

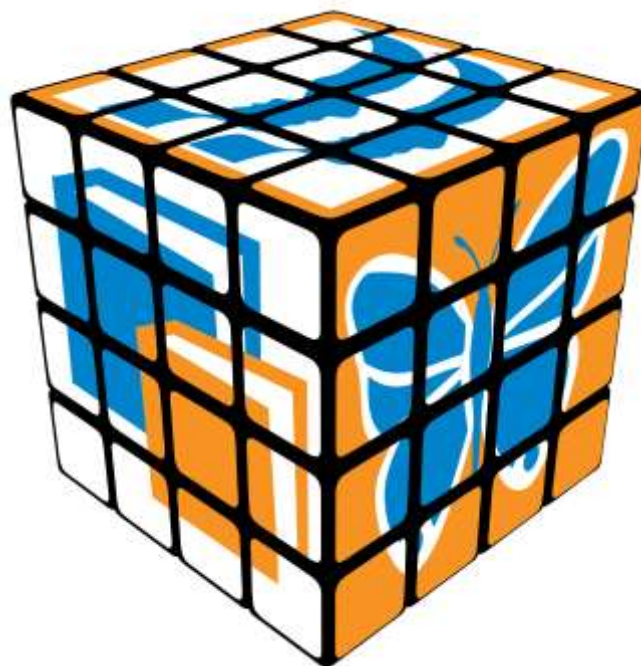


BAPT 26th annual conference

# 3D Type

Depth, Development & Diversity

19th–21st March, Studley Castle, Warwickshire UK



Joint Gold Sponsors



We would like to thank the sponsors of

3D  Type



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Gold Sponsors —  
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Susan Nash of *Type Academy*



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BAPT thanks Angelina Bennet of  
*iPotential* for contributing the  
Eclipse glasses for everyone.



The British Association for Psychological Type



The 26th BAPT Annual General Meeting will be held on

**Friday 20th March 2015 at 6pm**

**Studley Castle Hotel, Warwickshire**

We welcome all members to come along and  
join us for a short meeting over a glass of wine.




**\*\* We have a vacancy on the Board of Trustees and would be glad of nominations or volunteers. \*\***



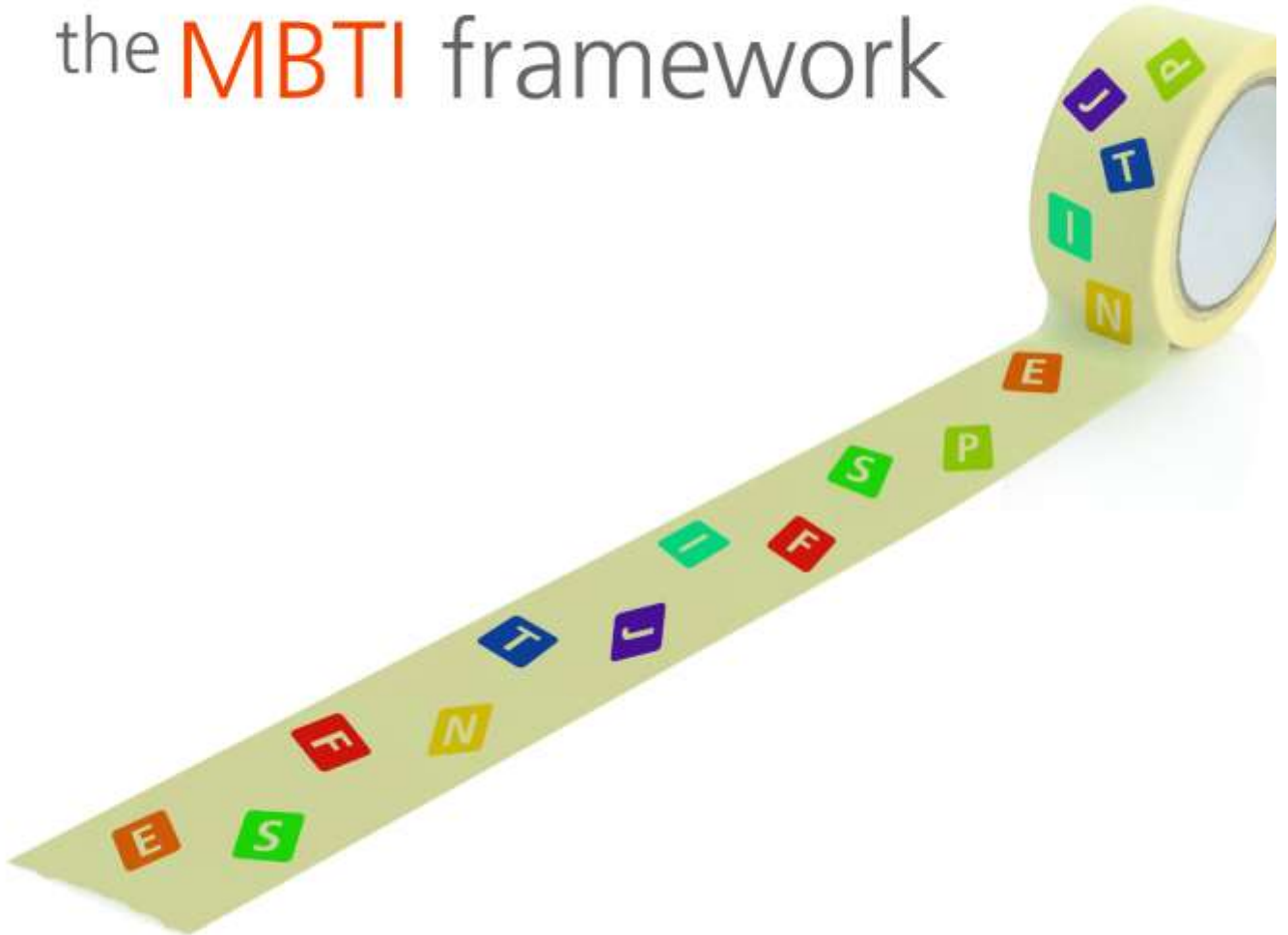
## 3-D Type:

