



BAPT 2019 CONFERENCE - PROGRAMME OVERVIEW

SUSAN NASH - PROGRAM CHAIR

I am very excited to tell you about the upcoming BAPT 30th Anniversary Conference on April 11-13, 2019. The theme for this year's Conference is **Pearls of Wisdom**. As we celebrate our 30th Conference, now seems like an appropriate time to share historical information, current skills, emerging knowledge, practical application techniques and future trends in the Type World.

We are delighted to welcome international speakers and experts in type who are covering a wide range of topics stimulated by the Conference theme. These will undoubtedly lead to many fascinating discussions, and there will be plenty of opportunity to network with other type enthusiasts and learn more from each other.

In addition, Jean Luc Dupont and Bertrand Theraulaz are offering **FREE ActionTypes Assessments** throughout the Conference. More detail on how to register for these will be included in your Conference registration.

Finally, Jane Kise is offering a **Post-Conference Workshop** on 14th April, about Type Saboteurs. This session has been very well received in both Australia and New Zealand.

This year the Conference will be held again at Kent's Hill Park in Milton Keynes, which has purpose built conference facilities, a gym, pool, steam room and sauna and, of course, good travel connections. (10 minutes by taxi from Milton Keynes railway station).

With such an important topic, I want this Conference to be the most successful yet, so please forward the website link to colleagues (even if not BAPT members) to let them know about this great learning and networking opportunity and remember that people can attend for single days if they wish.

Now let me provide the highlights about our keynote sessions and an overview of the three tracks of concurrent sessions exploring many facets around the theme of **Pearls of Wisdom**.



FREE "ActionTypes" ASSESSMENT throughout the Conference

Jean Luc Dupont and Bertrand Theraulaz

"ActionTypes" main mission is helping people thrive within their own identity!



Believe it or not, your body can tell what your type is. For the last 25 years, Bertrand Théraulaz and Ralph Hippolyte have been looking at the relationships between our posture and motricity preferences and our psychological type. They have developed a profiling process by which simple physical tests can reliably and quickly give a good insight into your personality type. This process is called **ActionTypes**. It is currently used by top sportsmen, among which are The Swiss National Football team and NHL Players.

Furthermore, Ralph and Bertrand have discovered Deep Motivational Drivers, another facet of our preferences that create synergies or complement our psychological profile.

We would like to give you the opportunity of discovering the ActionTypes profiling process - **by experiencing the ActionTypes profiling yourself**. You will discover what those Deep Motivational Drivers truly are and see whether they create synergies with or complement your type.

Please make sure to book your seat, places are limited.



FREE BONUS SESSIONS: THURSDAY APRIL 11, 10:00 - 12:00 PM

Temperament: Tips and Tricks to Help in Self-Assessment and Application

Susan Nash

Temperament is a separate type-connected theory that describes specific patterns of behaviour that can give unique insight to our core needs, values, talents and behaviours. In this engaging, dynamic session, we will demonstrate how to guide participants through a Temperament self-assessment process in order to raise an individual's motivation and effectiveness. Developed over 20 years, you will experience the active learning approach and flow designed to appeal to all types in learning about Temperament.

In this session, you will learn to:

- Describe the four Temperaments' needs, values, talents and observable behaviours
- Present Temperament in an interactive and dynamic way.
- Use specific exercises in the self-discovery process.
- Link Temperament to Type for additional insights.

The main take-aways from this session are:

- An additional process/approach to use with clients who "know" their MBTI® type profile.
- Exercises that help to make the self-assessment process dynamic and relevant.
- Additional activities that can help to cement knowledge and implementation of ideas.



Come and join us for a fun and engaging session which can help to "jump start" your Conference experience.

KEYNOTE SESSIONS

Thursday April 11, 2019 - 1:00 pm - 1:15 pm: Welcome and Ice-Breaker

Thursday April 11, 2019 - 1:15 pm - 2:30 pm: It's Not Just a Matter of Opinion: Evidence as to Why Type Criticisms are Misguided



In this keynote session, **Penny Moyle** and **John Hackston** will provide an engaging overview of the scholarly article they published in the *Journal of Personality Assessment* demonstrating why many common criticisms of The Myers-Briggs Type Indicator (MBTI)® are either unfounded or misguided. Additionally, they will explain why traditional validation methods, appropriate for assessments intended for use in selection, do not describe the whole picture in establishing the validity of instruments used for development. This can lead practitioners to apply incorrect criteria in evaluating assessments for use in development, disadvantaging type measures. In particular, they will describe the

new concept of 'experiential validity', the extent to which an assessment achieves the desired outcome for the end-user, and call for more research on this previously neglected aspect of validity.



