

Type Elements Introduced by Core Factors As A New Standard in Deep Personality Insight

Core Factors announces Type Elements, a comprehensive assessment that expands personality type insights through 32 subscales and practical development tools for coaching and organizational growth.



The graphic features a smiling woman with dark hair in a braid, wearing a light blue sleeveless top and a tan belt, holding a tablet. The background is light blue with green geometric shapes. The text 'corefactors TypeElements' is in the top left, 'Refined Personality Insights' is in large bold text on the right, and 'Explore preferences with Reality-Based Accuracy and Subscales' is below it. A black button with 'Learn more' is in the bottom right.

corefactors
TypeElements

Refined Personality Insights

Explore
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Learn more

Temecula, California May 19, 2025 ([Issuewire.com](https://www.issuewire.com)) - [Core Factors](#), a leader in psychometric innovation, has released [Type Elements](#), a powerful new assessment that delivers deeper insight into psychological type for use in coaching, consulting, and organizational development.

Built on over a century of personality theory, *Type Elements* offers a more granular view of how individual preferences are expressed in real-world behavior. It enhances the foundational type framework by providing a deeper look into how people think, decide, and engage with others. For professionals already using personality type in their work, *Type Elements* provides the clarity and depth needed to support meaningful growth.

Coaches, consultants, and HR leaders regularly use personality type assessments to help clients build self-awareness. Yet most tools on the market stop at broad categories and general descriptions. For professionals working with leadership teams or navigating complex dynamics, this surface-level information is often not enough.

Without a way to explore the variations within type preferences, practitioners are left to fill in the gaps themselves. This can limit the accuracy of feedback and reduce the effectiveness of development efforts. *Type Elements* was created to address this need by offering a more precise and comprehensive way to understand the personality patterns that influence behavior, communication, and performance.

"Type Elements brings depth to the theory of personality type without requiring professionals to learn an entirely new model," said Dr. Mark S. Majors, the instrument's creator. *"This assessment was built for people who already use type in their work and want better tools to support their clients and teams. With Type Elements, they can go beyond basic descriptions and into actionable insights that drive growth."*

[Type Elements](#) enhances the traditional type assessment format with a refined, research-based instrument that gives professionals a clearer and more complete picture of each individual. The assessment includes 127 items and evaluates 32 subscales that illuminate how each type preference is uniquely expressed. In addition to identifying psychological type, the report also includes [Personality Formation](#) statements that highlight how respondents interact with their environment and manage life's challenges.

The instrument uses *Differential Intensity Weighting* to allow participants to express how strongly they relate to each item. This approach improves both the comfort of the assessment experience and the accuracy of the results. *Type Elements* also reports Jungian process insights, helping practitioners understand the underlying mental functions that shape a respondent's worldview and decision-making patterns.

This depth of data helps professionals support nuanced coaching conversations and tailor development strategies to the individual, rather than relying on assumptions based on type codes alone.

Type Elements gives professionals the insight needed to guide real change. It makes feedback sessions more targeted and relevant, helping individuals understand the specific ways their personality shows up at work and in relationships. This clarity supports better communication, more effective leadership, and increased empathy among teams.

For organizations, *Type Elements* offers a reliable way to scale deeper development conversations. Whether used in coaching engagements, team assessments, or leadership pipelines, the tool supports stronger alignment between individuals and their roles. It also helps teams work through interpersonal friction by highlighting the subtle differences that often underlie conflict and misunderstanding.

If you use personality type in your work and want a tool that provides richer insight and greater practical value, explore *Type Elements*. Download a sample report, schedule a live demo, or apply for a [Pro](#)

[Account](#) to begin using the assessment in your coaching or development programs.

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 styles, 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.



The image displays three promotional banners for Core Factors' TypeElements assessments, each featuring a group of professionals in a meeting setting. The banners are set against a light blue background with geometric shapes.

- Unlock Detailed Personality Profiles**
Understand traits with 32 subscales and personalized insights
[Learn more](#)
- Enhance Accuracy with Adaptive Scoring**
Clarify uncertain results through the Type Precision Module™
[Learn more](#)
- Explore Personality Formation**
Gain insights into personality development and life adaptations
[Learn more](#)

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Source : Core Factors

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