### Depth, Development and Diversity

19th — 21st March 2015, Studley Castle, Warwickshire

Thursday 19 <sup>th</sup> March	Friday 20 <sup>th</sup> March	Saturday 21 <sup>st</sup> March
	<p>8.45 – 10.30  <b>Jeff Hart</b> –            Type Development in Depth:            Thoughts from C G Jung and Di-            verse Indigenous People regarding            how and why people develop</p> <p><i>(Break from 9.35 – 9.55 to view partial            eclipse of the sun, weather permitting            – total in the Faroe Islands!)</i></p>	<p>9.00 – 10.30  <b>Ann Holm</b> – What can Step 3            tell me that I don't already            know?  <b>Carol Parkes</b> – Personality Di-            versity at Work – some            more equal than others?  <b>Ben Lowater</b> – Type and Par-            enting</p>
	<p>11.00 – 12.30  <b>Susan Nash</b> – Behind the four-            letter code  <b>Catherine Stothart</b> – From 'So            What?' to 'So That...' Inter-            acting in High Performance            Teams  <b>Rob Toomey &amp; Stephen Rob-            son</b> – Virgin, Harvard &amp;            TypeCoach: Measuring the            Value of Type</p>	<p>11.00 – 12.30  <b>Pauline Siddons</b> – Type, Depth,            Development and Diversity            with high impact visuals  <b>Leslie Francis</b> – Type and            Spirituality  <b>Angelina Bennet</b> – The Time of            Your Life: Type Develop-            ment Over Life</p>
<p>12.00- 13.00            Arrive and Buffet Lunch</p>	<p>12.30 – 13.30            Lunch</p>	<p>12.30 – 13.30            Lunch</p>
<p>13.00 – 14.00  <b>Ann O'Sullivan</b> –  <i>The Road Less Travelled</i></p>	<p>13.30 – 14.30  <b>Dick Otter &amp; Rianne van Strein</b> –  <i>A new development: Experience            Type Through your Body</i></p>	<p>13.30 – 14.30  <b>Katherine Hirsh</b> –  <i>Once Upon a Time in the Uncon-            scious: Cinderella, Envy and the            development of the inferior func-            tion</i></p>
<p>14.10 – 15.10  <b>Markey Read</b> –  <i>Access Your Superpower            (by developing your sidekicks, identi-            fying your secret weapons, and un-            arming your foes)</i></p>	<p>14.45 – 16.15  <b>Markey Read</b> – <i>Archetypes and            Leadership</i>  <b>Jane Kise</b> – <i>Transforming En-            trenching Arguments into            Energy for Moving Forward</i></p>	<p>14.30 – 15.00  <b>Q&amp;A with Conference Presenters</b></p>
<p>15.30– 16.30  <b>Gareth English</b> – <i>Type &amp; Shop-            ping</i>  <b>Mette Babizkow Boje</b> – <i>Using            Typology and Talent Man-            agement in a Multicultural            Setting</i></p>	<p>16.30 – 17.30  <b>Sally Campbell</b> –            Storytelling: What is your story?</p>	<p>15.00 – 15.15            Conference close</p>
<p>17.00 – 18.30  <b>Insights</b> Deeper Discovery Session</p>	<p>18.00 – 18.30 AGM</p>	
<p>19.00 Drinks in bar before dinner at            19.30</p>	<p>Dinner at 19.30</p>	

# Make type discovery stick with the **MBTI** framework



Helping end users to get to grips with type concepts and apply their newfound understanding has never been easier. Use Feedback Cards, Group Feedback Kits and poster sets to explain and explore personality preferences. And support ongoing application and learning with the MBTI Development Workbook and Flip a Type Tip take-aways.