Friday April 12, 2019 - 5:00 pm - 6:00 pm: Reflection and a Time to Nourish our Roots



In this keynote session, **Ann O'Sullivan** and **Sally Ann Campbell** will lead a two-stage exploration around the theme of the importance of nurturing and developing ourselves through our own inner journeys using the MBTI® assessment tool. They will look first at the world of today, and how Jung's influence on Type has been weakened by consumerism, financial gain, individualism and selfies.

In the second part, they will ask about Jung, your own archetypes and how we need to reconnect to the natural world and our own ecosystems. We must ask ourselves, what masks do we wear? Why is there so much anger directed at each other? Where is self-reflection? What is the meaning of gender consciousness in a world where the masculine archetype has been in ascendency?



Saturday April 13, 2019 - 9:00 am - 10:00 am: Closing the Influence Gap: How Type Helps You Get on Better with Yourself and Others



How is it that we don't always achieve the outcomes we want when we interact with others? In this keynote session, **Catherine Stothart** will explore the disconnect between our positive intentions and the sometimes less than positive impact we have on others. Getting on with other people is largely about managing your feelings about them, and your feelings about yourself. Using some of the latest findings in neuroscience about how our brains create meaning and emotions, Catherine will discuss how our beliefs about ourselves and others have behavioural consequences, which can help or hinder us in our relationships. We will discuss how the insights of personality type can lead to more emotionally intelligent behaviour and we will explore how a simple model of social needs, such as FIRO, can help us to get on better with others and close the influence gap. This session will include interactive discussion and activities.

Saturday April 13, 2019 - 3:00 pm – 4:00 pm: Pearls of Wisdom: Type as a Map; Type as a Springboard

Type is often viewed as a mere assessment that selects what "category" an individual belongs to and nothing more, which misses out on the bigger conversation that C.G. Jung was promoting about the nature of consciousness and the attempt to map the "opera" of people's lives.

During this interactive, multi-media session, **Dr Vicky Jo Varner** asks participants to map the history of their own consciousness; analyse their suffering; consider how they are working on their ambiversion; and identify how type puts them "at choice." Next, using type as a springboard, describe vital outgrowths into the outer world of their work with type that go beyond mere categorizing. What contribution begs to be created from a practical knowledge of type? What does type ask of us?



CONCURRENT SESSIONS

Thursday April 11, 2019 - 3:00 pm - 4:30 pm: Pearls of Wisdom on Understanding Grief and Loss

This session is intended for anyone who has encountered loss; whether for themselves or in supporting another in the workplace, social group or family. The goal is to provide understanding, knowledge and skills using Type as a lens. **Clare Ayers** will define grief and the task of grieving. We will look at the differing responses to loss and provide pearls of wisdom with tips of what can help give support in this time. A caring environment will be provided for you to be able to explore this topic safely with the level of openness you choose for yourself, ensuring safety for the whole group.



Thursday April 11, 2019 - 3:00 pm - 4:30 pm: The Archetype Puzzle: How it all fits together

Still unclear about Function-Attitudes and the Archetypes? In this session, **Markey Read** will help you untangle and decipher the puzzle through exercises and games that you can use with individual clients, intact teams, and small groups to open the power of the Function-Archetypes and how they influence each type's development.

Some of the exercises we'll use are: Type Bingo, Type Twister, and Find & Seek among others. Come have some fun with Type!

Thursday April 11, 2019 - 3:00 pm - 4:30 pm: Creating Psychological Safety on Teams using C-IQ™ and Temperaments

Google spent two years dissecting over 180 teams to find the specific traits that high-performing teams have in common. The #1 trait, Psychological Safety, surprised even Google. So, what is psychological safety? In this session, **Barbara Gunning** will explore how you can build psychological safety within a team using Conversational Intelligence™ and Temperaments as your tools. This approach combines:

- Using the Temperaments lens for insight into the core needs of the team members
- Presenting knowledge using Conversational Intelligence™ about how the brain reacts in conversations and tools to build trust

Activities used will include:

- Identifying your Temperaments
- Psychological Trust questionnaire



CONCURRENT SESSIONS

Thursday April 11, 2019 - 5:00 pm - 6:30 pm: What's New in Type?

