MBTI: Psychological premise	INSIGHTS: Jungian Archetype premise	DiSC: Behavioral premise	HBDI®: Brain-based premise
Pro's			
• E-I scale can be helpful when coaching individuals and teams on intra/inter-personal dynamics • Psychological component (Inferior Function) allows for work with "hot buttons" • Plethora of reference materials on the market • Range of prices • High up front time investment-opens door to go more in depth • Multiple versions and languages available	• Very basic, so it can be used for people with low self awareness • Simple to complete: 48 word pairs to choose from • Extensive report with many graphs that requires very little facilitation. • Colorful report • Context specific-data changes in each context •Reinforces Jungian archetypes allowing for fast personal acceptance	• Behavioral approach is easy to understand and "see" in others • Many different versions And languages • Lengthy text report that requires very little facilitation, • Context specific-data changes in each context • Widely available in self – score version • Range of prices	• Instrument has very high face validity, actionability • Intuitive model, easy to remember and teach • Extensive applications allow for better yield of investment •Tools facilitate processes • Focuses on preferences vs. competence, non threatening • Colorful, high quality, comprehensive package •Profile (vs. type): reduces fear of "boxing in" • Transition to application (learning curve) very fast and easy
Con's			
• Often leads to "pigeon holing" or stereotyping • Complexity of model requires longer teaching time, can be intimidating •Low test-retest reliability •Difficult to remember data	• Not scientifically based; • Weak validation • Uses mathematical assumptions that create reports that can lead to misconceptions •Low test-retest reliability	• Not scientifically based • So context specific that the data can be easily influenced or changed •Easy to stereotype: just one type vs. degree of preference for each mode	• Initially, brain premise can appear somewhat technical • May appear simpler than it really is at first glance •Less extensive "text report" with profile