[www.opp.com/typetools](http://www.opp.com/typetools)

**opp**  
unlocking potential

# Conference Sessions

## THURSDAY 19th MARCH, 13.00 –18.30

### Ann O’Sullivan: [The Road Not Taken](#)

“Two roads diverged in a wood, and I – I took the one less travelled by, and that has made all the difference...” (Robert Frost)

### Markey Read: [Access your superpower \(by developing your sidekicks, identifying your secret weapons, and unarming your foes\)](#)

Powerful stories are all variations on the Heroic Journey. Each personality type develops throughout the life of the individual in the same pattern as the Heroic Journey. There are helpful sidekicks, friends, and fiends along the path and the Hero or Heroine must overcome obstacles, defeat foes, and use mysterious gifts in order to achieve the goal and return home safely. Instead of sidekicks, friends, and foes found in adventures in the physical world, however, our cast of characters can be accessed through the archetypal characters that “carry” or express the eight functions of each personality type.

Using Beebe’s Archetype development model this workshop will bring these 8 Archetypes to life and connect them to the unique pattern of type development for each of the 16 types.

### Gareth English: [Type and shopping](#)

What drives customers to decide to buy? There is a combination of psychological principles that all come together: fundamental drives, habits and personality. This session will explore how personality adds a different level of depth to how customers and clients make their decisions to purchase, repurchase, recommend and advocate. How does the diversity of our personality types affect how we like to shop?

### Mette Babizkow Boje: [Using Typology and Talent Management in a Multicultural Setting](#)

This session is based on a talent management program carried out for a client. The talent management program was designed to address high-performing employees and assess/develop their talents further. We know that talent will flourish for motivated people, and with the aid of typology (the JTI) and our career development tool, “The Career Concept”, we are able to assess the participants’ preferences as well as their drivers. We found that some cultures favor certain career paths over others, which has implications for employee’s overall well-being. We found differences between countries which are important to address, particularly in the development of talent across cultures and countries.

### Andi Lothian: [Insights ‘Deeper Discovery’ session](#)

The session will provide an overview of the Insights Deeper Discovery system. Developed by company Founder Andi Lothian, the psychometric instrument has been designed to measure each of Carl Jung’s 8 function-attitudes, and their relationship to an associated archetype. With the profile text focusing primarily on identifying the impact of the functions beyond the accustomed dominant and auxiliary, the nature of the instrument is to give individuals a deeper appreciation of Jung’s typology through heightened awareness of Self.

Confirmed attendees of the session will have the opportunity to complete the Insights Deeper Discovery evaluator prior to the conference. On attending the session they will receive a complementary Deeper Discovery profile which amongst other outputs identifies the order and intensity of all of Jung’s eight function attitudes, together with the impact on consciousness of their preferred 10 complementary archetypes.

## FRIDAY 20th MARCH, 08.45 –17.30

### Jeff Hart: [Type Development in Depth—Thoughts from C G Jung and Diverse Indigenous People regarding how and why people develop](#)

This session is based on Jeff’s work during the past two years. There is a focus on research, references and data to support what is presented, including literature of/about Jung, and literature about/personal experiences with indigenous people, including North American Tribal people, and other international indigenous populations in the past and present.

The main content is results of research and findings of parallel thoughts from Jung and indigenous people related to individual and group (team) development, conscious/unconscious awareness, and physical/spiritual development. Jeff will particularly focus on “Type development in depth”, including involvement of participants, looking at and discussing the “arc of life”, “arc of the sun”, innate preferences/tendencies, and learned emotions/behaviours. (See more information at [www.linkedin.com/pub/dr-jeff-g-hart/23/7a2/120/](http://www.linkedin.com/pub/dr-jeff-g-hart/23/7a2/120/))

### Susan Nash: [Behind the Four Letter Code](#)

When most people discuss psychological type, they tend to refer to only the four-letter code originating from the assessment tool the Myers Briggs Type Indicator (MBTI®). In fact Katherine Briggs and Isobel Briggs Myers developed their assessment tool to try to get simpler access to Jung’s theory of functions and attitudes. This theory comes from his research and conclusions based around “typical habits of the mind:” similar patterns of behaviour that explained how individuals tend to naturally take in (perceive) information and make decisions (judge.) The MBTI® is used as shorthand for the types of data different individuals gravitate toward and the varying criteria each person uses to make decisions.

