

BAPT 25TH ANNIVERSARY INTERNATIONAL CONFERENCE

29-31 MAY 2014

“TYPE OVER TIME”

Report by Nancy Silcox (ENTJ) – Assistant Editor



The BAPT Conference this year was a very special event celebrating 25 years. It was a truly International Conference, with nearly 100 participants from around the world, including Australia, New Zealand, the USA, Canada and many countries in Europe. This was partly due to the original plan for BAPT to combine with EAPT, the European Association for Psychological Type, and we thank Lieve Vermeulen, founder of EAPT, for her preliminary work, before personal circumstances forced her to hand over to BAPT. The next EAPT Conference is planned for Amsterdam in 2016. BAPT had a super team who worked hard to produce one of the best Conferences I have ever attended. BAPT was extremely grateful to OPP, the Type Academy, Type Coach and APT International for providing valuable sponsorship to support the event and for providing displays and resources during the Conference.

The Conference was along the lines of the APTi Conference in the US, and the sets of four concurrent sessions on Friday and Saturday were a big plus, providing a great variety, with something for everyone. However, it was extremely difficult to choose which one to attend, which is one of the reasons for the structure of this report, with the longer summaries provided by myself or Gill Clack based on our own attendance at the sessions concerned, with the remainder derived from the abstracts provided by the speakers. Thus, you will at least be able to see a short summary of sessions you missed, if you were there, and if you weren't there, you missed a fantastic Conference!

The beautiful, colour Conference Brochure with agenda, short descriptions of each session and presenter biographical information is still available on the website at:

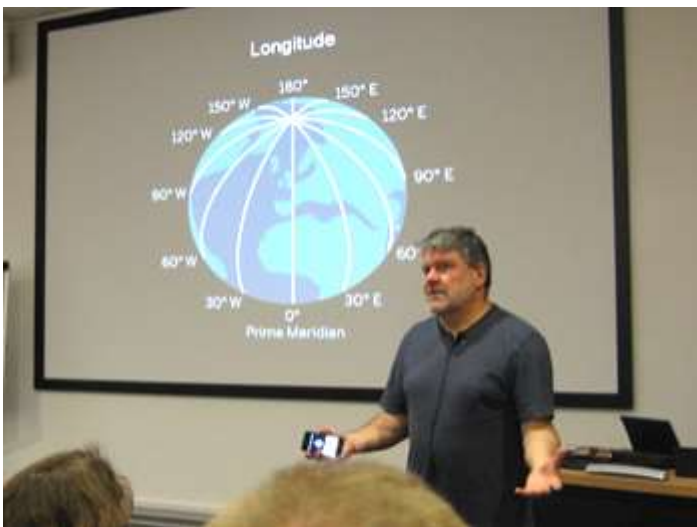
<http://www.bapt.org.uk/wp-content/uploads/2014/06/2014ConferenceBrochure.pdf>.



The Conference venue of Greenwich was in a leafy suburb on the edge of London close to the River Thames with the Royal Observatory and Cutty Sark within walking distance. Greenwich is a very scenic and historic area that draws millions of tourists every year. It is here that time begins and changes at the Meridian Time Line with 0 degrees Longitude. An excellent place for a conference, being the centre of the world, and very appropriate for our conference theme of “**Type Over Time**” - pun intended!

After Registration and an excellent Buffet Lunch, the Conference opened with four stimulating speakers in the Stephen Lawrence Building at the University of Greenwich.

BAPT President, Angelina Bennet welcomed everyone and we sat enthralled as Mr. Greg Smye Rumsby from the National Maritime Museum began our journey through time with a dynamic and entertaining history of mapping and navigation of the earth, the development of accurate time-pieces, and how Greenwich became 0 degrees Longitude at the 1884 International Meridian Conference held in the USA. When you visit the Royal Observatory nearby you can stand with one foot on each side of the Meridian time line.



Following this introduction, Jane Kise, past APTi President, shared her **Top Ten Tips from 20 Years of Type**. Beginning with number 10, I am going to share these with you, but as she says they are still flexible and evolve over time.

