



## BAPT CONFERENCE 2015

Report by Nancy Silcox (Assistant Editor)

(with contributions from Gill Clack, Allan Duncan and Christine Rigden)

Studley Castle, run by DeVere, is an impressive venue both outside and in. Situated fairly near Birmingham, it was less far to travel for our Scottish and Northern Members. There were APT members from far-reaching countries including Denmark, the Netherlands and the USA as well as the UK, who enjoyed meeting in a 'castle'! Country walks, gym, and free wifi were some of the benefits. The meeting rooms were spacious, bright and adequately equipped. Down the long hallway, the dining rooms were ornate and elegant. The bedrooms were modern, yet the historic features like ancient windows were preserved.

After arrival and registration, there was a buffet lunch before our first session. BAPT President, Angelina Bennet, welcomed everyone and introduced **Ann O'Sullivan**, one of the UK's Type pioneers who brought the MBTI® to the UK in 1980s, to open the Conference with her '**Road Less Travelled**'. Ann had beautifully closed last year's Conference taking delegates back to the trunk and roots of the tree of Type. She spoke again of putting the branches back on the tree and cautioned us not to let Type become just a tool in your toolbox, but to perceive it as a journey.

At our tables we shared 'Who am I' (not what do I do), 'Why am I here' and 'This Conference will have been good if ...' I loved Hilary's answer of being here for Type immersion and being like a sponge soaking in what can then be shared for good.

Ann, Director of Emmaus House, shared her journey over the last eight months, 'moving across the abyss' with Emmaus House closing down their Clifton Centre and moving into a smaller family home on the other side of Bristol. Reflecting on this experience through the lenses of Type made her see how simple Type is, but at the same time how complicated and how profound in its impact.

Three things Ann drew from her journey were:

1. How slow we learn. Type is a hypothesis and needs to be tested out in our lives.
2. The second half of life's journey gives greater opportunity to engage with the unconscious and experience more of the gifts of the inferior function.
3. How important it is to take time to reflect.

Jung's purpose was not classification, but discovery, and discovery can be a springboard into growth and development—that 3D Type we are here celebrating, investigating and experiencing. Ann encouraged us all to use this Conference to share, exchange and be enriched by each other—take the road less travelled. [ann@emmaushouse.org.uk](mailto:ann@emmaushouse.org.uk).





After a short coffee break, we were delighted to have **Markey Read** from the USA. share her insight on archetypes, to help us **'Access Your Superpower'**, with each of our preferences being a super-hero whose powers we can access in our life's journey.

This was a fun way to look at Type Development, and her 'super' graphics helped the understanding stick. It made life sound like a real 'superhero' adventure—overcoming obstacles, defeating foes and using mysterious gifts of Type characteristics carried or expressed by the eight function-attitudes. Our Archetypes dominant hero, if overused, can become a weakness and interfere with our ability to use our other powers effectively.

The 16 MBTI® Types can be seen as variations on a theme of a heroic journey. As we read in the Conference Programme, 'each Personality Type develops throughout life in the same pattern as the Heroic Journey' that Markey brought to life for us. We had a quick look at the eight functions, each identified in our cast of characters by the pattern of order, or Type Dynamics. The functions are briefly, Extraverted Sensing (Se), Introverted Sensing (Si), Extraverted iNtuition (Ne), Introverted iNtuition (Ni), Extraverted Thinking (Te), Introverted Thinking (Ti), Extraverted Feeling (Fe) and Introverted Feeling (Fi). We each use all eight of these functions but in a different order depending on our Type Dynamics. Each Archetype, or character, plays out the story of our life in a main, supporting, or minor, role. To summarize briefly:

Our **Hero/Heroine** is our dominant function and confidently leads our adventure on the journey to becoming an actualized human being.

Our auxiliary function acts as the **Good Parent**, whose role is to guide and support. In super-hero terms this is your sidekick who mentors, nurtures and coaches. Many people do their work in the world through the Good Parent character.

The tertiary is seen as our **Eternal Child**, or playful companion who *needs* to play and keeps our sense of humour.

The **Animus/Anima** is our inferior function, which balances the energy of the Hero, i.e. Anima with a Hero and Animus with Heroine.

Functions 5-8 are the shadowy cast of characters, and again to summarize briefly:

The **Opposing Personality** (our fifth function) is the shadow of the Hero, which introduces vulnerability and keeps the Hero humble.

The **Critical Parent**, our sixth function is the shadow of the good parent and critiques our journey, acting as our protector.

The shadow of the Eternal Child, Our seventh function, is a **Trickster**, and its role is to test the Hero, setting traps, but also coming to the rescue helping it escape traps. The Trickster archetype, or function, is the key to so many leaders recently getting into trouble and making news headlines!

Our eighth function is called our **Daemon** (not demon!) and this shadow of the Animus/Anima has a role creating instability and potential destruction. It can undermine the Hero, but being illusive and unpredictable, can also provide a secret weapon to allow the Hero to defeat their adversary.

Markey spent time going over the cast of characters and their roles, but obviously in the confines of this report I can only whet your appetites to learn more of this perception of Type by attending Conference, workshops and reading the literature.

She went on to encourage us to access the power of all of our Super-Hero Archetypes, as we move into the 3D of Type. The shadows can be a good or a negative force, but with the same intention. Try accessing your inferior functions by seeking someone with that strength. Take your cast of characters to tea occasionally! [markey@careernetworksvt.com](mailto:markey@careernetworksvt.com)



We enjoyed a twenty-minute tea break and then had to choose between two sessions:

**Gareth English**, presenting *'Type And Shopping,'* and

**Mette Boje**, presenting *'Using Typology and Talent Management in a Multicultural Setting.'*



I went to hear Mette on *'Using Typology and Talent Management in a Multicultural Setting'*. Mette runs a talent management program using their Type career development tool known as 'The Career Concept'. They are based at the Danish Center for Leadership, but work with international clients from countries as diverse as India and China. Through these sessions, that involve a full spectrum of employees from the company not just leadership, they have learned much about how different cultures relate to Typology and careers, as well as affecting personal self-perception. True Type is sometimes difficult to get to through strong cultural influences.