In this session we will review, using visuals and experiential learning, the eight function-attitudes: the four cognitive processes used to gather information and the four cognitive processes used to make decisions. Each person can potentially access all eight processes, it is just that two tend to be easier, require less energy and we have greater proficiency in their use. At the end

# The Personality Puzzles

## CARD SORT RESOURCES



### Classic

Business based with wide application. Whole type descriptions include communication and leadership styles, teams, change, challenges, relaxation and parenting.

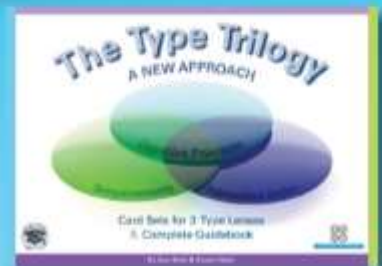
#### ALL CARD SETS INCLUDE:

A comprehensive full colour e-Guidebook (sent electronically), PLUS careers cards – ideal for career and transition coaching, PLUS Learning Environment cards – ideal for educators.



### Type for Teens

Ideal for teenagers but whole type descriptions suit all ages and include: Who am I? What am I like? What am I good at? What may I need help with? What's important at home, for study and with friendships?



### The Type Trilogy

Take your Type knowledge to a deeper level using *Temperament*, *Interaction Styles* and *Cognitive Processes*. A unique combination of image and language to facilitate learning.

*"With The Personality Puzzle, Sue Blair elevated the professionalism of my delivery and upped my game. The colorful design, clean layout, and behavioral cues, as well as compact delivery allow you to debrief quickly and accurately anywhere."*

*"As an MBTI Master Practitioner I wouldn't leave without these cards in my brief case because they are very, very useful."*

*"Using personality type with teenagers is a wonderful way to help them learn how they function best, how they learn best; but also to learn how to advocate for themselves and adjust when things can't be the way they want them to be."*



**creating  
MEANINGFUL  
conversations**

*"Thank you Sue, for creating and making available such a gorgeous, useful and affordable resource!"*

*"I have to say that The Personality Puzzle is my absolute favourite way to interact one-on-one with clients to help them discover who they are."*

Myers-Briggs® is a registered trademark of the Myers Briggs Foundation Trust



Used by professionals – Recommended by experts

[www.personalitypuzzles.com](http://www.personalitypuzzles.com)

[www.type-academy.co.uk](http://www.type-academy.co.uk)



PERSONALITY PUZZLES

# Conference Sessions

of the session participants will be able to understand the hierarchy of processes for all 16 types and gain a greater understanding of how their preferred processes tend to influence their Thinking style.

## **Catherine Stothart: From 'So What?' to 'So That...' Interacting in High Performance Teams**

In this session, Catherine will describe how she applies a model of high performance teams together with interaction styles (© Linda Berens) to help team members work more effectively together. This merged model enables people to see a clear and direct link between their own behaviour and their team's effectiveness, and recognise where they may need to adapt and develop to improve team performance.

Moving from theory to practice, the session will include a brief overview of research on teams, a reminder of the interaction styles lens, and discussion of some practical activities to improve team effectiveness. There will be plenty of opportunity to discuss experiences and learn from each other. Catherine will share some of the tools and techniques she uses when working with diverse teams in industry and education.

## **Rob Toomey & Stephen Robson: Virgin, Harvard & TypeCoach: Measuring the Value of Type**

This session will share the story of Virgin Care at the center of a Harvard Business School study showing the impact of broadly implementing Type based training across an organization. The study measures the impact on stress, conflict, communication, team performance and organizational performance.

Come hear the benefits Type can deliver at this broad scale as Stephen Robson, Director of People for Virgin Care, describes how the study was created, results in a number of categories, and also how they are implementing Type training across the organization. The program will be co-presented by Rob Toomey, President of TypeCoach, who has worked with Stephen on this exciting project.

## **Dick Otter & Rianne van Strein: A new development: Experience Type Through your Body**

Get ready for some action, because in this workshop you won't be sitting still. Dick Otter and Rianne van Strien will let you experience the difference in motor skills between various types. Being able to recognize certain types by the way they move, generates extra information to discover their true type. Learn to observe movement and motor skills, and find out more about the type-indicators that people will show through body language. In this workshop we will focus on two essential questions: 1. Are you moving top-down or from bottom to top? 2. Is your body associating or dissociating?

