

# Professional & Personal Development



**COPPERBEECH**  
ASSOCIATES

**CopperBeech Associates** is a consultancy focused on contact center and business process optimization, specializing in the transformation of people intensive customer service and operations functions with a strong focus on people (culture), processes, and systems.

Professional and personal development of staff is a critical component of what CopperBeech Associates offers. Utilizing our expertise in the application of personality type theory, through the Myers Briggs Type Indicator® (MBTI®), we support the professional and personal development goals of businesses and individuals.

We offer workshops for individuals and businesses:

## Increasing Work Group Effectiveness (using the MBTI®)

*Turn your work group into a high performing team using the world's leading personality type indicator to increase team member's communication skills and decision making abilities. Participants will learn practical, sustainable techniques for increasing their effectiveness at work as team members and as leaders. As an added benefit, due to the unique learning experience provide by the MBTI®, this workshop builds trust and understanding among team members, further enhancing their effectiveness as a work group.*

- The Myers-Briggs Type Indicator® (MBTI®) is the foundation of this workshop and it is the world's leading personality type indicator, translated into over 16 languages. The MBTI® identifies people's preferences for taking in information and making decisions, two attributes critical to effectiveness at work. Each participant will take the MBTI® in advance, and at the workshop learn about their MBTI® preferences and practical guidelines for maximizing their effectiveness when working with others, either singly or in groups. Managers will receive special guidelines and exercises for continuing the learning for themselves and their staff – through special techniques for meetings and normal work group interactions. (5 hour workshop (or two, 2.5 hour sessions) for 12-24 participants)

## Leveraging the Power of Personality Type: Job Search, College Planning, "Encore" Career

*Leverage your new found understanding of your personality type preferences to aid you in searching for the right job for you, choosing the best college and course of study, or finding the best "encore career" to keep you energized and engaged. Participants will learn about their MBTI® preferences and gain insights from extensive career research showing what professions those with their preferences are drawn to for engagement, energy, and most importantly, satisfaction. Strategies for engaging in a job or college search will be discussed as well*

*as decision making guidelines with insights as to how your preferences might help or hinder an effective search. (5 hour workshop (or two, 2.5 hour sessions) for 12-24 participants)*

### **Increased Sales Success through an Understanding of Personality Type (MBTI®)**

*Know how some prospects you just click with and others take so much work to build rapport with? Ever notice how an approach that worked beautifully with one prospect fails with another? This workshop will give you the advantage in understanding how your personality type preferences, and those of your prospect, may work for, or against, you in closing the deal. You'll learn practical ways to communicate more effectively, determine needs, and guide your client to closure. (5 hour workshop (or two, 2.5 hour sessions) for 12-24 participants)*

### **One-on-One Leadership and Life Coaching**

*Working directly with Jonathan B. Cogswell, President and founder of CopperBeech Associates you will learn your personality type preferences and leadership style using the Myers-Briggs Type Indicator® (MBTI®) and its theory. From there, depending on your particular needs, Jon will provide insights, coaching, and techniques for achieving success in your personal and professional life, including how to use the MBTI® "Decision Wheel" to become a more effective decision maker. (Hourly sessions, determined by client)*

**CopperBeech Associates**

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