The 'Career Concepts' tool is used over two to five days with four modules: introduction, Leadership Seminar, three practice cases and then individual evaluation with profiles. It identifies four patterns in employees: Expert—those with a focused career path; Linear—those who work their way and move up in an organizational Spiral—employees who shift sideways into related aspects of a career, and Transitory—those who change jobs frequently and are good at project management. These four patterns all have differing career views and motives, which were found to correlate to certain Type preferences, for example the Transitory pattern with Perceiving Types, as would be expected.

Mette presented a graph showing the results and Type relationships. The group enjoyed some discussion about cultural influences and whether Type affected who took or completed the course, and that learning in a second language could also make a difference. One delegate mentioned her struggle to counter a 'spokesman culture' with a group from China who looked to the oldest male to speak for everyone. Mette concluded that Type comes through, despite the huge cultural influence, and that this is incredibly valuable when working with careers and talent management. [MBA@cfl.dk](mailto:MBA@cfl.dk).



**Gill Clack** reports on **Gareth English** presenting *'Type and Shopping'* below:

This session explored factors that drive customers to buy certain items. We discussed these in groups divided into the functional pairs: ST, SF, NT and NF. Gareth then presented his research results for each category.

Firstly, we considered the influence of certain factors when buying something important: negotiating on price; trying to get to know the salesperson; asking questions where you already know the answers, and making a spontaneous purchase.

In terms of customer experience, we discussed the perception of a customer's interactions with an organisation, including whether or not we all wanted the same experience or if our personality influenced what we were seeking. Did we believe someone who gives great customer experience would have to be knowledgeable, competent, personal or supportive? Did we do the following: tend to speak to someone who was an expert on what we were going to buy, do research on-line, ask friends for recommendations, buy from a shop or site we'd been to before or just go to the shop and see what caught our fancy.

Then the role of emotions in shopping was considered. The universal emotions are recognized as being fear, anger, contempt, surprise, disgust, sadness and joy. Gareth showed some videos that produced different emotions in us. Do adverts work in the same way seeking a particular response? We discussed how often we each felt the different emotions and, thankfully, most of the types

experienced happiness more often than the other emotions, which was the state when most shopping was actually undertaken.

Then discussion took place on how one felt after making a great purchase, i.e. did one feel part of something, proud, wonder, excited, achievement, I won, or pampered?

Finally, what do different types want in a doctor: highly experienced, a good listener, competent, friendly, knowledgeable, professional, knows how I'm feeling and not being in a rush?

Not surprisingly, when Gareth presented his research findings for the different categories differences in type and emotions were apparent. [gareth.english@customer-psychology.com](mailto:gareth.english@customer-psychology.com).



Our last session of the day was an introduction to the *'Insights Deeper Discovery'* tool with **Andi Lothian** and his team from Scotland.



Andi is a dynamic personality who creates an atmosphere of 'isn't this fun?' Insights is a system developed over the last 17 years by Andi and his son, Andy. It is now a large global company with the grand goal of creating a world of people who truly understand themselves and others. After Jo had introduced us to the company and its history, we were shown the Insights Colour Energies of 'cool blue' ITs, 'fiery red' ETs, 'earth green' IFs, and 'sunshine yellow' EFs.

Lucy took over from Jo to move from four to eight Types, or function-attitudes, which make the Colour Mix Wheel. The Wheel, spread on the floor, also added names such as 'wizard' and 'rebel'; as well as temperaments and archetypes to the variations. MBTI® and Jung's model are deeply complex Types and the Insights tool points to this. Andi revealed

and walked the archetypal wheel explaining the system before handing each of us our profile, drawn from a questionnaire accessed on-line before the Conference. We engaged in exercises to understand our profiles, circling words, selecting fears and even verifying our legacy.

I was a little disappointed I didn't get to walk around the archetypal Wheel, but perhaps the size of our group prohibited this. The Insights tool is meant to be a snapshot in time, identifying the impact of each of an individual's archetypes on their present consciousness, which gives it value in Type Development, showing depth and diversity over time. [amlothian@insights.com](mailto:amlothian@insights.com).

Our first day ended with lots of 'Type talk' in the bar and over dinner. It was great to catch up with old friends and exchange views and tips with new friends that we hope will be come regulars at our annual BAPT Conference.



Friday morning began with a calming 10 minutes of quiet guided contemplation in **Jeff Hart's** session about the '**Type Development in Depth**' that he finds in the correlation of Jung's teaching with those of diverse indigenous people. He focused on North American indigenous people and drew parallels between Type development and their teaching about the life cycle. He feels that understanding some of their teachings, like the Arc of Life, can encourage depth of development as one encounters and learns from the subconscious. The Arc of Life supposes that every new life emerges from the Spirit World (unconscious), ascending the arc of the sun into consciousness, through childhood, youth, middle age, then back to the Spirit World at death.

Four being a significant number for most indigenous tribal peoples of early North America, Jeff shared the Four Spiritualities Mandala from P. T. Richardson's book, '*Archetype of the Spirit,*' using Type to illustrate the journeys of Works (ST), Unity (NT), Harmony (NF) and Devotion (SF). Jeff, himself, has studied indigenous people and particularly the l'santi Sioux Nation/tribe, with which he is intimate, having been accepted in as a brother and, in a naming ceremony, given the name Spotted Eagle Boy. Jeff has learned a lot from their ceremonies, such as sundance, dreams and sweat lodge that honour the spirit world. He encourages everyone to try going 'out on the hill' for personal meditation.



Jeff packed a lot into his session, sharing a number of quotes and showing video clips of C. J. Jung. He feels that our journeys and stories are important, and that we need to connect with the unconscious spirit world for depth and development—to use your senses to open the pathway to the unconscious.