If you know what to look for, you'll be able to make an adequate type-analysis based on movement. To support your observations, we use video clips.



The advertisement features the logo for Differentiated Coaching Associates, which consists of a colorful, interlocking geometric design. Below the logo is the text "DIFFERENTIATED COACHING ASSOCIATES" in blue. The main headline reads "DELIVERING SMART SOLUTIONS FOR LASTING CHANGE". Below this, a bolded text block states: "Effective consultants draw on multiple tools. Visit our table to learn about these potential additions to your toolkit:". Two photographs of women are shown: Jane Kise on the left and Ann Holm on the right. Between the photos, a list of services is provided: "Intentional Leadership Coaching Certification", "Polarity Thinking: Moving clients from 'either/or' to The Power of 'AND'", "Pairing Type with Emotional Intelligence", and "Tips and Tools for Using Type in Education". At the bottom, contact information for both women is listed, including their names, titles, email addresses, and websites.

**DIFFERENTIATED**  
COACHING ASSOCIATES

**DELIVERING SMART SOLUTIONS FOR LASTING CHANGE**

**Effective consultants draw on multiple tools. Visit our table to learn about these potential additions to your toolkit:**

**Jane Kise, EdD**  
jane@janekise.com  
www.janekise.com

**Ann Holm, MS, ACC**  
annholm@annholm.net  
www.annholm.net

- Intentional Leadership Coaching Certification
- Polarity Thinking: Moving clients from "either/or" to The Power of "AND"
- Pairing Type with Emotional Intelligence
- Tips and Tools for Using Type in Education

# Conference Sessions

## **Markey Read: [Leading in New Territory – avoiding the tragic fall from grace](#)**

Everyone is a leader somewhere . . . but not everyone fits the stereotype of a "corporate leader." This workshop introduces how the unique Cast of Characters, that each of the 16 personality types uses, enables us to unlock our true personal power and overcome our potential pitfalls. After 10+ years of research and practical application of type with leaders, Markey Read will introduce the type development patterns (based on Beebe's Archetype development model) for identifying the areas where leaders of each type are most likely to be tricked, resulting in their often tragic fall from grace. For example, ignoring the warnings of the Critical Parent and the needs of the Trickster means that ENTJs and ISFPs share some surprising common ground, and ENFPs and ISTJs are more alike than you may imagine.

By identifying these type development patterns, and understanding the roles and environments where each style is most effective, we can demystify the triumphs and trials of professional development and access new ways to support individuals in identifying positions within groups and organizations where they can truly be Heroic. When we learn about our personality's full Cast of Characters we gain significant insight into how to create a life filled with lasting professional and personal achievement. This lively and interactive workshop will bring everyone to a greater appreciation of how all the different styles and their Cast of Characters can make a difference in the organizations and communities they serve.

## **Jane Kise: [Transforming Entrenched Arguments into Energy for Moving Forward](#)**

Often, organizations solve a problem, only to find out they've created others. In this session, participants will help them learn to spot "polarities" where each side holds valuable truths that are key to overall success, and then how to channel the energy being lost to debate into positive strategies for effective change. Experience how to use the polarities model to introduce type preferences, leading to a deep understanding of the value of every preference. Then, participate in mapping a key polarity through the lens of a given personality type; through a "live" case study, see how to help groups listen to each other's values, find a common purpose, unearth the deeper fear, and create mutually acceptable action steps.

## **Sally Campbell: [Storytelling: What is your story?](#)**

We are storytelling beings. We make sense of our world through the stories we tell; we live storied lives. As we interact with individuals in families, organisations, with politics, with world news, how much do our stories frame how and what we hear and how we react to these conversations? The effects of long ago family and cultural history come into our storytelling. In this session, we will explore some of these paradigms.

## **SATURDAY 21st MARCH, 09.00 –15.15**

### **Ann Holm: [What can Step 3 tell me that I don't already know?](#)**

At first glance, a Step III report may appear simple. Especially if an individual is a self-described as "type aware", he/she may feel that the statements generated in the Step III are not surprising. However, the coaching conversation reveals that while an individual can be intellectually aware of these findings, he/she may discover that there are deeper implications, both positive and negative, in work, relationships, communication and life satisfaction. In this session, we will examine a variety of case studies to see what lies beneath the statements that are generated in the reports. What did the client really learn and what were the practical take-aways from the Step III experience?