The MBTI® has always provided valuable information. MajorsPTI adds measurement of all eight mental processes to that valuable information. We can now separate them and measure their usage.

In this session, **Ray Moody** will investigate how much attention you give to your dominant function and then share the average for each of the 16 types. Do all eight processes follow the same usage order in all 16 types? He will share average usage for each process for each type, which provides some delightful and some not-so-delightful surprises. This research is a result from collaboration between Mina Barimany, Mark Majors and Ray Moody.



Thursday April 11, 2019 - 5:00 pm - 6:30 pm: Applying Type Theory to Build a High Performance Team - a Case Study

In this session, **Shirley Blenkinsop** will demonstrate how application of Susan Nash's SCORE methodology enabled team dynamics to be carefully analysed, sources of team dysfunctionality to be identified and a bespoke team development process to be developed. This case study approach takes us through a three-year project with a group of senior managers as they attempt to address the dysfunctionality of their teamwork. This interactive session will show how a mixture of type driven individual coaching and team development workshops (using Survival Strategies knowledge and cognitive processes) can increase the level of trust and collaboration, and engender the necessary mind set to effect cultural and behavioural change.

Thursday April 11, 2019 - 5:00 pm - 6:30 pm: Should we work / live together? Challenges of different type combinations

You may have heard that the more letter codes differences in between the type of two persons, the more difficult their relationship ought to be. The less differences in their letter codes, the easier their collaboration. Well, trying to guess the potential difficulties and richness of a two persons' relationship is a much more delicate and sensitive process.

In this experiential session, **Jean-Luc Dupont** will use John Beebe's Archetypes model to provide a deep insight into the type of relationship opportunities / challenges that each type combination can encounter and deepen your understanding of relationship / collaboration among different types.



CONCURRENT SESSIONS continued

Friday April 12, 2019, 9:00 am - 10:00 am: Type and well-being in a VUCA world: What does the research say?

We live in volatile, uncertain, complex and ambiguous times. In this session, **John Hackston** will explore the link between psychological type, well-being at work, and other aspects of our brave new world such as working in the gig economy or being unable to switch off. How can type practitioners help? John will present results from several studies carried out by the Myers-Briggs Company, including:

- New model of Well-being at work: based on a survey of over 10,000 people.
- Thriving in the gig economy: with type-based guidelines for gig working.
- Working in an 'always on' culture: with strategies that workers with different type preferences can use.



Friday April 12, 2019, 9:00 am - 10:00 am: The Wisdom of Type

What is wisdom? In addition, how does wisdom show up in Type? In this session, **Angelina Bennet** will present an aspect of her doctoral research that focused on perceptions of individual effectiveness, the definition of effectiveness, and how this is connected to wisdom and the later stages of personal development. We will look at the characteristics of wise and effective individuals and how this may be expressed through type, and consider how to facilitate development to bring out these qualities. During the session we will try out some practical 'ego bypass' coaching methods, and discuss our own experiences of seeing the wisdom of type in action.

Friday April 12, 2019, 9:00 am - 10:00 am: The Philosophy of Type: Reconciling our Realities

Type is not merely a matter of preferences or behaviours, but fundamental differences in how we perceive and evaluate our human experience. In this session, **Jack Aaron** will use Socionics theory to explore how Jungian types differ in their values and worldviews and how to mitigate potential clashes. The first part of the session will explore the idea of 'information metabolism'. The second session will then look at how different priorities of information are likely to interact between different types. Finally, we shall discuss what this means in terms of interpersonal relationships and introduce team coaching techniques to bridge the gaps we find with people of very different Types.



Friday April 12, 2019, 10:30 am - 12:00 noon: A Type Toolkit for the Sandwich Generation

Using psychological type and Jungian archetypes as a framework, in this session **Katherine Hirsh** invites you to reflect on the parenting journey from the perspective of the caregiver and the perspective of self-care. Interactive exercises will examine how consciously giving voice to the challenges and opportunities involved in caring for yourself, your children and your parents can help you to see more clearly the connections between your own style and experiences and the archetypal stories and typological patterns that shape the wider culture(s) of which you are a part. Join me to discover how putting your story into words and images can be a source of inspiration for meaningful change, type development and healing.