Between 9:35 and 9:55am, delegates removed to the veranda to view the partial solar eclipse, using the special safety glasses provided in our delegate pack by Angelina Bennet of I-potential. Jeff very cleverly tied his interrupted session together with l'santi Sioux Tribal notation and tribal lore about the sun, and saying that when the moon covers the sun it reminds us of the need for balance in our lives. [jeffcapone@aol.com](mailto:jeffcapone@aol.com).





Before lunch we had to make another difficult choice, this time between three sessions:

**Rob Toomey and Stephen Robson** presenting '*Measuring the Value of Type*' in organisations like Virgin and the NHS;

**Catherine Stothart** presenting '*From the 'So What' to 'So That...'*'; and

**Susan Nash** presenting '*Behind the four-Letter Code.*'



Gill Clack reports on Rob Toomey and Stephen Robson's presentation on '*Virgin, Harvard & TypeCoach: Measuring the Value of Type*'.

Rob (TypeCoach) and Stephen (Virgin Care Ltd.) shared their story of collaborative research, undertaken in association with the Harvard Business School, showing the impact of broadly implementing Type based training across the organisation. The study looked at the impact on stress, conflict, communication, team performance and organisational performance.

Stephen introduced the session describing what he found in Virgin Care when he joined the company. Contrary to what one might think, Virgin Care is not providing private medical care but, in the independent sector, they work on a number of government contracts including 250 with the NHS, covering services to prisons, walk-in clinics, community hospitals and physiotherapy centres.

At the start of the study there were 5,000 nurses, doctors and administrators in the organisation but little history of training or development, and there were budgetary constraints and short timelines. There were problems of understaffing, stress and communication challenges.

So could type help, for example in terms of improving relationships with patients and between staff, to promote cohesiveness and some feeling of commonality? After widespread discussions it was felt it could. It was recognized that, in order to achieve change in behaviour, it was necessary to produce a critical mass of type knowledgeable individuals and then for them to cascade this down through the organisation. It was also important to have ongoing reinforcement not just a one hit workshop.

TypeCoach designed a programme of training, which they implemented initially in 'Wave One' with 10 future leaders in June and November, 2014, followed by an Executive Session, and 300 leaders across the country in 3 live sessions in January, 2015.

The format for each session was:

1. the completion of a 20 minute on-line Verifier questionnaire to identify best fit type for those participating;
2. a Training Program covering the preferences, temperaments, skill building and stress and type, including talks and group discussions;
3. Type-to-Type charts to look at how individuals with different types might have difficulties in communicating and how to meet each other half way;
4. Coaching videos for each type.



Harvard's input to the study was the conduct of a 300 person pre-session survey and then post-session impact surveys covering a wide range of topics. Preliminary results showed improvement in the respondents' attitude towards their job, in communication skills, a decrease in stress, increase in diversity of ideas, improvement in relationships with Virgin Care, increase in intention to stay at Virgin Care and an increase in their self-awareness.

The next stage is 'Wave Two' when it is intended to recruit 5,000 additional users and incorporate train the trainer sessions, live sessions, and online footage and a leader toolkit. So, watch this space! [rob@type-coach.com](mailto:rob@type-coach.com).



Catherine Stothart presented '*From the 'So What' to 'So That ...'*

Catherine is an experienced Coach and Team Facilitator with over 20 years' experience using Type. She uses a 'High Performance Teams' model with 'Interaction Styles' to increase team harmony and effectiveness by moving them from theory to practice. As *TypeFace's* Education, Learning & Development Interest Area Coordinator, her article based on her presentation at the Conference, '*From the 'So What' to 'So That...'*'; can be found in this issue on page 38 [catherine@essenwood.co.uk](mailto:catherine@essenwood.co.uk).



**Susan Nash** of EM-Power, is also APTi Past President. She frequently uses Temperament, Interaction Styles, and Cognitive-Processes together. Her session on '*Behind the Four-Letter Code*' was entertaining and a great refresher on the function-attitudes, as well as Type Dynamics. Susan's enthusiasm is contagious and we sailed through at a brisk pace:

- E/I being direction, rather than source of, energy.
- That we use our dominant function in our preferred world.
- That we use all 8 functions, but the key is ease of use, illustrated by signing with our other hand.
- The J and P balance and assist each other, e.g. if you have Se (Extraverted Sensing), then you will have Ni (Introverted iNtuition).

Susan guided us through a quick exploration of each of the cognitive processes after first identifying which Type uses each as dominant on a chart, and exploring briefly the benefits and drawbacks of each including:

- Se or Extraverted Sensing, identified by the word ‘Experiencing’ has as a plus multitasking and as a minus is easily distracted.
- Si or Introverted Sensing, or ‘Recalling’, has as a plus remembering what works and as a minus can be stuck in the past.
- Ne or Extraverted iNtuition, also known as ‘Brainstorming’ has as a plus lots of ideas and as a minus can be impractical.
- Ni or Introverted iNtuition, or ‘Visioning’, has as a plus future planning and as a minus can have their head in the clouds.
- Te or Extraverted Thinking, or ‘Systematizing’, has as a plus getting things moving but as a minus can seek closure too early.
- Ti or Introverted Thinking, or ‘Analyzing’, has as a plus seeking improvements but as a minus might find it difficult to decide.
- Fe or Extraverted Feeling or ‘Harmonizing’, has as a strength facilitating but can be prone to outbursts of emotion.
- Fi or Introverted Feeling, also known as ‘Valuing’ can be good at listening but may not speak up.



A quick summary of J/P with J using their judging function or decision making in their external world and P using their perceiving function or information gathering function in the external world.

We explored the Type Trilogy cards, which use symbols to assist memory, impact and application. I had an ‘aha’ moment when looking at Introverted Sensing, which is my 7<sup>th</sup> function and explains why I take photos to help me remember what I have *seen but not noticed!* I’ll definitely be having a look at Susan’s Type-Academy website, <http://type-academy.co.uk/>.