### **Carol Parkes: [Personality Diversity at Work – some more equal than others?](#)**

In this session, Carol will give us background about personality diversity in the general population, and then explore who fares best at work – does data tell us who is valued and who is happy? Is the TJ style of leadership still the most favoured in the modern world? And then we'll look at how do we move beyond the rhetoric – what can people at work do to value and include all types in practice? Carol will particularly draw out personal strategies for 'minority' or under-valued types, especially IP's.

### **Ben Lowater: [Deepening our children's development in the home: Tips for parenting a diverse family](#)**

At the 2014 BAPT conference I presented 'Personality Parenting' – a Type based model for parenting which introduced two core concepts: **Universal needs**: The 6 needs that all children have of their parents irrespective of cultural background or personality type; and **Core needs**: The 4 needs specific to a given type, based on the Temperaments work of David Keirse.

In this workshop we will explore in depth the crucial interactions between the universal and the core needs. Participants will work in type-like groups to discuss aspects of these interactions including:

- how the core needs (type and temperament) of a child fundamentally alters how each child receives and has their universal needs met compared with other children
- how each child behaves differently because of their quest to have their core needs met and how parents can turn an understanding of core needs to their advantage rather than feeling fearful or threatened by them
- how the core need (type and temperament) of a parent fundamentally alters the parents preferred parenting styles and how to build on their parenting strengths whilst using type knowledge to be more aware of their parenting blind spots

Participants will also be introduced to a range of 'traditional' and modern parenting techniques in wide circulation amongst the parenting community today. They will get the chance to analyse these techniques for 'type' bias and to determine which universal needs the tool meets and which core need they suit best.



# Conference Sessions

## **Pauline Siddons: Type, Depth, Development and Diversity with high impact visuals**

Type practitioners know that Type can be a foundation for a life-long Development Journey, revisited for new insights each time a challenge appears on the horizon. Unfortunately many people do not get beyond a single introductory session; although initially enthusiastic, too many soon forget even their 4-letter code. In response to ever-increasing customer demands, OPP has recently designed many high impact visual resources and representations, enabling the creation of a physical and visual learning environment that reinforces Type concepts. This session will explore how we can use these resources to take our clients deeper, starting with single preferences and building up to whole Type, Type dynamics and MBTI Step II. This journey into the deep will be made in simple yet powerful ways that enable type practitioners to access the richness of Type without necessarily needing to get into a lot of theory or detail. This session will not only describe these resources, but will also provide participants with the opportunity to experience exercises and activities using the resources for themselves.

## **Leslie J Francis: Type and spiritual interpretation: A workshop in hermeneutics**

Hermeneutical theory is concerned with the processes of interpretation and often distinguishes between the two processes of perceiving and evaluation. Type provides a valuable psychological theory underpinning these processes. This workshop offers participants an opportunity to experience and to test this approach to interpretation by responding to a classic passage from Kenneth Grahame's *The Wind in the Willows*, a secular narrative that may open windows into spiritual insights. We will work in type-alike groups to address specific questions to excerpts from the chapter on 'The piper at the gates of dawn'.

## **Angelina Bennet: "The Time of Your Life": Type Development Over Life**

Most of us will have come across the idea of type developing over time and the changes in ourselves that we may experience during midlife. But is this pattern of type development over time similar for most people? What is actually meant by good type development? And how can we improve the potential for development, both for ourselves and for our clients? In this session, we will look at Jung's idea of Differentiation and Individuation in relation to type, and also draw on the developmental model suggested by Loevinger and Cook-Greuter. Theoretically, this session will add both depth and a different perspective to the standard ideas of type development. The practical applications will focus on how a client's type development can be facilitated, how to work with a client according to their level of development, and self-reflections on our own developmental paths.

## **Katherine Hirsh: Once Upon a Time in the Unconscious: Cinderella, Envy and the development of the inferior function**

In this session Katherine explores the story of Cinderella for the insights it offers on the acceptance and integration of the various aspects of our multi-faceted selves, and how the relationship between Cinderella and her stepsisters can be seen as a metaphor for the war within each individual between conscious and unconscious functions. In addition, Katherine explores how type development requires us to move from a position of envy to one of admiration; specifically how individuals might begin to get out of the way of their own development in order to "get ready for the ball." She will explore how letting go of the ego's tendency to squash, side-track or otherwise undermine the good that arises from the Inferior by "keeping it in rags" might release the power that resides there.

