



Psychometrics Canada **News Release**

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Maralyn Ellis wins the 2014 Psychometrics Canada MBTI® Innovation Award

Psychometrics Canada, a leader in pre-employment and talent management assessment for the selection and development of people in business, government and education, today announced Maralyn Ellis, of Futures Found, as the winner of the Psychometrics Canada MBTI® Innovation Award. Maralyn has developed an innovative aid to illustrate Myers-Briggs personality types to individuals and groups. Her concept will be introduced, and she will be presented with her award at the MBTI Professional Development Conference held in Toronto, ON, October 29 - 30, 2014.

The MBTI Professional Development Conference is Canada's premier MBTI event. As the only North American conference devoted to the Myers-Briggs® assessment, the conference brings together professionals from human resources, learning and development, consulting, education and counselling. Conference delegates will learn about improving organizational and employee performance through a better application of personality type.

“Maralyn won the Psychometrics MBTI Innovation Award for her creation of a unique product a client can use to visualize and verify their type preferences,” says Mark Fitzsimmons, President of Psychometrics Canada.

Maralyn is the principal of Futures Found, educational consultants using their experienced insight and assessments, such as the MBTI tool— to help students and parents navigate the overwhelming number of education and career choices.

The MBTI instrument is the gold standard of developmental assessments. With over two million people completing it each year, and with its vast array of applications, it has been instrumental in individual and organizational development programs across Canada and the World. This year marks its 71th anniversary. With an extensive history of research, revisions and improvements, the MBTI tool continues to effectively meet the current and emerging needs of people and organizations.

Psychometrics Canada is based in Edmonton, Alberta, Canada and has been providing assessment and consulting services for over 37 years. Psychometrics is the only authorized Canadian distributor and Certification provider of the MBTI assessment.

For more information about the MBTI Award, MBTI Conference or Psychometrics Canada contact:
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