- Number 10: **J & P are mutually exclusive**: when you are engaging in perceiving, you are not judging, i.e. making decisions or taking action.
- Number 9: **Embrace your Opposite**
- Number 8: **Make Type Sticky** by a) Keeping it simple, b) Making it concrete, c) Keeping it credible, d) Making it emotional, and e) Using stories
- Number 7: **Know Your Goal** – are you identifying preference, demonstrating strengths, discovering blind spots, etc.?
- Number 6: **Exercise, Exercise, Exercise** – and we did. Everyone had a good laugh and learning experience as we played ‘Pictionary Telephone’, which is like Chinese whispers, only you write down the word and pass to the next person, who then draws a picture to portray your word, and then passes the picture on to someone else who writes a word derived from the picture and so on. Sharing at the end was very animated!
- Number 5: **Everything Isn’t Type**
- Number 4: **Type Isn’t Enough** – other concepts and tools complement, such as EQi. Polarity thinking can cause a problem because ‘when all you have is a hammer, everything looks like a nail’. We need balance.
- Number 3: **Listen and Learn From Your Critics** – we need feedback to grow
- Number 2: **Avoid the ‘Curse of Knowledge’** – you can’t share it all at once or people get information overload and intellectual indigestion.
- Number 1: **Go for Mastery** – realize the importance of apprenticeship and learn from the masters. Observe, practise and experiment.

We had a tea break after Jane's session, and I always find that learning continues during the breaks, as people reflect and talk over what they have just experienced. Jane encouraged us to learn from the masters and this is the best place for it! At this Conference we heard from, and had the opportunity to chat with, coaches, practitioners, trainers and people who train practitioners for various instruments, as well as Type Association Presidents and founder members of BAPT.



Someone said that "To go ahead, you first have to look back." So after the tea break we moved from history and things learned from the past, into the future with Rob Toomey's session on **"What If? Imagine the Future of Type in 5 / 10 / 50 years"**. Rob began with some amusing pictures of how the internet has changed the world. It has also changed the world of Type and, although there is much that is incorrect or used unethically on the net, there is also a far greater availability and spread of Type knowledge. Rob set us a series of five minute discussion topics:

~ "What does the Type Community do when a majority of educated people already know their best fit Type?"

Feedback: Application – not just knowing, but applying and using Type!

~ "In a post 'self-awareness' world, what is the point of Personality Type? What are the goals and legacy?"

Feedback: Self-awareness is ongoing. It is a starting point for *other* awareness. Results include fulfilment and profit — both business, ££, and personal.

~ "How is the world better in 50 years because of Type?"

Feedback: Better schools, relationships, parenting, careers satisfaction, etc.

Rob then gave a few suggestions on how to move the acceptance of Type forward:

1. Appeal to the younger generation
2. Make it scalable, i.e. coaching 1:1, training 1:50, on-line 1:10 million
3. Move from theory to application
4. Get scientific — we need more rigorous research demonstrating the validity and usefulness of Psychological Type
5. Make Type an on-going learning experience, not just a one-time event.

His last tip was that animations are helpful and effective, and he played a short animation to illustrate this. No one needed convincing!



Susan Nash, President of APT International (APTi) for 2014, was our last speaker on Thursday afternoon suggesting **"Using Type to Manage Your Energy (Not Your Time)"**. Susan's sessions are always totally engaging and interactive. She began by giving us an 'Energy Audit' to complete of our Physical, Emotional, Mental and Spiritual Energy. No surprises here to find many of us need tips

on managing our energy! So Susan took us through these four aspects of Energy Management, using charts and exercises. She believes that using the Temperaments and their names is more helpful here than using the type preferences: 'Improviser' for SP, 'Stabilizer' for SJ, 'Theorist' for NT and 'Catalyst' for NF. To show us why, she had us do a 'values sort' or checklist, identifying our top 10 values, which underlined the temperament role in energy. Her 'bull's eye' illustration also showed that some of our core needs and values are not always *seen* by others — what they see are our talents, roles and behaviour. We need to identify, recognize and embrace these core needs and values in order to keep our Spiritual Energy up.

Susan brought in the Interaction Styles of 'Behind the Scenes', 'In Charge', 'Chart the Course' and 'Get Things Going', to illustrate mental energy. When we work in our giftedness, it energizes us.

For each of the four energy categories, we participated in an exercise to help us focus on what affects our own and others' energy. These will prove to be valuable into the future, as we play to our strengths, and use our natural abilities to maximize our energy in our personal lives, in our teams and in our work.