## SHOW THE REAL DRIVERS IN A TEAM

### The Type Diversity Index Poster

#### Using Type with teams?

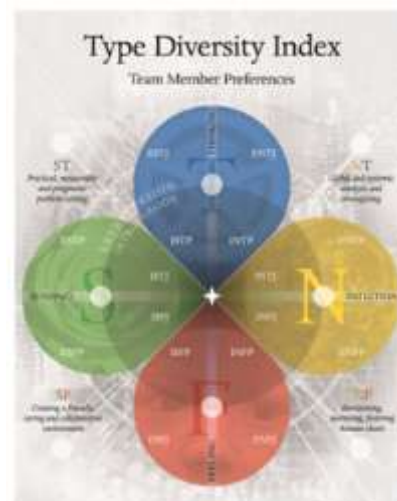
The Type Diversity Index is the most powerful and accurate visual representation of a team's dynamics.

A write-on poster that can be left with the team after the event.

- ◆ Clearly indicates the driving forces and preferences within the team
- ◆ Easier to see the blind-spots in the team
- ◆ Based on whole type and type dynamics with no need for complicated explanations to the team.
- ◆ Less 'boxy' and more colourful than traditional type tables

5 full colour posters for £25 + P&P

Available from [www.ipotential.co.uk](http://www.ipotential.co.uk)



*The Type Diversity Index is designed by Danielle Poirier.*

## Profiles for Conference speakers



**Ann O'Sullivan** brought the MBTI® into the UK in 1980 and has been facilitating the learning of this instrument over the past 34 years, bringing to it a wealth of understanding and practical use. As an associate of OPP (Oxford Psychologists' Press) and a member of their Training Faculty, she works on all the sponsored professional MBTI® training programmes at Emmaus House in Bristol. Ann was the first Chair and the second President of BAPT.



**Markey Read**, president of Career Networks, Inc. in Vermont, has 20+ years' experience in coaching and training groups and individuals in sustainable Leadership Development programs, and Career & Employment strategies. The recently published *'Your Cast of Characters: A leadership Development Tool Kit'*, is a culmination of 15+ years of research and practical application of Type with leaders of all styles.



**Gareth English** is a business psychologist with over 15 years of experience. He has expanded his work from leadership and development to include applying psychology to client and customer relationships. He now works with clients to see how understanding the personality of their customers helps them to better fulfil their needs.



**Mette B. Boje** is functional manager at the Danish Center for Leadership. She has been working with typology since 2001 both as a consultant and as certified master trainer. Mette has worked with Danish and International customers mainly focusing on talent management, group and individual development. She has a Master degree in Occupational Psychology from Goldsmiths College, London.



**Andi Lothian** survived three seemingly unrelated careers as professional musician, Impresario, and financial accountant. When he encountered the typology of Carl Jung, his interest led to creation of the 'Insights' organisation two decades ago. 'Insights' provides small and large organisations with a unique approach to Jungian psychology. Andi lives in Dundee with his wife Sheila, having six adult children and 19 grandchildren!



**Dr Jeff Hart** (INFP) has 40 years of experience teaching and coaching self-awareness, personal/team development, leadership skills, and building relationships. MBTI Master Practitioner, Steps I-II-III, Dr. Hart's research includes indigenous tribal populations and building self-awareness using Type, MBTI, and EBW. Recent research has been seeking Deep Insights about Type Development from Great Plains Tribal Elders in the USA .



**Susan Nash** Born in the UK, Susan moved to the USA in 1987 and now divides her time between the US and UK. She applies type knowledge to businesses in a practical and relevant way, and trains people to be effective coaches and facilitators. Susan has written eight books, five of which are on personality type. She has five grandchildren and enjoys traveling.



**Catherine Stothart** is a Leadership Coach and Team Facilitator working with United Utilities, Airbus, Audi and Cheshire high schools. Her background was HR/L&D at Ford Motor Company, Mercury Communications and ICL before expat assignments to Egypt and Brazil. She has over 20 years' experience of using personality type with groups and individuals.



**Rob Toomey** is President of TypeCoach, LLC, an online learning platform delivering practical applications of personality type principles. He has delivered training and coaching to more than 10,000 workshop participants in the last 10 years. He graduated from Trinity College in Hartford, CT and Boston University School of Law.



**Stephen Robson** is currently Director of People for Virgin Care Limited. He oversees all aspects of human resources for 5,000 employees as a member of the executive team. Previously he held senior human resources roles with TJX Europe and the Royal Mail. He graduated from the University of Southampton and currently lives in London.



**Dick Otter** (ENTP) has worked with Jungian Typology since 1998 in business, education and sports. His company, Lefconsult began in 1999 for teambuilding and leadership training. His varied experience includes Economics, Theology, Business development, Social Welfare, education, and cultural change. Dick's new book *"You are the difference"* helps teachers to use Typology in the classroom.



