

Improve working relationships and team dynamics



Why do some people want to be included in things while others don't? Does it mean some people don't care?

People have different wants and needs from their interactions with others. But if others aren't aware of these wants and needs, tensions can simmer and surface.

With the FIRO® assessment, you can help people and team members understand each other better to improve interactions.

The FIRO tool explains people's behaviors in terms of social needs*. It shows why, with some people, what you see is what you get—and why that's not true for others.

*Inclusion, Control, and Affection are the FIRO-B need areas. In the FIRO Business assessment, they are renamed as Involvement, Influence, and Connection.



Because it focuses on relations between people, the FIRO assessment is **popular with managers who want to understand their team and get their management style right.**

Find out more about [FIRO Certification](http://www.themyersbriggs.com) at www.themyersbriggs.com



Why get FIRO[®] certified?



Get FIRO[®] certified and you can:

- Become a team development specialist
- Help managers improve their management style for groups and individuals
- Decode virtual and remote working behaviors for better work relationships
- Combine FIRO expertise with the MBTI[®] tool—the two assessments complement each other

More reasons to choose the FIRO[®] assessment:

- Improves communication between people by explaining what people like and don't like
- Shows why people behave in the way they do toward others
- Helps people express aspects of themselves they want others to understand

Praise for the FIRO[®] Certification Program

“ The FIRO-B[®] assessment provides me with a tool for helping individuals understand what they seek from groups. It's valuable in helping them manage their own motivations as well as respecting the different needs within groups they serve in or lead. It has strengthened my teaching programs, in that my clients can now see how their behaviors affect trust and conflict.

Mitchell Owen,
Organizational Development Consultant, Mitchen

“ The FIRO-B[®] assessment and its results have had a great impact on behavioral awareness among the leaders and managers that I train.

Peter Carr,
Leadership Development, cwjamaica.com

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