

# Evolving our Notions of Change

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Concepts

INTP

# Shifting our mindsets

- How can we make the activities needed to reach our goals so rewarding that we don't just reach these goals, but instead far exceed them out of pure enjoyment?
- How can we create goals such that they engage our *internal* wellspring of motivation: building competence, enhancing our sense of meaning and purpose, and fostering happiness?
- How can we avoid distracting ourselves with quick fixes, short-term gains, addictive repetition or settling for what's easy rather than what's possible?

**Bad is stronger than good;  
or there is a reason  
Seligman had to call for a  
“positive psychology”**

Loss aversion mindset

“Bad emotions, bad parents, and bad feedback have more impact than good ones, and bad information is processed more thoroughly than good. The self is more motivated to avoid bad self-definitions than to pursue good ones.”

Baumeister et al. p. 323

Or more concretely “...you are more upset about losing £50 than you are happy at gaining £50.”

Baumeister et al. p. 326

“Brief contact with a cockroach will usually render a delicious meal inedible. The inverse phenomenon—rendering a pile of cockroaches on a platter edible by contact with one’s favorite food—is unheard of. More modestly, consider a dish of a food that you are inclined to dislike: lima beans, fish, or whatever. What could you touch to that food to make it desirable to eat—that is, what is the antickroach? Nothing!”

Rozin & Royzman, p. 296

# Let me show you the benefits

If you are like me, colleagues are always asking you why you use type. Let's build a short list - an "elevator speech" - which enumerates a couple of the benefits (the good).

For example:

“When people realize there are different ways of taking in information, they can adjust their styles to improve communication and close more sales OR give more effective direction to team members OR...

# Let me solve your problems

Armed with this list of benefits, now create a second version of this speech where you reframe the benefits in terms of potential *losses* (the bad) when type is *not* used.

For example:

“When people are unaware of the different ways of taking in information, they can fail to communicate effectively and lose sales OR leave team members puzzled over their direction OR...”

# Self-efficacy and self-determination; or Competence, autonomy and relatedness

Internal motivation mindset

“[C]onsider the notion of empowerment. It presumes that [some external authority] has the power and benevolently ladles some of it into the waiting bowls of grateful [individuals].”

Daniel Pink, *Drive* p. 91

# Control and compliance vs. mastery and engagement

Complying with externally mandated conventions when defining yourself usually comes at a cost:

- a cost to self-esteem because it presumes an outsider has the right to be making decisions about your worthiness, and
- a cost to self-understanding because when we use only the labels approved by others, we must often hide or deny a part of who we are.

# Opening the boxes

- Find a partner and tell your partner about a time when type gave you or a family member/friend/client the power to self-identify rather than feeling marginalized.
- How did type help you or your family member/friend/client move from blame or shame or fear with regard to an aspect of self to a place of joy, dignity and celebration.
- What did it feel like to have this experience or to be a witness to it?

# Are we there yet?

Journey mindset

# Excursion, expedition, jaunt, journey, pilgrimage, trip, voyage

While all of these nouns refer to a course of travel to a particular place, usually for a specific purpose, there is a big difference between a **jaunt** to the nearest beach and an **expedition** to the rain forest.

*New Oxford American Dictionary*

# Trip, journey

While a **trip** may be either long or short, for business or pleasure, and taken at either a rushed or a leisurely pace (*a ski trip; a trip to Europe*), a **journey** suggests that a considerable amount of time and distance will be covered and that the travel will take place over land (*a journey into the Australian outback*).

# Voyage, excursion

A long trip by water or through air or space is a **voyage** (*a voyage to the Galapagos Islands; a voyage to Mars*), while a short, casual trip for pleasure or recreation is **jaunt** (*a jaunt to the local shopping mall*).

**Excursion** also applies to a brief pleasure trip, usually no more than a day in length, that returns to the place where it began (*an afternoon excursion to the zoo*).

# Expedition, pilgrimage

Unlike the rest of these nouns, *expedition* and **pilgrimage** apply to *journeys* that are undertaken for a specific purpose. An *expedition* is usually made by an organized group or company (*a scientific expedition; an expedition to locate new sources of oil*), while a *pilgrimage* is a journey to a place that has religious or emotional significance (*the Muslims' annual pilgrimage to Mecca; a pilgrimage to the place where her father died*).

Gradually, through my scientific work, I was able to put my fantasies and the contents of the unconscious on a solid footing. Words and paper, however, did not seem real enough to me; something more was needed. I had to achieve a kind of representation in stone of my innermost thoughts and of the knowledge I had acquired. Or, to put it another way, I had to make a confession of faith in stone. That was the beginning of the 'Tower,' the house which I built for myself at Bollingen. - C. G. Jung

p. 223 *Memories, Dreams, Reflections*

# Your type development journey

What does your journey look, feel, smell, taste and sound like? Please create (or find something) to share it with us. Here are a few ideas to get you started.

- Historical figure, fictional character (literature, film, TV, radio), famous person, saint, mentor, family member, archetype, mythological figure, god/goddess
- Map, structure, graph, diagram, Excel spreadsheet, shape, equation
- Setting, environment, building, park, neighborhood, town, city, state, country, planet, galaxy
- Dance, song, piece of music, sound, mime, gesture, smell, taste, touch/felt sensation
- Cartoon, painting, photograph, internet meme, sculpture, collage, film/video, pottery, textile

**Thank you!**

# Resources

- Baumeister, Roy F. et al. (2001). Bad is stronger than good. *Review of General Psychology*, 5, No. 4, 323-370.
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- Kahneman, Daniel. (2011). *Thinking fast and slow*. London: Penguin.
- Jung, C. G. (2011). *Memories, Dreams, Reflections*. NY: Random House.
- Pink, Daniel. (2009). *Drive: The surprising truth about what motivates us*. NY: Riverhead.
- Rozin, Paul & Royzman, Edward B. (2001). Negativity bias, negativity dominance, and contagion. *Personality and Social Psychology Review*, 5, No. 4, 296-320