Susan finished her session by showing us how to fold up our ‘Cootie Catcher’ to use as an aid to learning the Function -Attitudes. [susan.nash@em-power.com](mailto:susan.nash@em-power.com)



We broke for lunch and enjoyed another buffet before meeting for **Dick Otter and Rianne van Strein’s** presentation, ‘*Experiencing Type through Your Body*’. In their work with sport, they link Type preferences and motor skills, movements and mental functions. They have come to feel you can identify certain preferences by the way you use your body for certain activities—do you lean over (N) to pick something up, or bend your knees (S)? Of course this system does not work as well when someone has been taught, for





example, to bend one's knees to prevent damage to the back, and the same goes for when someone has been coached in a particular sport. Sometimes, in fact, sports skills are actually hindered when coaching, or the prescribed way goes against their natural preference—for example, iNtuitives excel at the high jump because Sensors want to lead over the bar front first and this is not allowed!

This was a fun session as we adjourned to the back of the room to observe how volunteers teed off for golf and participated in tug of war.

Back in our seats, Dick and Rianne showed a video twice to illustrate moving from the top downwards, or from the bottom upwards, indicating iNtuition or Sensing; and whether we move in an associated way (legs following eyes and arms) or a disassociated way (legs going in an opposite direction to eyes and arms), which can indicate SF/NT or ST/NF.

Rianne is a Sports Psychologist, helping prepare people for their optimal performance, and together with Dick, provides Master Classes in 'Type and Movement'. They have found no correlation between male/female and the top down/bottom up or associated/disassociated movement styles. As tennis was currently being played at Indian Wells in California, we had a bit of fun at the end with people speculating on Types of tennis players based on the way they move in tournaments. [d.otter@lefconsult.nl](mailto:d.otter@lefconsult.nl) and [rienne@coach2score.nl](mailto:rienne@coach2score.nl).



Two concurrent sessions forced a choice after a short break, between:

**Markey Read** presenting '*Archetypes and Leadership: Leading in New Territory – Avoiding the Tragic Fall from Grace*,' and **Jane Kise** presenting '*Transforming Entrenched Arguments into Energy for Moving Forward*.'

I attended **Jane Kise's** session on '*Transforming Entrenched Arguments into Energy for Moving Forward*'. She began by reading the story of *The Frog and the Toad*. We all immediately recognized J and P, and identified with one or the other. The 'Frogs' gathered at one table and 'Toads' on another, where we chose three things that we love about that style, and three things we would be uncomfortable with if we had to be the other. Of course, both have value, and to have balance we need to know how to be a Frog (J) and when to be a Toad (P). It is a polarity, so like breathing in and out, both are required—so we are thinking both/and, not either/or. "Polarities are systems with interdependent pairs that, over time, need each other" is Jane's definition.



All Type preferences are polarities, but one is easier for us. Jane gave us three steps to unleash the positive power of differences:

1. See it
2. Map it—examine the results of focusing on each pole, identify what is valued and what is feared.
3. Leverage it—use the energy of both sides to move everyone toward a greater, mutual purpose.

Delegates did a case study called 'Exercise Clean Sweep' to engage the mapping process. [jane@janekise.com](mailto:jane@janekise.com)



Gill Clack reports on Markey Read presenting '*Archetypes and Leadership: Leading in New Territory – Avoiding the Tragic Fall from Grace*' below:

Everyone is a leader somewhere ... but not everyone fits the stereotype of a "corporate leader," This workshop introduced the unique Cast of Characters, the archetypes that each of the 16 personality types uses, enabling us to unlock our true personal power and overcome our potential pitfalls. Markey used these to identify areas where leaders of each type are most likely to be tricked, resulting in their often tragic fall from grace.

She started by introducing a model of leadership styles, using the decision-making functions.

- Extraverted Thinking (Te) types, either Dominant or Auxiliary, are the 'Efficient Structure Leaders' who lead by developing a logically deduced plan of action, based on the most efficient use of time, resources and people.
- Introverted Thinking (Ti) types - the 'Precise Systems Leaders' - use an internal logical framework to make decisions and approach leadership as a series of problems to solve.
- Extraverted Feeling (Fe) types - 'Empathetic Harmony Leaders' - lead by creating harmonious teams to accomplish goals that support the purpose or mission of the organization, group or project.
- Introverted Feeling (Fi) types - 'Personal Authenticity Leaders' - lead by personal example with the emphasis on absolute alignment with core values.



Overlaid on these are the information gathering functions.

- Introverted Sensing (Si) types have their focus on the recall of past experiences which are infinite and a future orientation somewhat limited.
- Introverted Intuitive (Ni) types have a view of the past consisting of large cycles and patterns that provided context and a future which is infinite and compelling.
- The Extraverted Sensing (Se) types have a very limited view of the past with a focus on the here and now with limited view of the future.
- Finally Extraverted Intuitive (Ne) types have a past consisting of patterns that inform the present and a focus on the future filled with possibilities.

Markey then reminded us of the 8 archetypes which were our 'Cast of Characters', the first four in the conscious and 5-8 in the unconscious, as follows:



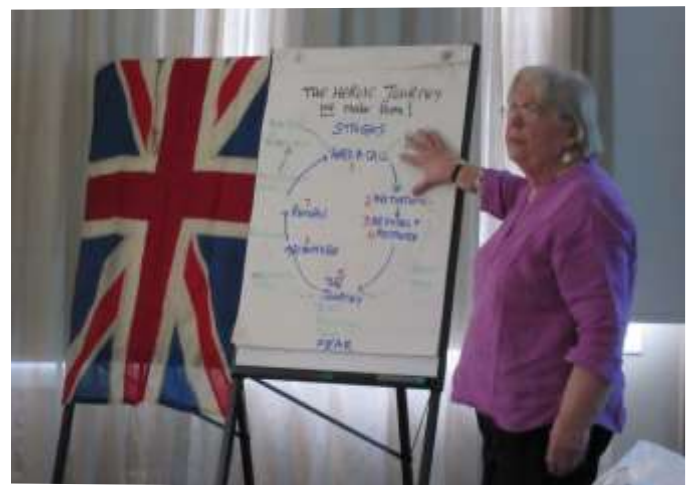
- Dominant (1<sup>st</sup>) Function ('Hero/Heroine') - makes one feel flawless, all-powerful, and deserving of recognition.
- Auxiliary (2<sup>nd</sup>) Function ('Good Parent') - in the service of others in an attempt to be helpful.
- Tertiary (3<sup>rd</sup>) Function ('Eternal Child') - provides fun and creativity in a fragile, immature way.
- Inferior (4<sup>th</sup>) function ('Animus/Anima') - centres on the hero/heroine in a soulful way, a man's feminine nature and a woman's masculine nature.
- 5<sup>th</sup> function ('Opposing Personality') - rejects and challenges in a passive-aggressive way.
- 6<sup>th</sup> function ('Critical Parent') - sets limits in a harsh, destructive way.
- 7<sup>th</sup> function ('Trickster') - asserts personal freedom and deceives others or oneself and plays practical jokes.
- 8<sup>th</sup> function ('Demon/Daemon') - can either undermine or provide wisdom.