The rest of the Conference was in the nearby De Vere Devonport House, so delegates gathered in the bar there at 7 pm, where OPP, also celebrating their 25th anniversary, joined with BAPT to sponsor a glass of bubbly before the BAPT 25th Anniversary Dinner. During this Laurie Lippin serenaded us in the bar on an accordion. The Devonport House Hotel was an excellent venue with comfortable rooms for those staying there, free wifi, comfortable, spacious, well-equipped meeting rooms and excellent food, with tea breaks and lunches included in the Conference price. The Anniversary Dinner was a wonderful occasion where friends reunited — one table, indeed, held some of the pioneer UK Type Users and Founder Members of BAPT. Angelina, BAPT President, cut the Anniversary Cake, which she had made herself, and gave a short speech before inviting Susan Nash to say a few words on behalf of the Association for Psychological Type International (APTi).



Friday was filled with five sets of four concurrent sessions, and ended with the BAPT AGM at 6 pm, accompanied by a glass of wine. Space constraints mean we cannot report comprehensively on every session. We have, therefore, reported more fully on those attended by either myself or Gill Clack to give a taster, with references to the other three we could not cover. However, each session is described concisely in the abstracts in the Conference Brochure, which also has information about each presenter at the end. This is still available for you to view and download from the BAPT website at: <http://www.bapt.org.uk/wp-content/uploads/2014/06/2014ConferenceBrochure.pdf>



9:00-10:30am



In the main room, Jane Kise presented **“Leadership Development Through Polarities,”** showing that even though our preferences are polarities and we prefer one over the other, we need to use both to attain balance in development.



Jeff Hart presented his session on **“Type Basics E-X-P-A-N-D-E-D,”** which was about integrating MBTI® Type with the EBW (Emotions and Behaviours at Work) Emotional Intelligence Model to use with diverse populations, and implications for the future that this brings.

The presentation by Richard Stockill and Alice King was a workshop entitled **“Time to Show the Impact”**. Richard and Alice are Consultants at OPP and used a case study to show the impact of Type-based events, leading to discussion on how to create and evaluate the effectiveness of these events.

“Using Type to Build Teacher Competencies” was the subject presented by Susan Nash and Akber Mohammedali. Although the session was based on training teachers in the Muslim equivalent of Sunday Schools, the training sessions developed by Susan Nash for this project can be used anywhere, with her ‘Train the Trainer’ Manual. This neuro-psychology of learning programme addresses both process (teaching) and product (knowledge). Susan uses her TEACH acronym to motivate and help teachers to flex to their students’ temperament, to develop strengths and minimize weaknesses.

The session began with a ‘pick a shape’ exercise, which demonstrated the need for this initiative, and finished with a ‘teach to learn’ card sort activity that illustrated the practical applications engrained in their two day programme. Yasin Hasim, who was one of the first students to go through the training and is now a trainer himself, made some comments supporting the approach.



11:00am-12:30pm

Sue Blair’s session, **“It’s Time to Get Visual”** uses all the strengths of Sensing perception to engage the mind and the body through symbols and similes that embrace visual images. I loved her session in Miami last summer at the APTI Conference and so took the opportunity to attend one of the other concurrent sessions. Gill Clack, however, reports on it here. If you missed this session, I hope you get another opportunity to hear her. Sue is from New Zealand but stayed on in the UK to offer a post-conference session jointly with Susan Nash on using the Type Trilogy, a card set which introduces people to whole Type, combining visual images with language, including Temperament, Interaction Style, and Cognitive Processes.



Gill writes: Sue is a vivacious ESTJ who immediately got our attention. She suggested that visual aids were most important for training as images ensure that learning is faster, more effective and also more fun. We need to make our message “click” with the client so that the information sticks. Combining language and images engages more of the brain, so enhances this process and makes it more motivating. We went through various images that might be appropriate to demonstrate visually the dichotomous pairs, the function pairs and the eight cognitive processes (function/attitudes). We discussed those suggested by Sue and whether they worked for us or not, and were invited to put forward alternatives. She also encouraged us to identify similes that suited a particular function by defining “what is this function like?” and then drawing it on paper. These exercises stimulated us to think and were also fun. A good session.

Bent Broegger and Lene Bohnsen from Denmark presented, **“Your Team Role Type as Key to Dynamic and Balanced Teamwork”**. Type knowledge contributes to business success and results if applied appropriately and effectively to time, motivation, etc.



Mary McGuinness came from Australia to present **“Type Development and Individuation”** using three case studies: Carl Jung, Elvis and JFK. Mary is one of Australia’s most experienced Type Practitioners and established the Institute for Type Development, the leading provider of MBTI® accreditation in Australia for many years. Who better to address the subject of Type over Time?!



