



## THE FIRO-B ASSESSMENT

### Maximize Your Interpersonal Effectiveness with the FIRO-B® Assessment

Do your teams work together well? Are your managers ready to become tomorrow's leaders? Use the *Fundamental Interpersonal Relations Orientation-Behavior™* (FIRO-B®) assessment to cultivate highly effective teams by helping team members discover how their needs for participation, influence, and closeness form their team's success. For more than 40 years, this powerful tool has helped people around the world better understand their behavior and the impact it has on other individuals and in team settings.

Easy to administer with just 54 items, the FIRO-B assessment is ideal for one-on-one coaching, team-building initiatives, communication workshops, and leadership development programs. With it, you can quickly gather critical insights that will help leaders, managers, and individuals in your organization understand their natural style and the impact it has on the way they communicate and the way others perceive them. The FIRO-B tool also taps into key areas such as problem solving, decision making, and interpersonal relations.

“I gained a new understanding of how to effect positive change through shared decision-making responsibility after taking CPP's MBTI and FIRO-B assessments. That insight resulted in a solid step forward for the Chronic Disease Group here at Kaiser.”

– Alice Hwe, PharmD, Pharmacy Leadership Institute

## PRODUCT BENEFITS

The FIRO-B assessment offers the following benefits:

- Helps individuals understand their behavior and the behavior of others
- Measures interpersonal needs in three areas— inclusion, control, and affection
- Identifies options for increasing job satisfaction and productivity
- Is effective in one-on-one coaching, team-building, and leadership development applications
- Works as a stand-alone tool or can be combined with other tools, such as the MBTI® instrument, to provide a comprehensive view of personal style for use in individual and group development

## PRODUCT FEATURES

The FIRO-B tool offers the following features:

- Includes just 54 items, so it's easy to administer and understand
- Is available online through SkillsOne.com, CPP's online assessment delivery system, and in self-scorable, pencil-and-paper format
- MBTI-qualified practitioners are automatically qualified to use the FIRO-B instrument
- Explores leadership style through the Leadership Report Using FIRO-B® and MBTI®
- Helps increase understanding of interpersonal effectiveness in the workplace with the FIRO-B® Interpretive Report for Organizations

## APPLICATIONS

- Team development
- Leadership development
- Individual development
- Retention
- Career exploration

# FIRO-B®



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## BEST SELLERS

- FIRO-B® Profile
- Leadership Report Using FIRO-B® and MBTI®
- FIRO-B® Interpretive Report for Organizations
- FIRO-B® Self-Scorable booklet and answer sheets
- Understanding Your FIRO-B® Results
- Participating in Teams
- Introduction to the FIRO-B® Instrument
- Introduction to the FIRO-B® Instrument in Organizations
- FIRO-B® Technical Guide



“ Insight gained from the CPP assessments has transformed the way our management team functions. We work more effectively and, more important, we understand the conflict dynamic inherent in people of different types striving to reach consensus. ”

– Elizabeth Forer, MSW, MPH, CHCF Healthcare Leadership Program

## The Industry Leader: Experience you trust, quality you expect

For more than 50 years, consultants, coaches, educators, and business professionals have made CPP's world-renowned assessments an integral part of their workforce development solutions—using them to build strong teams, coach leaders, reduce workplace conflict, and select and nurture a company's brightest talents. Global 1000 leaders have seen additional return on their training investment by making CPP their one-stop provider for the industry's leading assessment tools and end-to-end professional services. From start to finish, CPP delivers the most comprehensive set of training and organizational development solutions available anywhere.

To learn more about the FIRO-B assessment, visit [www.cpp.com/FIROB](http://www.cpp.com/FIROB) or call us at 800.624.1765.

For more information or to schedule a training workshop  
Visit: [www.cpp.com/contactps](http://www.cpp.com/contactps)

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