



## Type and Change:

### The use of MBTi as tool to explain the journey

by Deborah Fleming

a Keynote speaker at the 2017 BAPT conference

MBTI has long had acclaim in helping us all understand our individual reactions and needs during change. Many models of change/transitions also align themselves nicely alongside MBTI like Bridges, Lewin and Kubler Ross.

Mergers, Management Buyouts and Takeovers have all been affecting my client base over the past 12 months, as a means to growth and competitive edge in the post-Brexit era.

These rapid and large-scale developments in organisations have encouraged me to broaden the application of Type from the “individual support through change” to its use in more of an ongoing diagnostic for the Journey of Change.

In my presentation I use one of my “real life” change journeys with a client over the past year as they attempt to overhaul their organization from a family led out-of-town retailer to an OMNI channel, about customer led experience.

I will explain the early stages of getting to know the Senior Team, the contribution of Type to that Journey and my own learning as an ENFP Consultant and Coach to that team.

#### OPPORTUNITY

There will be opportunity to be part of the journey, contribute your own hypothesis about the teams’ potential during change and to hear failure and success from a fellow practitioner and advocate of Type.

*Deborah Fleming works internationally for to deepen knowledge of Type across the Private sector though her work with Boards and Teams at all stages of the Change process. She has an MSc in Organisational Development and Consultancy and recently completed the 2016 Leicester Conference on working in Groups.*

*Her passions for travel, Type and Wine were fulfilled in 2016 with a trip to all the world’s top wine regions. The knowledge she gained is applied to her popular “Personality of Wine” product which is on offer later in the conference.*

*The 2017 conference of the British Association for Psychological Type is 6 - 8 April. For the complete programme and registration, please visit*

<http://www.bapt.org.uk/events/2017-conference/programme>