Carol Parkes was the fourth presenter with a session on navigating time and space for NFPs called **“Time on Your Side”**. I went to Carol’s session to better understand and work with the NFPs in my life. We are all familiar with those who love the rush of a last-minute deadline, and who may even *enjoy* being late so, rather than resent it, let’s understand those who fall into ‘Tardis Time’, and help them avoid the ‘time traps’ that frustrate efforts. Here are Carol’s 7 tips for time and space management for NFPs:

1. Leadership versus Management (a point gleaned in discussion is that NFPs may find it difficult to identify a core value until it is trodden upon).
2. Balancing Fi and Ne
3. Idealism versus Action
4. Managing Your P Energy Bursts
5. Use Time Your Way
6. Managing Others
7. Keep On Checking For Congruence

These tips are Carol’s under copyright and, looking at them now, I realize how important the discussion and expansion was. She gave us several excellent handouts that continue to give me food for thought, including sheets on ‘Managing Others - Tips for NFPs’ (excellent!), and ‘Time Management Systems — do it your way!’ (excellent!). I would need a whole page to do this session justice!



13:45-14:45pm

After the break for lunch we had to choose again, although this first hour had only three sessions. The first, in the main room, was a great session for parents, or anyone working with parents. Ben Lowater presented **“Type over Time in the Home”**. Parents who know Type soon realize that children are very different and have unique personalities; that they are exceptionally young when the expression of Type begins to emerge; that these Type characteristics stay with them into adulthood; and that these characteristics bear no resemblance to parents — they can be a ‘mini-me’, or complete ‘aliens’!

Guides for parents often have a ‘one size fits all’ approach and are full of universals that assume all children need the same treatments and that one approach is ‘the’ way to parent. They often contain some pearls of wisdom, but even the ones that acknowledge Type tend to focus on traits. Ben went on a quest for universals and found six needs that transcend personality type:

1. Unconditional Love - attitude of total acceptance
2. Positive Feedback
3. Love Expressed
4. Boundaries
5. A Refuge
6. Physical Necessities of Life

Ben recommended reading Chapman’s *Five Love Languages of Children*, and used Maslow’s *Hierarchy of Needs*, turning it bottom up to illustrate how it links with Type, saying that in



separating what children have *done* from what they *are*, you need to know their core needs and Type. Knowing this model of six universals, shortcuts a lot of the trial and error approach to parenting.

Sterling Bates, who is on the Board of APTi, presented **“Visual Type, Visual Team, Visual Time”**. Sterling and Gene Bellotti have pioneered ways to use Visual Type to visualize how MBTI® Types and Jungian functions fit together for teams and people, based on the Z-process. Delegates in this session were given access to a free on-line tool to discover their own Visual Type.



Przemyslaw Duchniewicz asked, “How do you create a healthy culture of personal and team resilience in companies?” in his session entitled, **“Resilient and Safe Organisations through MBTI”**. Delegates also had the opportunity to take a pre-workshop Safety and LoC Survey.



14:55-15:55pm

Dick Otter and Ignas Jansen from Holland presented **“Key to The Classroom”** in this education-oriented session. In determining what motivates a scholar, and the relationship between learning styles and Type, Dick showed two short video clips. We then participated in exercises in function groups. These illustrated Type in the classroom and why letting students choose which questions to answer can teach to their Type.

Ignas spoke about the HAN Master Programme and their Master Classes, training in Type and leadership. People resist change, but learning to flex to needs and environment can help both the process and the product. Life is 10% what happens to us and 90% how we react or respond. We need to respond, not just react.



Rene Bujard and Sarah Tickle presented **“MBTI @ Work”**. Both are HR Leaders, and Rene leads Procter and Gamble’s Global MBTI® Network. They use the MBTI® to leverage the diversity of people and create an inclusive culture within P&G. They shared the way P&G use the MBTI® and how this can work for other diverse corporate organisations.



Alex Volcansek presented **“Time for Spiritual Growth and Healthy Type Integration”**. She used excerpts from films, *The Life of Pi* and *Gravity*, to illustrate the journey through midlife to becoming one’s true self.



Elizabeth Sheaffer asked **“How might personality changes affect teaching and pharmacy practice?”** in her session examining results from research among pharmacists who have taken the MBTI® questionnaire. Interestingly, as pharmaceutical practice has changed over the years, so has the Type picture captured in research. Delegates discussed the effect of personality on teaching, learning and communication.

