

Personality Analysis Feature Personalizes Job Search for More Fulfilling Careers

MOUNTAIN VIEW, Calif., January 9, 2012—CPP, Inc. (CPP.com), an industry leader in research, training, and organizational development tools including the [Myers-Briggs Type Indicator® \(MBTI®\)](#) assessment, and [Resunate](#) (Resunate.com), makers of innovative web-based resume tailoring and job application software, announce the new “Personality Analysis” feature on Resunate.com. The tool informs applicants’ job searches with a new level of resume personalization based on Myers-Briggs® personality type, allowing applicants to leverage their preferences for working, communicating, and learning to secure their ideal position.

Resunate, which optimizes applicants’ profiles to specific job descriptions based on contextual meaning, now integrates a wealth of information based on the insights of the Myers-Briggs instrument, the world’s most widely used personality assessment. Resunate’s Personality Analysis feature offers a visual, easy-to-comprehend representation of:

- Percentage of U.S. population that shares your Myers-Briggs personality type
- Strengths unique to your personality type and suggestions on how to leverage them as you apply for a specific job (three suggestions per personality type dimension)
- Insight into the people you’d be working with via a breakdown, by percentage, of the personality types found within the profession you’re targeting (derived from CPP’s MBTI® Type Tables for Occupations*)

“Technology that enables personalization and self-expression is shaping people’s expectations of the online experience,” said Ayan Kishore, CEO at Resunate. “By integrating the insight of the Myers-Briggs assessment, Resunate’s Personality Analysis tool takes personalization beyond offerings of even the most popular sites by providing a deep dive into the underlying preferences that shape our thoughts and behavior.”

Resunate account holders who have already taken the Myers-Briggs assessment can select their four-letter type from a drop-down menu on the Personality Analysis tool. Those who haven’t taken the assessment, are unsure of their type, or would like to take the assessment again can take the verified assessment for free by signing up to one of Resunate’s Premium membership plans for as low as \$14.95 per month. They’re then provided seamless access to MBTI®Complete, CPP’s official platform for taking the assessment online, which offers a full, interactive interpretation of users’ results. Upon completion, Resunate feeds the results into its engine and offers personality type-based insight and feedback about the user’s entered job descriptions.

By integrating information from the Myers-Briggs assessment, Resunate helps applicants explore numerous factors relating to job success and satisfaction. And, in addition to helping applicants secure interviews for the jobs of their choice, the Personality Analysis feature serves as an effective interview prep tool, shedding light on how to position your natural preferences as job strengths. The personality type-specific strengths and suggestions also provide an easy and effective way to customize cover letters with key assets, helping applicants set themselves apart from others.

“Resunate benefits people in a most practical and meaningful way,” said Chris Mackey, Director of Business Development at CPP. “We’re thrilled to add an invaluable dimension to their product through the lens of the Myers-Briggs instrument, which offers a wealth of insight into preferences for working, communicating, and learning. This is an exciting first step in our partnership.”

About CPP, Inc.

Since its founding in 1956 CPP, Inc., has been a leading publisher and provider of innovative products and services for individual and organizational development, supplying reliable training solutions to businesses of all sizes, including the Fortune 500. The company's hundreds of offerings have been used by millions of individuals in more than 100 countries, in more than 20 languages, to help people and organizations grow and develop by improving performance and increasing understanding. Among CPP's world-renowned brands and services are the Myers-Briggs Type Indicator®, Strong Interest Inventory®, Thomas-Kilmann Conflict Mode Instrument (TKI), FIRO®, CPI 260®, and California Psychological Inventory™ (CPI™) assessments, and CPP Professional Services. For more information on CPP, visit www.cpp.com.

About Resunate

Since spinning out of Carnegie Mellon University two years ago, Resunate has gone on to graduate from the prestigious technology incubator, AlphaLab, and is currently headquartered in Pittsburgh, PA. Resunate's patent-pending technology provides candidates the ability to self-screen themselves against any job. Among Resunate's clientele include job seekers from more than 100 countries and elite schools across the globe. In addition to their offerings for job seekers, Resunate enables employers to harness its technology through a widget called APPLY that provides a free recruiting solution focused on small to mid-sized companies. For more information on Resunate, visit www.resunate.com.