Markey then discussed what might happen in a team when different pairings of leadership type and/or archetype arose and how this might produce conflict. We discussed these in groups, focussing on our own particular profiles to see which pairings might be particularly challenging to us and how one might overcome them. [markey@careernetworksvt.com](mailto:markey@careernetworksvt.com).

After tea break, everyone gathered to hear **Sally Campbell** presenting 'What's Your Story?' Sally is one of the founding members of BAPT and lives on the Isle of Arran in Scotland. She began with a quotation: "The Psyche is a whole in which everything is connected with everything else." Without stories we would be in danger of losing our memories and community. Ben Okri said, "Stories are the secret reservoir of values." We are story-telling beings because:

1. There are two modes of thinking
2. People live storied lives
3. Families and organisations are storied systems
4. Stories can set us free

Sally shared her story, showing how role models and symbols function to guide our journey to shape and express our values. Equal Opportunities was a theme or thread that ran through her story from an early age. Although our society has come a long way with equal opportunities, there is much to be done, and understanding Type can help this journey. The narrower the society in which we live, the bigger the shadow will be, both individually and collectively. There is a saying, "You can't do things differently until you see things differently." She gave us a few moments to reflect on who had been our helpers on our journeys.



Sally commented that, when looking at Type Theory, the absence of evidence is not evidence of absence! She encouraged us all on our journey to hear the call—we identified our helpers, we need to ask now, “Who are you helping?” We are all inter-connected, says Sally, so share your story. [sallya.campbell@btinternet.com](mailto:sallya.campbell@btinternet.com).



There was a short break and then delegates gathered for the **AGM** over a glass of wine. Jan Parsons, Board Secretary, brought the AGM meeting to order and steered everyone smoothly and expertly through the agenda.

Angelina Bennet gave the ‘**Presidents’ Report**’ for the year and we were pleased to hear that membership is slightly up at 157 members. She presented a gift to Susan Nash for conducting webinars free to members, then a gift card to Gwyneth Adams for staying on to help get the membership database transferred over to a new system.

Gill Clack, *TypeFace* Editor, outlined the progress on the **TypeFace archive** that had been created by uploading all the issues of *TypeFace*, since its inception in 1989 to the current day, on to the MILO library database at CAPT. [MILO stands for the **M**ary and **I**sabel **L**ibrary **O**n-line] These issues had now all been catalogued, a comprehensive index produced by year, and all articles could now be downloaded and stored on one’s own computer. It was also possible to search for articles by a particular author or subject. A pre-conference letter had been sent out with this information to the membership but the issue of access needed to be decided - was the magazine to be open access or restricted for a few years before being freely and publicly available? After a discussion when several points were made, including the fact that *TypeFace* was a benefit of membership so should have some protection; a contributing author might not want to share their work for a year or two or three; on the other hand, it could be considered free publicity, and we are a charity with a goal of making Type Theory accessible. A vote was then taken and, on a majority, it was agreed that free public access to download articles should be restricted to articles over two years old. If individuals wanted to see articles from the most recent two years they would be encouraged to join BAPT and access them on the [www.bapt.org.uk](http://www.bapt.org.uk) website in the Members’ Only section. If, however, there was a bona fide researcher who wanted a later article then the Research Librarian at CAPT should be given the discretion to supply this on a pro bono basis. Sally proposed a vote of thanks to Gill for creating this on-line archive with CAPT. Gill reported that, although some of the articles from the APTi *Bulletin* were on MILO, they were not downloadable. However, recent issues were available to BAPT members on the Members’ section of our website, or BAPT members could access them all by joining APTi as a Basic Member, which was FREE!



Discussion then moved on to the issue of establishing **Regional Groups** around the country and Ann O’Sullivan offered to set up a Bristol Type Group to meet twice a year, Sally Campbell offered to do one North of the Border if there was sufficient interest, and Louise Lloyd offered to run a London Type Group.

Hilary Perrott proposed that a printable Conference Flyer be produced for members to use to promote BAPT and the Conference.

Gwyneth Adams then proposed a vote of thanks to Susan Nash for her work with webinars.

There was a short report from Chris Rigden, who looks after our **website**, and she invited anyone with ideas as to what would make it more useful, to contact her

on [christine@insightsforchange.co.uk](mailto:christine@insightsforchange.co.uk). People were reminded that they could set up a profile in the member's area that helps people find any practitioner near them. It was also suggested that it would be helpful for a map of the UK to be produced showing the member distribution and Chris agreed to look into the feasibility.

Louise Lloyd then presented the *'Treasurer's Report'* and the financial statement was accepted by the AGM.

Discussion then moved on to *'Elections to the BAPT Board'* and the following were agreed:

Sarah Perrott was elected to be Membership Secretary.

Susan Nash was voted on to be in charge of the Conference and Events, including webinars.

Janet Parsons was re-elected to serve as Secretary to the Board.

Angelina Bennet was re-elected to serve as BAPT President for one further year, and then as Past President for a further year, but we will need to elect a new President in 2016.