**Rianne van Strein** initially studied to be a teacher in physical education. She subsequently studied Educational Sciences in Utrecht, with a specialization in Youth and Sport and is registered as Sportpsychologist VSPN®. Rianne established Coach2score in 2007, and her main focus and expertise is the Action Type® approach which uses motor skill indicators to find out more about people's true type.



**Dr Jane Kise** is the author of over 20 books, including *Intentional Leadership* and *Unleashing the Positive Power of Differences*, both of which are about polarity thinking, the subject of this session. Kise is also a consultant, working around the world. She coaches executives to improve their effectiveness in leading others, and works with teams to improve communication, conflict resolution, and change capacity.

## Profiles for Conference speakers



**Sally Campbell** trained initially as a scientist and worked in research as a marine ecologist. Later on along with her own family experience she developed an interest and professional involvement in the dynamics of family and organisations. This led to type, BAPT and qualifying training. Her main focus is once again is complexity, exploring how economic, social and environmental science and psychology systems interact.



**Ann C Holm** is an MBTI Master Practitioner with additional certification in the use of the MBTI Step III instrument. She works with CAPT to do the interpretations for Step III certification candidates. Ann is an ICF certified coach with a remote background in brain science/brain rehabilitation, and has served on the APTi Board as the Director of Interest Areas from 2012-2014.



**Carol Parkes** is a full-time freelance consultant. She originally trained in medicine and had a 20 year career in the NHS, having specialised in public health medicine and epidemiology. Carol now has a more diverse working life encompassing NHS policy work, training, writing and selling houses. She has been using the Myers Briggs model for about 20 years and is particularly interested in type diversity and prejudice.



**Ben Lowater** runs Personality Parenting, a company dedicated to training teachers and parents in the Power of Personality Type in the home and classroom. Ben originally trained in Temperament and Interaction Styles as Head of HR for a Government Department, training hundreds of leaders and managers in Leadership Development programmes. He is dedicated to using Type in all environments of life



**Pauline Siddons** is Implementation & Development Manager with OPP and has over 25 years' experience in training and development. She currently facilitates qualification workshops in MBTI Step I & Step II, and application workshops in MBTI & Teams, decision-making, change and resilience. In her spare time she is also Director of a polymer science company.



**Leslie J Francis** is Professor Religions and Education at the University of Warwick. His recent books (relevant to this workshop) include *Preaching with all our souls: A study in hermeneutics and psychological type* (2008) and *The Gospel in the Willows: Forty meditations* (2009).



**Dr Angelina Bennet** is a Chartered Occupational Psychologist and specialises in developing individuals through personality work. She worked for OPP for several years, and continues as an Associate. She is the author of *'The Shadows of Type—Psychological Type Through Seven Levels of Development'*.



**Katherine Hirsh**, D.Phil. is a principal of HirshWorks, a writing and management consultancy. She is co-author of several books on type including *The MBTI® Teambuilding Program: Leader's Resource Guide (3<sup>rd</sup> Edition)*. She has been using psychological type personally and professionally for over twenty-five years. Katherine's preferences are for INTP.

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...have worked to arrange this conference for you. We hope you are enjoying it, and will come again.



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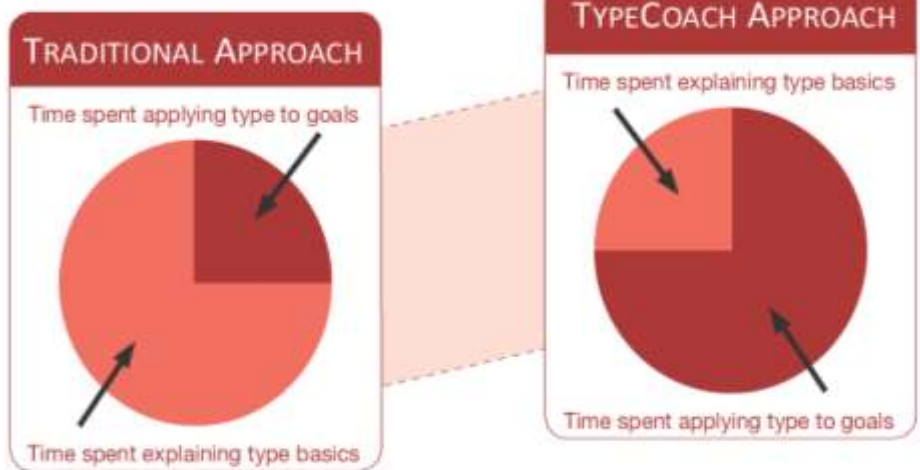
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