Introduction to Personality Type Workshops

TODAY’S TOPICS

How Organizations Benefit
History and Background of Personality Type
The Four Type Dichotomies

Decision Making Dimension – Objective versus Subjective

How Different Types Manage Time

What Different Types Need During Change

Why Sensors and Intuitives Need Each Other

Consultative Selling Skills Course Overview

How Organizations Use Personality Type

Maximize All Your Connections -- With People!

Over two million people take the MBTI® every year.

It is used in every developed country in the world.

Sales Training
Team Building
Decision Making
Managing Change
Self-Awareness
Career Planning
Resolve Conflicts
Communications Skills
Select Teams / Task Forces
Customer Service Training

Leadership
Management
Problem Solving
Analyze Training Needs

It is easy to assume that the same basic urges and motivations drive all people. In reality, people have many similarities and many differences. These can lead to misunderstandings. There are many personality indicators that demonstrate differences by measuring people’s preferences on a variety of factors. One of their purposes is to help individuals understand themselves and others better. The Myers-Briggs Type Indicator® or MBTI® dates back to the 1920’s. The Swiss-born psychiatrist, Carl G. Jung, suggested that human behavior was not random and that, in fact, it could be both predicted and grouped together. In his first works published in English, Jung expressed his belief that humans are born with a predisposition to certain personality preferences, just like they are born with a predisposition to right or left hand.

At the same time, Katherine Briggs, independently of Jung, had been observing the personality differences among people, and had developed her own personality classifications. She was searching for a way to quantify her theory. Consistency of her theory with Jung’s work gave Katherine, who had no formal training in psychology, the confidence she needed, and she became an exhaustive student of Jung’s work. Katherine’s daughter, Isabel, joined her as they researched the differences in people for the next 20 years.

In 1942, Isabel began to develop a series of questions to measure personality differences. This became the Myers-Briggs Type Indicator®. After many years validating the instrument, and testing its validity and reliability, in 1975 that MBTI® became available to a wider group of professionals.

Today, MBTI® is one of the most widely used tools in organizations because:

- It is a self-reporting and non-judging instrument.
- There is a tremendous amount of research behind it.
- It is an international instrument and is valid across cultures.
- It allows for opportunities to understand and to be understood by others.
- The theory underlines that all people have access to each of the different preferences, but that each individual prefers one of each dichotomy.
- It concentrates on the strengths of each preference.
- The MBT® was developed by studying normal people in their day-to-day lives, and it indicates normal rather than abnormal behaviors.
The Four Type Dichotomies

Where We Get Our Energy

Extraversion        Introversion

How We Take In Information

Sensing             Intuition

How We Make Decisions

Thinking            Feeling

How We Like To Live Our Lives

Judging             Perceiving

How Types Manage Time

**Extraverts**
- Get distracted by the outside world
- Work more productively when others are involved.
- Invade others’ time/space.

**Introverts**
- Get into their own project and forget the outside world.
- Productively work alone. Enjoy working alone.
- Are invaded by others’ demands.

**Sensors**
- Focus on the present.
- Perceive time as a particular moment.
- Enjoy each day as it is.

**Intuitives**
- Focus on the future.
- Perceive time as endless.
- Look to the future for enjoyment.

**Thinkers**
- Perceive time as objective.
- Organize a presentation according to logical principles.
- Present information tersely.

**Feelers**
- Perceive time as relational.
- Organize a presentation to meet the audience’s needs.
- Present information personably.

**Judgers**
- Overlook tasks not on a schedule.
- Dislike being caught at the last minute.
- Tend to separate work & play.

**Perceivers**
- Do unscheduled tasks.
- Dislike coming to conclusions until they have to.
- Tend to mix work and play.
# What Thinkers and Feelers Need During Change

**Thinkers**

- The logic behind the changes
- What systemic change will there be? Why?
- Clarity in the decision-making and planning of the change
- The goals and structure
- Demonstration that leadership is competent
- Fairness in the changes

**Feelers**

- Recognition of the impact on people
- Inclusion of themselves and others in the planning
- How will people’s needs be dealt with?
- The values
- Demonstration that leadership cares
- Appreciation and support

[http://www.humandimension.org](http://www.humandimension.org)
Consultative Selling Skills Course Outline

These days, most people need sales and customer service skills – no matter what their job title is…

“To Know Others, One must First Know Oneself”

Behavioral cues that help you to recognize your customer’s style.