Our Board members do an essential job—why not consider serving on the BAPT Board yourself?

After the AGM delegates enjoyed a three course dinner and 'talked Type' through the evening.



Saturday morning we went straight to breakout/concurrent sessions, choosing from three options:

**Ann Holm** presenting *'Step III'*,

**Carol Parkes** presenting *'Personality Diversity at Work'*, and

**Ben Lowater** presenting *'Type and Parenting.'*



I was interested in learning more about Step III and so went to listen to **Ann Holm**, who is an MBTI® Master Practitioner with a background of 25 years in brain injury rehabilitation, talk about *'What can Step III tell me that I don't already know?'*

Step III was developed by a Team of Type Experts including Allen Hammer, Naomi Quenk and Mary McCaulley, out of Isabel Myers' research notes in the archive library. It is a very complex tool and its 222 questions generate statements using a sufficiency scale of confidence, stamina and compensatory strain, plus development scales and also rules in the questionnaire such as combinations of answers. Its main purpose is to assess and aid Type Development and it is a 'point in time' assessment to look at how we use perception and judgment; how we use strengths and meet development challenges, and which assumes that we arrived at this point for good reasons.

In Ann's session we began by telling the group the craziest thing we have ever done. Experiences are important to development, and research on identical twins, separated at birth, had shown that around 50% of our personality comes from genes and the rest from our environment (passive, evocative and active), including culture, and with an element of personal choice. We don't inherit a trait, but the genes influence how we respond to our journey.

Ann handed out three case studies and had us identify classic Type behaviour, what came from the environment and what more information you might need to begin a dialogue, as an example of how coaches begin their feedback with Step III clients. The key to Step III is the conversation that it generates and the awareness it creates. It is a licensed tool that can only be used by qualified

practitioners who have trained and become qualified. In order to train to use Step III you must first have a Masters Degree or higher in an approved field; work with clients in a one-to-one counselling, coaching or therapeutic relationship with a minimum of two years of experience; and have already completed an MBTI® Certification Programme to use Step I and Step II. Coaches use the twelve statements that come out of Step III to explore your approach to yourself and your world; people and relationships; responsibility and work; and problem solving and decision-making. [annholm@annholm.net](mailto:annholm@annholm.net).



Gill Clack reports on Carol Parkes presenting '*Personality Diversity at Work – Are Some more Equal than Others?*'

This workshop focussed on type diversity and prejudice at work and in the wider community.

Carol showed the type distribution of the UK population highlighting an overrepresentation of ISTJ, ISFJ, ESFP, ESTJ and ESFJ and an underrepresentation of INFJ, INTJ, INFP, INTP, ENTP, ENFJ and ENTJ. So, the NFs and NTs were minorities.

Other research demonstrated a clear pattern of people feeling pressure, primarily from work and organisational culture, to be E, S, T and J, especially E and J. Those most satisfied with their current job were EJs and least NPs; those who enjoyed the work in their current job most were again EJs and the least IPs, and individuals thinking about quitting their job were mostly NPs and least ESs.

In a study investigating individuals' desires to be another type, the highest percentage wanted to be ESTJ and the lowest ISFP. However, taking into account the proportions actually in the different types, most wanted to be ENFJ, linking to the 5 Factor Model's positive attributes of Extraversion, Openness, Agreeableness and Conscientiousness.

28% of the UK population have TJ preference, 24% combined with S and 4% with N. In organisations, NTJs are 4 times over-represented in top management jobs and non-NTJs 0.9 times under-represented. The strengths and weaknesses of the TJ leadership styles were summarised.

So, was anything changing? Some change had taken place in recent years. Although the UK Equality Act, 2010 was enacted, it does not cover personality preferences or traits. There are also changing ways of working, but the current economic situation has meant, in fact, more control. The change in ways of networking/communicating, via social media, may also favour EN preferences and the media gives increasing exposure to flamboyant Extraverts on TV.



We then discussed in groups our thoughts/advice for the next generation on how to enjoy being themselves at work and what organisations could do to reduce type prejudice in practice.

Advice to the next generation included:

- Start by knowing who you are – introduce knowledge of type/personality, etc. from an early age at school;
- Get to know what you enjoy and are good at ... and do it – try out many things to attain this knowledge and take risks but with family support;
- Anticipate possibly not fitting in – expect to have struggles and having to do something about it, remembering there is often growth through adversity;
- Get good exposure to diversity – mix with and get to know a diverse group of people, learn to value the opposite perspective and to work with others who are different;
- Remember a strength pushed too far becomes a weakness;
- Don't make your children live your unlive life – let them be who they are.

For organisations, the following were suggested to reduce type prejudice in practice:

- Acknowledge the problem;
- Actively look at ways of working to support Introversion and other ‘less valued’ preferences;
- People should be allowed realistic expectations, e.g. not everyone wants to be a leader and preparation for work should start early at school.

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Chris Rigden reports on Ben Lowater presenting ‘Type and Parenting’ below:



**Personality Parenting – Ben Lowater**

What an amazing session! Ben introduced us to his model of parenting children according to who they are as individuals. This has been addressed by other authors (such as in *Nurture By Nature* by the Tiegers) but Ben’s model was new to me.

The basic premise is that children have six basic, universal needs (regardless of type/temperament) which he outlined for us. He observed that these six needs quite neatly fit around Maslow’s hierarchy of human needs, but from a child’s perspective they are in the opposite order. The most important universal need for a child is Unconditional Love, and the Necessities of Life are of less importance (though some might want to argue that as being from a well-off-Western perspective).

The Universal Needs are the ‘what’ of his model. The Core Needs (as defined by the Temperaments) are the ‘why’ they need what they need. The relationship between them is the ‘how’ and individual child needs them to be expressed.

Ben has children so he knows this ‘from the inside’ as it were. He illustrated his talk with scenarios from family life, showing how discipline, rewards, and so on, all have a different impact for children of different Temperaments.