CONCURRENT SESSIONS continued



Friday April 12, 2019, 10:30 am - 12:00 noon: Personality Parts™ - Pearls from the Unconscious

Join this session with **Richard Owen** to clarify essential concepts such as the unconscious mind, archetypes and the 8-functions. Richard will describe some of the history behind the Parts lens that both builds on and reframes the work of Jung and Dr John Beebe in the psychotherapy world. He will also describe how the Personality Parts™ model is challenging key assumptions about Type and presenting a fresh view through the lens of Parts and a wider model of the mind. We will look at how abstract theoretical ideas such as the unconscious and archetypes are directly relevant to our everyday lives and relationships.

Friday April 12, 2019, 10:30 am - 12:00 noon: Simplicity

We are all familiar with the Type Table but how can we make it come alive instead of being a constant reminder of the paradox that Type is not about boxing and yet we put everyone in a box?

In this session, **Sue Blair** will use the rows and columns of the type table to explain communication styles and thinking patterns to give a clear, visual representation of each of the sixteen types that resonates immediately and accelerates identification of type. Please join us for a way to explain type simply and effectively so that you and your clients can really understand what the 4-letter code actually means.



Friday April 12, 2019, 1:00 pm - 2:30 pm: Personality Guides Diversity: The Double-Edged Sword

Currently type related articles, internet posts, and type practitioners are asking the following question "Is there a correlation between certain types and a cognitive processing issue or a learning disability? It is essential to understand how each type and any one of a multitude of cognitive diverse learning characteristics influence each other. In this workshop, **Mary Anne Sutherland** will explore how each type mirrored or was overpowered by an exceptional processing characteristic. The question we will explore: "Is the trait a characteristic of pathology or an adaptive state natural to the individual's personality type?"



Friday April 12, 2019, 1:00 pm - 2:30 pm: The Pearls of Wisdom in Metaphor

A metaphor is a figure of speech that describes a subject by comparing it to and describing it in terms of another, otherwise, unrelated topic. In this interactive session, **Robin Hills** will explore metaphors, how metaphors represented by images and underpinned with coaching techniques, enable people to describe their experience in their own way leading to pearls of wisdom, cathartic insights and long-term learning. Participants will leave with:

- New insights and perspectives around metaphors and Type.
- A chance to explore the use of a coaching toolbox designed to facilitate the understanding of self and others when facing challenges.
- An understanding of the use of metaphor to highlight pearls of wisdom.



CONCURRENT SESSIONS continued

Friday April 12, 2019, 1:00 pm - 2:30 pm: Saboteur Theatre

While psychological type is an immensely useful framework for personal development and interpersonal dynamics, it doesn't explain everything. Nor can it solve all our problems. The Saboteur framework, developed by Shirzad Chamine, provides complementary insights into unhelpful defence mechanisms that can get in the way of improving relationships, reaching goals, or even living a meaningful life. In this hands-on workshop, **Jane Kise** provides a taster for the full-day Post-Conference workshop run in New Zealand for over 40 people with a brief overview of the ten Saboteurs and an opportunity to direct or play in a skit to demonstrate this framework. The Saboteur Assessment is available for free online for anyone who is interested.



Friday April 12, 2019, 3:00 pm - 4:30 pm: How can we Build Resilience? The value and application of Type and Emotional Intelligence

In the session **Bill Davies** will present:



- An exploration of what resilience is and what it actually means
- The difference between pressure and stress; key elements which undermine our resilience
- Personality type and how different types react to pressure and stress
- The link between personality and emotional intelligence
- The JCA resilience process model and how we can develop resilience
- The key tips for enabling resilience

Format will include paired discussions and at least one floor-based exercise. that will require plenty of space for pairs to work together.

Friday April 12, 2019, 3:00 pm - 4:30 pm: Career Myths and Realities for Women

While the number of women entrepreneurs, business owners, and leaders in corporate roles is growing, there are many challenges that women face that aren't typically faced by their male counterparts. In this session, **Saundra Stroope** will describe career myths or self-limiting beliefs that women must be prepared to overcome to achieve success. Participants will learn how to:

- Identify self-limiting beliefs that may interfere with career success for women;
- Know the realities, challenges and barriers women often encounter in the workplace;
- Learn strategies for overcoming obstacles to success that include self-awareness and use of MBTI® preferences.