16:20-17:20pm

I wish I had attended Laurie Lippin’s session, **“Intersection of MBTI Type Development with Social Identity Diversity Issues”**. Diversity and cultural issues affect us all in this global society. Laurie is from the USA and proposes that Jungian Type Development can affect receptivity to diversity issues of dominance and marginalization. Laurie played her accordion at the start of her session which illuminated some of the issues facing today’s society.

Gill Clack reports: Laurie opened by explaining that we each belong to a variety of identity groups and share multiple and sometimes contradictory identities which are contextual. These include race, sex, gender, sexual orientation, class, ability/disability, religion, age, nationality and personality type. She introduced herself using some of these descriptors and we, in turn, introduced ourselves to each other. According to which category we fall into we may be classified as being in a privileged, borderline or subordinate group; if the former, this gives us dominance over others. Dominance is a location of structural advantage, a position that disadvantages and marginalizes



others and *advantages* the dominant group. This can be a recipe for misunderstanding. Certain behaviours may also be construed as ‘microaggressions’. These are often unconscious but may still be insensitive or demean another’s cultural identity. Laurie also pointed out that we tend to judge *ourselves* by our *intent* whereas we judge *others* by their *impact* on us. We did a number of exercises to demonstrate these issues of diversity which helped us to reflect upon what we had learned and how it might relate to our own experience and behaviour.



Markey Read’s workshop **“Leading In New Territory — Avoiding the Tragic Fall from Grace”** posited that everyone is a leader somewhere. Markey, from the USA, introduced the Cast of Characters that the 16 Types use to unlock their true personal power and overcome potential pitfalls. Based on Beebe’s Archetype Development Model, the Cast of Characters identifies Type Development patterns and the role where each style is most effective.



Carmel Connell, an Associate Consultant with OPP in France, presented **“Type Dynamics in Coaching”**. She believes that helping clients identify their preferences is just the beginning because our non-preferences have a significant impact on choices and behaviours so that bringing these into consciousness can give greater balance and wholeness. We can use Type Dynamics to explore the power of polarity and develop one’s full potential. The use of Listening and carefully-framed Powerful Questions can bring about a change in perspective, as was illustrated by a practical coaching exercise.

Angelina Bennet, BAPT President, presented **“The Time of Your Life: Type Development Over Life”** to a packed room with some even sitting on the floor! She asked what is actually meant by good Type development, and looked at models posed by Jung on Differentiation and Individuation, and Loevinger and Cook-Greuter. Ways to facilitate Type Development were discussed.



After a long and full day, delegates gathered to relax and unwind over a glass of wine provided by BAPT before the BAPT AGM, which began at 6 pm. Janet Parsons, BAPT Board Secretary, chaired the meeting. She welcomed everyone and read out apologies for absence. A number of regular conference attendees and long-time BAPT members were unable to be here this year and were sadly missed.

The minutes of the last AGM were approved and we moved on to matters arising before Angelina read her President’s Report. We have had an exciting year with a new and improved website, new BAPT logo, new members coming in from the website and e-Newsletter, as well as preparing for this 25th Anniversary Conference, not to mention BAPT President, Angelina, having a new baby, Alfie, in February!

Moving on to the future of BAPT, two ideas came forward suggesting more webinars and more effective use of Social Media. There was a call for anyone interested in engaging with Social Media to bring BAPT into the public eye, to see a Board Member or contact Angelina. Chris Rigden, co-opted BAPT Treasurer 2013-2014, gave the Treasurer’s Report, which was accepted. Income has increased over the year and expenses are down due in part to Chris setting up





and managing the new website, so BAPT is in a relatively stable financial position at present. If you were not able to attend the BAPT AGM and would like to see the yearly accounts, please contact Chris.

Several Board Members were standing down this time so it was necessary to elect replacements. Firstly, Gwyneth Adams, who had fulfilled the role of Membership Secretary for 5 years, had come to the end of her term of office and we thank Lyn Williams for accepting this position.



Sheila McAlpine who had worked very hard as

Conference Co-ordinator over this year was also standing down and David Knight was co-opted to the Board with a view to taking on this post, together with the Marketing brief as Sue Nash was also stepping down. Chris Rigden had decided she needed to concentrate on her role as web-master and so we were grateful to Louise Lloyd for coming forward to take on the task of Treasurer. Angelina presented thank you gifts as gestures of appreciation to all the Board members who were leaving this time.

The AGM concluded around 7 pm and the majority of delegates took the opportunity to see some of the delights of the Greenwich area and enjoy dinner in one of the many restaurants nearby.



