase of over 18%. 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 of 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 2019 year-end results of our U.S. entity are as follows:



- 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 efforts, our Board of Directors, in their opinion, believes the Company has *not* failed to pursue its benefit purposes.

## What's Ahead for 2020

### We're committed to doing more

- Engaging our staff to take all of their annual volunteer time.
- Moving more print products to digital formats.
- Launching a new values-driven professional development program for staff.
- Getting more deeply involved in the B Corp community by hosting local meetings and formalizing specific offerings for Certified B Corporations.
- Release of virtual training options 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.
- Addressing underserved populations within education during the current COVID-19 pandemic by providing free access to core features of our VitaNavis product.
- Reduced travel budgets across the organization to curb our carbon footprint by eliminating unnecessary travel.

We look forward to reporting on our 2020 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>.