He gave us each a single-page matrix, mapping the core need of each Temperament to each of several contexts: Need in the home, what they seek and talk about, their prevailing mood, what they respond well to, how they are in the classroom or at play, their main stressors and some key principles for parenting a child of that temperament.



Ben gives workshops on his model, and there is a FaceBook page for Personality Parenting that you are invited to explore and to Like. No book as yet, though we were all interested in further study of his model, and we all hope he will have time to put something together soon! [ben\\_lowater@hotmail.com](mailto:ben_lowater@hotmail.com).



After the coffee break, we had our last three concurrent sessions, with a choice between:

**Leslie Francis** presenting ‘**Type and Spiritual Interpretation**’,

**Angelina Bennet** presenting ‘**The Time of Your Life—Type Development over Life**’, and

**Pauline Siddons** presenting ‘**Type, Depth, Development and Diversity.**’



I very much enjoyed **Pauline**’s fast-paced and fun session looking at High Impact Visuals, which she introduced with a visualizing exercise—learning our 17 times table in six minutes, using colour, position, action, audio, etc. to help us remember!

OPP have developed visual tools that use colour to depict Type, with red for Feeling, blue for Thinking, yellow for iNtuition, and green for Sensation. Therefore, it follows that J=P+F as purple and P=S+N as yellow/green. Orange for Extraversion and turquoise for Introversion were chosen from feedback in sessions. Posters can be used in sessions for visual anchoring, where delegates stand by them and discuss their Preferences.

We were given the ‘*Flip a Type Tip!*’ tool and a *Z-Model Pocket Problem Solver*, also using High Impact Visuals. These are great resources for making Type stick and helping maximize the impact of diversity, as well as helping us pay more attention to our neglected functions, thus leading to 3D Type with depth, development and diversity!

We looked at OPPs ‘*Typies*’, which you can see and use for free on-line at <https://www.opp.com/typies>. These are visuals that have a tailored graphic figure depicting a four-letter Type holding an object depicting the auxiliary function and surrounded by a border of the appropriate colour containing descriptive words for that Type. Step II Typies have a ‘word cloud’ that depicts ‘out of preference’ descriptors in different colours and with strength of preference depicted by size. There are also Team ‘Typies’ you can access.

We finished off the session by seeing if we could remember our 17 times table—hurrah! [Pauline.Siddons@opp.com](mailto:Pauline.Siddons@opp.com)



**Gill Clack** reports on Angelina Bennet presenting ‘**The Time of Your Life—Type Development over Life**’ below:

Angelina started the workshop with the question ‘**What is Type Development?**’ We think of type as being innate, hardwired and, indeed, certain characteristics of type can show quite early, e.g. Introversion. However, as we go through life this changes through the processes of Differentiation and Individuation.



**Mental Process Differentiation** between the judging and perceiving functions (J/P) occurs when we recognize the separation of the functions into distinct opposites in order for them to be used effectively, and we recognize which is our auxiliary function. When it comes to **Preference Pair Differentiation** (S/N, T/F) the functions may be contaminated by the other, e.g. F to T or vice versa. And in the case of **Internal Differentiation**, we learn to recognize both the positive and negative shadow sides of our preferences the latter emerging, for example, when we are tired.

Angelina then introduced us to some **Vertical Models of Type Development** produced by Jane Loevinger, Susanne Cook-Greuter and Kegan. These are the stages we go through in life, with the first half focussed on increasing differentiation (separating out what is and is not us) and the second half producing integration (bringing these back in again). As we achieve these as we get older we mellow.

The early stages of **Ego Development** tend to be age-related, conditions permitting, and the later ones in response to experience. There develops a broadening of perspective, increased self-awareness and emotional intelligence, relationships become more collaborative, less defensive, increased mindfulness and subject-object reflection.

Angelina then presented seven levels of development that she had adapted from Cook-Greuter - hers are in italics. Also shown are the proportions found at each level in the adult population:

1. Opportunist/*Power & Control* – Need to win (4.3%)
2. Diplomat/*Social Identification* – Need to fit in (11.3%)
3. Expert/*Personal Identity* – ‘Know themselves’ (36.5%)
4. Achiever/*Determined Action* – Need to find the answers (29.7%)
5. Individualist/*Considerate Individualism* – Multiple perspectives and inner conflict (11.3%)
6. Strategist/*Integration & Authenticity* – Systems view (4.9%)
7. Magician/*Magician* – Integrated perspective (2.0%)

Thus, most individuals (66%) attain personal development to Level 3 or 4.



There are many perspective changing experiences through our lives, e.g. what we are told as a child (both positive and negative); travel; challenges at work pushing our comfort zones, and difficult life experiences such as bereavement.

Individuals often experience a period of fluctuation and confusion during the transition from one stage to another, can get stuck at earlier stages of development, can fluctuate through several stages in a day even though they still have a ‘centre of gravity’, and may not constantly operate out of the stage that they have developed to when situations and pressure cause them to revert. All stages (except Opportunist) can demonstrate effectiveness, depending on environment, and this comes from operating at a stage appropriate to your situation.

We rounded off the workshop discussing the application of these theories of development in the coach/coachee situation, and likely challenges that would need to be overcome depending upon which stage the coachee had reached in his/her life.

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Allan Duncan reports on Leslie Francis presenting ‘**Type and Spirituality Interpretation: A Workshop in Hermeneutics**’ below:

Yes, I needed a definition of hermeneutics too. Happily, Leslie was on hand not only to provide a definition, but also to offer us a vivid example of hermeneutical research in practice. In simple terms hermeneutics is the science and study of interpretation, often of biblical texts or philosophical literature.\* In our workshop our “text” was two consecutive excerpts from *“The Wind in the Willows”* by Kenneth Grahame.

Leslie began by sharing a series of linked philosophical questions that drew on both his interest in theology and social science:

- How do different readers interpret scripture?
- By studying their interpretation, can we discover sociological patterns at work?
- If reading is rooted in a sociological context, how might interpretation be shaped by psychology and psychological type preferences?

