

Type Discovery Assessment from Core Factors is a Modern Alternative to the Myers and Briggs Assessment

Core Factors introduces Type Discovery, a new assessment that provides a more accurate, user-friendly way to identify Myers and Briggs personality types for professional development and organizational use.



The graphic features a background image of three diverse professionals (two women and one man) sitting around a table, smiling and engaged in a meeting. Overlaid on this image is the following text:

 **TypeDiscovery**
Innovative
Type Assessment

Gain precise insights
with Reality-Based Accuracy

[Learn more](#)

Temecula, California May 19, 2025 ([Issuewire.com](https://www.Issuewire.com)) - [Core Factors](#), a leader in psychometric innovation, announces the launch of [Type Discovery](#), a modern personality assessment tool designed to identify individuals' psychological types using the familiar four-letter code popularized by Isabel Myers

and Katharine Briggs.

Developed for today's coaching, consulting, and HR professionals, *Type Discovery* delivers the same personality type insights in a more precise and accessible format. It is not a new model, but a significant improvement in how professionals engage with type-based insights in practical settings.

For professionals who use personality type in their work, clarity is essential. Yet many current tools, including the legacy Myers and Briggs assessments, rely on outdated formats that can limit accuracy and user engagement. Forced-choice questions, lack of neutral response options, and vague results often lead to extended debriefs or uncertainty in identifying best-fit type.

As a result, practitioners face a common dilemma: work with a familiar but inflexible tool, or seek a modern alternative that maintains theoretical alignment. Core Factors created *Type Discovery* to fill that gap; a better mechanism to access the insights people expect from personality type work.

"Type Discovery offers professionals a sharper lens for understanding personality," said Dr. Mark S. Majors, creator of the assessment. *"We've preserved what works about the Myers and Briggs framework while applying modern measurement practices that improve clarity and confidence in the results."*

Type Discovery produces the same 16 types identified by the Myers and Briggs model, also used by David Keirsey in the popular book *Please Understand Me*, using a more adaptable and respondent-friendly approach. The core 52-item instrument, enhanced by the *Type Precision Module*, uses adaptive questioning to clarify preferences when needed.

The assessment introduces *Differential Intensity Weighting*, a rating method that allows individuals to express how strongly each item describes them, rather than choosing between binary options. A neutral response option further enhances response accuracy and participant comfort.

The accompanying *Participant Report* is nine pages in length, introducing the type preference model and providing a clear overview of the individual's type, based on reported results. It is designed to support both individual insight and group discussions with equal effectiveness.

For individual practitioners, [Type Discovery](#) reduces the ambiguity and guesswork often required to interpret unclear type reports. It improves the participant experience and supports more efficient debrief sessions.

At the organizational level, the assessment scales effectively for leadership programs, team workshops, and coaching initiatives. With increased reliability and a smoother assessment process, *Type Discovery* enables talent development teams to make faster, more confident decisions about team dynamics, learning preferences, and leadership potential.

Professionals who rely on the Myers and Briggs framework can now work with a tool that honors its legacy while meeting today's standards. To experience the benefits of *Type Discovery*, download a sample report, request a demo, or apply for a [Pro Account](#) on the Core Factors website.

About Core Factors Core Factors is a leading provider of psychometric assessments and development tools. The company specializes in creating assessments that provide actionable insights into individual strengths, communication tendencies, and [emotional intelligence](#). Core Factors' innovative tools are designed to enhance leadership, collaboration, and personal development in diverse professional

environments. With a commitment to empowering individuals and organizations through data-driven insights, Core Factors remains at the forefront of psychometric research and application. For more information, visit the Core Factors website.



Media Contact

Core Factors

*****@corefactors.com

844-989-5323

27636 Ynez Road L-7 #346

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