



Dr Qamar Institute
for Type
Development

Discover **Your TYPE.**
Develop **Your Potential.**
Excel in **Your Future.**

Lead Facilitator & Developer of the 5-Step Model

Dr. Muhammad Qamar Ul Hassan

CEO and Director of Qamar Consulting

Founding Expert on Personality TYPE

Thought Leader & Developer of the Personality TYPE Discovery Model.

Dr. Qamar is the preeminent founding expert of personality type innovations in Pakistan and a physician-turned-behavioral strategist with over 30 years of experience in human behavior and psychological development. He is widely recognized as a thought leader and the architect of the personality science movement in the region, having pioneered localized frameworks that bridge medical science with behavioral psychology. Through his work, he has redefined how personality type is understood and applied in Pakistan, establishing the foundation for modern personality-driven coaching, consulting, and organizational development practices.



He is the developer of the Personality Discovery Model and the 5-Step Model to Discover Type™, a structured, non-statistical framework designed to help individuals identify their personality type through deep self-assessment and preference recognition rather than external scoring. Rooted in the principles of Carl Jung, his model focuses on how individuals naturally perceive, process, and make decisions, enabling more accurate self-awareness and practical application in leadership, communication, and personal growth. His approach extends beyond traditional assessment methods by integrating personality dynamics with professional development, mental well-being, and organizational effectiveness.

Core Areas Of Expertise

- Personality Type Development
- Career Counseling & Career Planning
- Leadership Development
- Team Building & Organizational Development
- Parenting & Family Well-being
- Academic and Student Development
- Trainer Certification Programs
- Human Capital Development

Vision:

To create a society where individuals understand themselves better, make informed life decisions, and contribute positively to their families, organizations, and communities.

Award & Recognition

Who's Who Award – Excellence in Type Education & Leadership

In 2018, Dr. Qamar-ul Hassan was honored with the prestigious Who's Who Award for Excellence in Type Education & Leadership in recognition of his outstanding contributions to personality type education, leadership development, and human potential enhancement. This recognition acknowledged his pioneering efforts in promoting personality-based learning and development, empowering individuals, educators, professionals, and organizations to achieve greater self-awareness, effective leadership, and personal growth.



Qamar Consulting Pakistan's No.1
Professional Training and Consultancy Company



Qamar Consulting is recognised as No.1 Professional Training and Consultancy company in Pakistan by Who's who's Global Inc.

Building a World Of Better Type For Everone

QITD is a pioneering organization dedicated to personality-based learning, development, and human capital transformation. The institute provides training, assessments, certifications, consulting, and development programs for individuals and organizations.

QITD's programs are designed to improve:

- Self-awareness
- Personal effectiveness
- Leadership capability
- Career clarity
- Team collaboration
- Family well-being

The institute has successfully worked with educational institutions, multinational companies, government departments, NGOs, and corporate organizations to create sustainable personal and professional growth.

Key Achievements

- ✓ Trained and developed thousands of individuals across diverse sectors
- ✓ Introduced personality-type-based development programs in education, corporate, and family development domains
- ✓ Conducted hundreds of workshops, seminars, webinars, and certification programs

Developed specialized programs for:

- Students
- Teachers
- Corporate professionals
- Managers and Leaders
- Parents and Families
- Established Pakistan's leading platform for Personality Type Development

Produced extensive educational content:

- Podcasts
- Webinars
- Training Programs
- Assessment Reports
- Practitioner Certifications

Supported organizations in enhancing:

- Employee engagement
- Team effectiveness
- Leadership capability
- Talent development
- Workplace communication

Recognition

Dr. Qamar's work has been acknowledged by educational institutions, corporate organizations, government bodies, and development sector organizations for its practical impact on human development and organizational effectiveness.



Signature Programs



International Certified Type Practitioner (ICTP)



Career Development Programs



Academic Success Programs



Leadership Development Workshops



Team Building Interventions



Parenting by Type



Family Well-being Programs

International Applicability of Personality Type Development

Across developed countries such as the United States, United Kingdom, Canada, Australia, and Singapore, personality-based development frameworks are increasingly integrated into education, leadership development, coaching, and organizational consulting. These approaches are valued for strengthening self-awareness, improving interpersonal effectiveness, and supporting long-term personal and professional growth.