How to Meet Your Customer’s Needs At All Stages of the Sales Process
- Initiating the relationship
- Investigating customer needs
- Suggesting a course of action
- Obtaining agreement and closing
- Maintaining the relationship

What you Will Not Learn:
- You will NOT learn how to manipulate your customer.

What you WILL Learn:
- You WILL learn how to manipulate yourself to meet your customer’s needs.

Keys to Dealing with Issues and Objections Smoothly and Effectively.

Keys to Effective Interpersonal Communications Skills

Increase Customer Satisfaction and Loyalty.

### How They Support Each Other

<table>
<thead>
<tr>
<th><strong>Intuitives Need</strong></th>
<th><strong>Sensing Types</strong></th>
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<tbody>
<tr>
<td>Sensing Types to</td>
<td>Need Intuitives to</td>
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<tr>
<td></td>
<td></td>
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<tr>
<td>Bring up pertinent facts</td>
<td>Bring up new possibilities</td>
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<tr>
<td>Apply experience to problems</td>
<td>Apply ingenuity to problems</td>
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<tr>
<td>Read fine print</td>
<td>Keep the objective in mind.</td>
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<tr>
<td>Notice what needs attention NOW</td>
<td>Prepare for the future. Read signs of coming change</td>
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<tr>
<td>Have patience</td>
<td>Have enthusiasm</td>
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<tr>
<td>Keep track of essentials</td>
<td>Watch for new essentials</td>
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<tr>
<td>Face difficulties with realism</td>
<td>Tackle difficulties with zest</td>
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<tr>
<td>Remind of the joys of the present</td>
<td>Show the joys of the future are worth working for.</td>
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Maximize All Your Connections -- With People!

Why do so many companies worldwide teach Personality Type to their Employees?

*It works!*

*It is easy to learn. It makes sense. It increases people’s communications skills, which in turn increases sales, customer satisfaction, teamwork, negotiating skills, identifying customer needs, identifying training needs, and identifying the management styles and jobs that a person is best suited for.*

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### What Types of People Benefit From Personality Type?

<table>
<thead>
<tr>
<th>Role</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>Boards of Directors</td>
<td>Management</td>
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<tr>
<td>Teams</td>
<td>Project Managers</td>
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<tr>
<td>Executive Teams</td>
<td>Human Resources</td>
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<td>Managers</td>
<td>Professionals</td>
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<tr>
<td>Leaders</td>
<td>Teams</td>
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<tr>
<td>Supervisors</td>
<td>Customer Service</td>
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<td>Trainers</td>
<td>Sales</td>
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<td>Finance People</td>
<td>Operations</td>
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<td>Administrators</td>
<td>Clerical</td>
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<tr>
<td>Maintenance Workers</td>
<td>Factory Workers</td>
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<tr>
<td>Project Management</td>
<td>Marketing</td>
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### The Benefits of Learning Personality Type

- Increase Employee Morale
- Improve Teamwork
- Career Development Plans that Utilize People’s Talents
- More Effective Managers
- Better Leaders
- Increased Productivity
- Motivated Employees
- Managers are Better Able to help Employees to Deal with Change and Conflict
- More Effective Salespeople
- Better Training Plans
- Resolve Conflicts
- Better Communications
- Improved Negotiating
- Better Problem Solving
- More Effective Decisions
- Increased Creativity
- More Effective Meetings
- Project Management
- Coach Employees

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### Hundreds of Successful Companies All Over the World Use Personality Type, including…

- IBM
- Nortel Networks
- Hewlett Packard
- Prudential Insurance
- New York Life
- Morgan Stanley
- Exide
- Bank of America
- Pico
- Cisco Systems
- General Electric
- Guangdong Nortel
- Merrill Lynch
- Honeywell

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