To explore our own relationship to these questions we were organised into two groups, those who preferred “Intuition” and those who preferred “Sensing.” We were given the first excerpt to read and then asked to discuss the question, “What do you see in the passage?” For the “Intuition” group that I was part of, we found a mystical quality, evocative of both fear and hope, of a transitioning “full of significance”. For the “Sensing” group there were shared themes, with perhaps more awareness of the words of the text, more consciousness of the practicalities and particulars of the story as well as the images.

For the second excerpt we were reorganised into “Thinking” and “Feeling” preference groups and asked to consider a different question, “What issues emerge from this passage?” Once again, there were similarities but also clear differences between our two groups.

The core of Leslie’s proposition is that, in order for us to get closer to the heart of the meaning of a text, we must use all of our type functions purposefully and sequentially. In our 90 minutes we could see the value added through looking through different type lenses. His research suggests that we should start with the Perceiving functions (Sensing and then Intuition) and then move on to the Judging Functions (Feeling and then Thinking). Exactly as our session was structured.

Happily, you can test this yourself. In a spirit of hermeneutical enquiry, why not find a copy of the book and read the chapter *“The Piper at the Gates of Dawn”* purposefully and sequentially with your type functions in mind. [leslie.francis@warwick.ac.uk](mailto:leslie.francis@warwick.ac.uk).

\* [en.wikipedia.org/wiki/](http://en.wikipedia.org/wiki/)



I have mentioned the meals and tea breaks in this report because at most conferences they are merely necessary fuel stops, but at Type Conferences they are valuable opportunities to network and ‘talk Type’, sharing and discussing, consolidating and deepening understanding. In short, taking Type deeper, experiencing its diversity, and providing further opportunity for personal development.

So, after lunch, delegates gathered for our final session with **Katherine Hirsh**. Her session was entitled, *‘Once Upon a Time in the Unconscious: Cinderella, Envy and the Development of the Inferior Function.’*

Katherine has a real interest in the positive use of the inferior function and finds the psychological elements of the Cinderella story can lead us to the depths of Psychological Type and exploration of the non-preferred, or inferior, functions. The part of us that is in the shadow can become vicious, as the rough quote, *“the poison that is envy not only attributes vice but grieves at others’ virtue”* shows; but we can turn it to change and improvement through Type development, moving from *envy* to *admiration*, setting the stage for acceptance and integration of various aspects of our multi-faceted selves. We need to recognize the abundance within us and rejoice in it gratefully. It is a difficult journey. As someone once said, work that we have to do on ourselves is like bomb disposal when we ourselves are the bomb!

To help us recognize the good in our inferior function, we engaged in an exercise to recall and share at our tables a time when we behaved out of our shadow to help in a challenging situation, using the inferior in service to our dominant function.

Katherine delved into the Cinderella story to bring out some analogies to help us recognize and value our non-preferences:

- A **Cinder** is a spark that can create a glow in an otherwise dark place, becoming the gateway between light and dark.
- The **Invitation to the Ball** includes the *whole* household. We are invited to be our whole selves, but shame, fear, etc. hold us back from expressing our non-preferred, or shadow, aspects.
- From **Rags to Ball Gowns** creates a transformation, but we need to recognize our worthiness to go to the ball. There is no ideal way to be and worthiness has no prerequisites.
- An **Abundance Mentality** helps. Cinderella does her work with pride, dignity and enjoyment. The envy approach denies you goodness and appreciation of others.
- **Reach For the Plenty** instead of sinking into despondency. Reach toward that plenty with wonder and pleasure.
- **Fitting In Versus Belonging**. The stepsisters cut off a toe or heel to squeeze into the glass slipper. Fitting in is not the same thing as belonging. Belonging does not require us to *change* who we are but *to be* who we are. ‘When the shoe fits ...’ reminds us we need self-acceptance to be authentic.



Another exercise engaged our exploration of how we might begin to get out of the way of our own development in order to ‘get ready for the ball’, or set the scene for 3D Depth, Development and Diversity.

Katherine finished by telling us we have a magic wand, but to

- Start small and be grateful.
- See Type Development as a journey rather than an end point.
- Take risks and challenge yourself. Honour yourself and honour others by giving them space to do the same.
- Focus on showing up rather than on being perfect.
- Don’t forget to look in the obvious places.

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The Conference ended with a Q & A as the presenters came to the front and fielded questions, including whether we need to ‘redeem’ the Type Indicator and how can we do this? A number of points were made.

Katherine Hirsh said the recent energy around criticizing Type Theory could be borne out of envy, as a result of comparison to trait instruments or it could be ethics related and a result of abuse and misuse of the Indicator. It is a challenge for us as a community to evaluate the core reason for the attacks.

Susan Nash added that the instrument and performance are different things.

Angelina Bennet mused that many misunderstand the tool's purpose and value.

Claire Bremner emphasized that the MBTI® instrument is not a **now** tool, but needs time for an individual to personally internalize and understand.

Jane Kise cautioned practitioners not to give in to the pressure to try to convey the understanding in a short period and to consider doing only **one** preference in an hour session.

Pauline Siddons mentioned that OPP have a letter about ethical use that they can send out to those who infringe ethics if you let them know of a need. OPP also offered to bring a Step II Presentation free of charge to Type Groups who would like it. She also mentioned that the MBTI® Qualification Programme is now called the Foundation Course at OPP.



And so this year's BAPT Conference came to a close with Angelina wishing everyone a safe journey and hoping to see even more people at the BAPT Conference 2016. These conferences are such a great opportunity to keep up with the latest Type developments and tools; rubbing shoulders with Type experts, sharing your journey and learning from others in an enthusiastic, earnest and fun community of fellow Type-users, who value this wonderful theory that has such far-reaching benefits for all people—for all Types. If you weren't there you really missed out, but we hope that these short reports can give you a glimpse of what took place and encourage you to resolve **now** not to miss out next year.

It's not too late to book for and attend the APTi Bi-annual Conference, which takes place in Miami July 22-26. For information visit the APTi website <http://aptinternational.org>