Saturday 31 May was another warm and pleasant day in Greenwich. Lunch time even saw the restaurant doors wide open and many dining out of doors. The restaurant staff were all very pleasant and helpful, but I can't help but mention Everton though, who was everyone's favourite, and went out of his way to make us all feel welcome and special! This morning we had three sessions with, again, a choice of four presentations.

9:00-10:30am

The first session in the morning is reported by Gill Clack on Roy Childs' presentation **"Making Friends with My Other Side and Filling the Gaps in My Life!"** Roy is one of the Founder Members of BAPT.



Roy's session was both challenging and stimulating. He reminded us that there is more to type than the MBTI® tool, even though it does a good job in helping individuals reach a starting point, providing a compass from which to embark on one's journey. This can be a long process of exploration both orderly and haphazard, conscious and unconscious, reactive and pro-active, frightening and stimulating. Carl Jung had a focus on the unconscious and what it was to be a human being, and type was only one part. There tends to be too much reliance on the MBTI® instrument, and as far as one's type is concerned, we should acknowledge its complexity and honour the answer "it depends". For example, we may respond from our comfort zone; taking account of our history, our role in society, our potential or other such contexts. We tend to seek simplicity but we should respect complexity, and acknowledge uncertainty and stimulating exploration. The workshop explored Jung's 8 function-attitudes, what they each gave to us and how we each experienced them in our own

lives. Those lower down in our hierarchy may be described as our 'shadow' or 'other side' but still have a lot to offer us. We need to reintroduce the art of self-reflection as we go on our journey, which has tended to become lost in modern society as we are exposed to so much sensory overload.

I was at the **"Blueprint for a Successful Retirement"** session presented by Katherine Hirsh (past APTi President) and Sophia Ledingham. Katherine is presently living and working in Germany, and Sophia in the Middle East. We began with an exercise of drawing a picture of retirement, revisiting this drawing to modify it at the end of the session, and making the connection with our



Type in what we drew. Sophia took us through some statistics about how retirement impacts on our work, health, marital life, and state of mind. Katherine recommended the book *Happier*, whose model of happiness can give us some practical tools to plan for retirement. Type knowledge helps us use the Z process to consider decision-making with S right now, N possibilities, F values and T statistics. We need to avoid the 'Arrival Fallacy', i.e. "things will be better when ... " Sophia led another exercise discussing how planning retirement makes one feel. The things that bring you happiness bring meaning and pleasure as you use your



strengths. Kathryn had us map our retirement using the 'Factors for Successful Retirement Planning' sheet and then overlaid the relevant items on the four quadrants of the retirement mandala. This was quite a satisfying exercise for me as it verified that I am living within my happiness quadrant, so the final exercise of committing to creating a blueprint for a successful retirement was a fait accompli. Quite a helpful and satisfying session.

Claire Hayman presented "**Encouraging Good Type Development in Adolescence with the MBTI**". Claire is a certified MBTI® Master Practitioner for Steps I, II and III, and received the APT Leadership Award in 1997 after co-authoring *Discovering Type With Teens* together with Kay Abella and Mollie Allen, her co-presenter here. Mollie, also certified to use Steps I, II and III, helped establish the Jungian Retreats led by Angelo Spoto. They feel strongly that the MBTI® can help adolescents navigate toward adulthood with better self-management and making 'better-fit' choices about their future. This session was especially designed to give you the tools to introduce Type theory to adolescents.



Claire Lustig-Rochet, who runs MBTI® certification courses for OPP in France, presented "**Exploring Your MBTI Profile with an Appreciative Eye**". Delegates were given the opportunity to experience Appreciative Inquiry and Solution focus to explore strengths from MBTI® Type Dynamics, beginning with 'personal' and moving to 'others'. This was an Intermediate session where knowledge of function hierarchy was necessary to fully benefit.

11:00am-12:30pm

Robert Klein presented "**Type Development and Team Leadership Skills**". Robert's 'Klein Group Instrument' (KGI) is designed to complement the MBTI® working with teams to enhance performance. His presentation was intended to teach people how to use the MBTI® clarity index and KGI graphs to recognize patterns of performance and create an action plan to promote Type and leadership development. Robert is a senior member of the faculty at the Western New England University in the USA as well as a faculty member of the C. G. Jung Institute in Switzerland.