Organizations globally now recognize that technical skills alone are not sufficient for sustained success. Understanding personality differences helps individuals and teams communicate more effectively, collaborate efficiently, and make better-informed decisions in both workplace and personal contexts.

In education, these frameworks are commonly used in academic advising, student success programs, career planning, and leadership development initiatives. In corporate environments, they are applied in talent development, leadership pipelines, team building, employee engagement, and conflict resolution to enhance organizational performance and workplace harmony. Similarly, in coaching, consulting, and community development, personality-based tools are used for executive coaching, career development, relationship building, and improving overall well-being.

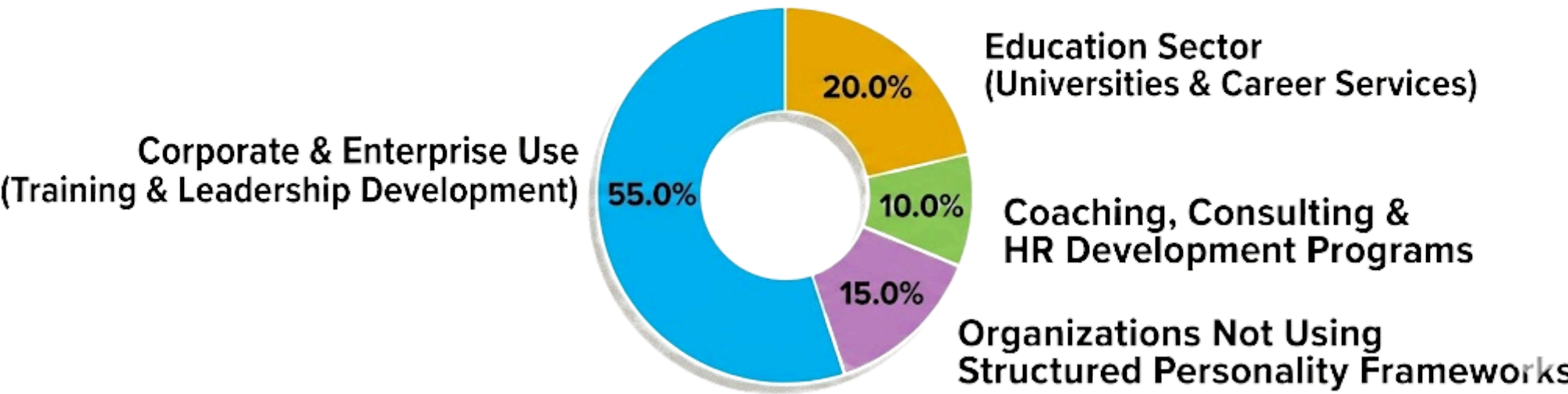
Global research and practice consistently show that personality awareness contributes to stronger communication, better teamwork, improved leadership effectiveness, clearer career decision-making, and higher employee engagement, making it a widely adopted approach in modern human development strategies.

In parallel, tools such as the Myers-Briggs Type Indicator (MBTI) are widely used in development-focused settings across multinational organizations and professional training environments. Companies including **Google, Microsoft, IBM, Procter & Gamble, Apple, Boeing, Deloitte, and Accenture have incorporated personality-based frameworks in leadership development programs, team workshops, and organizational learning initiatives to enhance collaboration, communication, and leadership effectiveness.

Overall, the growing global emphasis on emotional intelligence, human-centered leadership, and workplace well-being continues to expand the relevance and application of personality-based development models across both developed and developing economies.

Global Adoption of Personality-Based Development Frameworks

Estimated distribution of organizations and institutions using personality frameworks (MBTI, Big Five, DISC) for a development purposes worldwide.





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Trusted by Leading Organizations



The Institute of
Chartered Accountants
of Pakistan



Our programs have been successfully delivered across universities, corporations, public sector organizations, and development institutions, helping individuals and teams unlock their potential through personality-based development and learning.