Claudia Stensvik's session on **Social Media** was a very up-to-date look at the role social media can play in promoting the MBTI®, as well as your business. She began by looking at which Types use which Social Media and how. This fast-paced presentation could have been the topic of a whole day workshop, so the handouts at the end were very welcome. Claudia demonstrated the power of social media, citing cases where Facebook and Twitter brought down a business or caused a product to sell out. We really needed more time to look at exactly *how* to use the many tools out there, such as Facebook, Twitter, LinkedIn and YouTube, because at least half of us there were not up to speed. Nevertheless, Claudia's presentation showed us the power at



our fingertips and will, perhaps, be the incentive to improve our technological skills — after all, if kids can do it, surely we can too?! Claudia says Content is Queen, Influence is King, Social Media are your Knights and your Website is your Castle. I think BAPT could really do with a Social Media expert to 'link the Type Community' — if you could be that person then why not volunteer?



John Hackston from OPP presented **"Type in Time and Space"**. Time is often the missing dimension in our understanding of Type, he says. The development of personality throughout our lifetime is a key element of Jung's Type Theory. Delegates had the opportunity to map their timelines and use the COF (Cultural Orientations Framework) to look at how culture shapes our behaviour. John passionately believes in the ethical, focussed use of personality questionnaires for good.

Mary Anne Sutherland from Canada presented **"Time to Design Education to Honour All Personality Types"**. An ISFP, Mary Anne was MBTI® certified in the 1980s and spoke at the APTi Conference in 2005. Today she presented a working model for education based on Type Theory and brain-based research.



13:35-14:45pm

Ingrid Manning from OPP presented **"Perceiving Function and Orientation In Relation To Time"**. Ingrid is enthusiastic about using Type insights to enrich lives and promote development. Delegates in her session looked at time through the eyes of different Type preferences in relation to their preferred perceiving function. Participating in a living dynamic Type Table engendered discussion about the implications of their findings.



Deborah Fleming, author of leadership development event, *'The Personality of Wine'*, presented **"Developing Specialists to Influence and Engage Stakeholders during Complex Change"**. This presentation drew lessons from a learning programme to coach specialists in changing behaviour and managing complexity.



Dario Nardi from the USA is known for his research into Type and neuroscience and has written a number of articles for *TypeFace* describing his findings. In his presentation, **"Priming Your Brain for Type Development"**, he showed us some of his work exploring the use of EEG with therapy and coaching. His slides showing brain mapping were fascinating and his groundbreaking research verifying Type theory scientifically will prove a great benefit to the future of the ethical application of Type. Dario's exercise pretending three pens were people and asking you to choose one for a date was enlightening on how we can use 'priming' to help people move towards their goals. Priming uses knowledge of Type to assist decision-making. For example, people are more likely to choose the colour green after meditating on a forest. To 'prime' for Se, show a photo of people playing sport; while a photo of elephants playing beach ball will 'prime' for Ne. Now move this to business application when you are familiar with Type and you can see the benefit for a company. Dario finished his session with several key ideas for use of EEG technology and research.



people playing sport; while a photo of elephants playing beach ball will 'prime' for Ne. Now move this to business application when you are familiar with Type and you can see the benefit for a company. Dario finished his session with several key ideas for use of EEG technology and research.



The Conference finished on a high note with Founder Member, Sally Campbell introducing Ann O'Sullivan for the closing Plenary Session with a deeply-moving presentation entitled, **"Journey or Toolbox: Have We Lost Our Way?"** Ann, also a founder Member of BAPT, was the first Chair and second President of BAPT. She began by retracing where we have come from and asked where do we go from here? She passed on greetings from Kathy Myers and read a passage out of her newly published memoirs. Ann urged us to strive to continue our life's journey toward wholeness, integrating the conscious and unconscious to release our full potential. She used the iceberg analogy with so much being hidden under the surface,

and asked are we losing the richness and depth of what we already know? Too many people are getting stuck in the four-letter Type and 'checkbox' syndromes, not embarking on their own individual journey. Ann then asked delegates to reflect for a few silent moments on what had led us to Type and how it had influenced our lives and then to share these insights with another delegate. Type is both a tool and a journey. We are human *becomings*, not just human *beings*! She reiterated the importance of type dynamics and development, as inner-work takes time. Growth requires self-awareness which gives us the freedom to choose — we have choice. Type is more than just four letters, but Whole Type. Ann's reminder, "We shall not cease from exploration" has clearly been taken to heart by the Type community, using and developing "**Type over Time**"! An email from Sally after the Conference commented that the *"standing ovation for her words gives us heart that the roots will not be lost in the plethora of marketing of the tool boxes, and that reflection and calmness is still so important in our journey."* You could certainly hear a pin drop throughout her talk as everyone was so engrossed in what she was saying — it was quite simply awe inspiring!



One of the great things about the BAPT Conferences is the opportunity for on-going learning. Otto Kroeger described Type once as an onion with layer upon layer of depth. And so **Type Over Time** is doubly meaningful, as year upon year new 'layers' of depth and application for Psychological Type come to light. I think back over the 14 years I have been a member of BAPT and attending the annual conferences, to the many wonderful speakers I have had the privilege to meet and hear, including Otto Kroeger, Gordon Lawrence, Larry Demarest, Hile Rutledge, Danielle Poirier, Elizabeth Murphy, and our own Susan Nash. Each year there have been new concepts to internalize and use: one year it was Type dynamics, then Function-Attitudes; we learned about the Enneagram, Archetypes and Emotional Intelligence; we embraced other lenses to Type such as Temperaments, Interaction Styles and other tools like the MTR-i, KGI and TDI (which we took during a session for free when it was brand new in 2004); we learned about Step II and Step III; we've focused on leadership, teams, coaching and practical life applications. The BAPT Conferences are a great source of on-going learning and growth — I urge you to take advantage of them.



Perhaps you were able to take advantage of the Pre and Post-Conference Workshops, available while speakers and delegates had congregated together here in Greenwich. These were described in the Autumn, 2013 issue of *TypeFace*:

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| May 27-28 | OPP ran an MBTI Step II Qualifying Program |
| May 28 | Roy Childs provided a Type Mapping qualification Workshop |
| 28 May and 1 June | Dario Nardi ran a two day Brain-Savvy Coaching and Leading for All Masterclass |
| 2 June | Susan Nash and Sue Blair provided a workshop on Coaching Using the Type Trilogy |



At the end of the Conference delegates were invited to complete an evaluation form and hand it in to the Board for feedback. Janet Parsons, Secretary to the Board, has now analysed these and writes that the Conference had exceeded expectations. Comments received included *"So well organised and such a great variety and balance of topics and excellent speakers; well worth the time; fantastic brochure; lovely location. Do it again!"*

She reports that the event and experience at Greenwich was enjoyed by all who participated – both speakers and delegates alike – with warm praise flowing in many directions and everyone greatly appreciating the opportunity to reconnect with the Type Community again, both to meet old friends and make new ones.

Statistically feedback forms were completed by less than 25% of those who were present at the Conference but verbal feedback to the BAPT Board had more than validated the numerical outcome. In response to the question "How do you rate the conference overall?" the average score was a highly encouraging average of 9 out of 10. No one scored less than 8 out of 10.

Janet suggests that it would perhaps be inappropriate to single out individual speakers but clearly the plenary sessions were greatly enjoyed with useful new models and practical applications of type being much appreciated, together with the wonderful light-hearted opening setting the tone by Greg Smye Rumsby from the National Maritime Museum.

A few suggestions were made for the organisation of future conferences relating mainly to the size of syndicate rooms and time allotted to speakers as there were some instances where this had been problematic. A plenary on Day 2 afternoon was also suggested.



One final comment stood out in the feedback, namely the climax of the Conference and the deeply moving presentation by Ann O'Sullivan, reported above, who it was felt was a clearly appropriate and inspiring choice of speaker. Words such as "inspiring", "heartfelt", "powerful" and "insightful reminder to us" stood out in the feedback with acknowledgement, too, of Sally Campbell's thoughtful introduction.

So a hugely successful Conference and I think enormous thanks are due to Angelina for her vision and leadership in encouraging the BAPT Board to grasp the opportunity of celebrating our 25th Anniversary in such splendid style following the cancellation of the European Conference this year. Also to Sheila McAlpine who was largely responsible for the programme and the BAPT Board who did an immense amount of work behind the scenes. We've shown that BAPT Conferences have so much to offer and leave many of us wanting more. Ann's reminder "We shall not cease from exploration" has clearly been taken to heart by the Type Community.

Photographs by Nancy Silcox, Sheila McAlpine, Phil Kerr and Terry Rigden. For a further selection of photos that give a flavour of the conference, we welcome you to go to the photo link on the BAPT website: https://onedrive.live.com/?cid=f88e6ba3e3c48f88&id=F88E6BA3E3C48F88%211858&Bsrc=Share&Bpub=SDX.SkyDrive&sc=Photos&authkey=Aua2W7fP1aTDM_4