Friday April 12, 2019, 3:00 pm - 4:30 pm: How to Assess Type Without an Instrument

Can you recognize type preferences with individuals upon first meeting them? It is likely that you are picking up on subtle cues without realizing it. The physical manifestations of type tend not to change as we mature. Hence, paying attention to facial expressions, bodily gestures, and speech patterns can help us identify an individual's earliest and most natural preferences, regardless of their reported type. In this workshop, **Carol Shumate** will share the process and materials she has developed to teach her students to assess themselves and others. Watching videos, participants will try to identify the visual and verbal cues that can signal type preferences.



Saturday April 13, 2019, 10:15 am - 11:15 am: Learned Wisdom: Journeys in Type and Transition

In this session, **Terri Connellan** will share wisdom perspectives from personal experience and life coaching and the applications of type to support positive life transitions. It explores how type can provide a practical framework for deepening strengths and self-leadership and for harnessing less-preferred areas to provide balance for a more wholehearted life. Participants will hear perspectives drawn from personal journeys about how type has played a role in life path development and enhanced insight to negotiate the challenges of major transition especially at midlife. Drawing on frameworks and learning from John Beebe, Dario Nardi and Pamela Slim, participants will explore how type can play a role in personal development and transition journeys at critical times.



Saturday April 13, 2019, 10:15 am - 11:15 am: Blood Sport or Legitimate Criticism? (How to justify Type instruments by disentangling justifiable and unjustifiable criticism)

The MBTI® attracts vehement criticism. When is this criticism justified and when is it misunderstanding? In this session, **Roy Childs** will address issues of theory, of measurement and the nature of 'validity' using a combination of presentation and exercises. It will arm participants with arguments to defend, to criticise and to justify the use of Jung's dynamic model. It will also suggest a way to integrate an individual's experience, attitudes, values and adaptability contained in the human psyche into a more comprehensive and realistic model that combines personality, values, aspirations and behaviour - all bound together by the core concept of identity.

Saturday April 13, 2019, 10:15 am – 11:15 am: Type and Capacity Building in the Muslim Community

Can Type ever be applicable within a practising Muslim community? **Ammar Farishta** will seek to explore how Type is currently being utilised within the European Muslim Community in a variety of contexts. Many of the theories proposed by Type about Human Behaviour are intrinsically Islamic in their outlook and Ammar will throw some light on how Type has shaped the lives of Muslim volunteers personally and spiritually. We shall look at some of the strengths and challenges of introducing Type in the Muslim Community and how Type has been woven into a faith based values model to help support the continual growth of the Muslim Community in Europe. The session will have interactive discussions throughout.



Saturday April 13, 2019, 11:30 am - 12:30 pm: How the Expression of Type will Evolve Through the Digital Age

While Jungian psychology has provided a fascinating framework for understanding ourselves and each other, it was developed in the context of a society and a world that we are no longer living in. Nonetheless, we see evidence of the existence of these same cognitive functions and type codes now as we did in the early 1900s. The difference lies in their current expression.

Pulling together information from Jung's original understanding of type and the Graves model of human development (rebranded as 'Spiral Dynamics'), **Heidi Priebe** will examine the unique challenges each cognitive function faces as we progress rapidly through a technological revolution and navigate an increasingly neo-liberal market.

CONCURRENT SESSIONS continued



Saturday April 13, 2019, 11:30 am - 12:30 pm: Try Something New

Dr. Ignas Jansen (ENTP), together with Ir. Erwin Joosten (ISTJ), is responsible for a course called "Implementation" which teaches the students the theory and practice of 'change management' by doing. The motto for the program: try something new: change starts with you! And change is becoming a constant movement within organisations and society. Type is combined with learning-styles, type and change, etc. and we committed ourselves to differ the courses according to the temperament-preferences of our students (e.g.. SJ and NF).

We would like to share our knowledge, experience, lessons learned, positive and negative and explore our findings with the data we gathered over the years with the attendees.

Saturday April 13, 2019, 11:30 am - 12:30 pm: Type Harmonics; Culturing a Type-Friendly World

Pearls of type wisdom grow in an oyster that nurtures them. In this presentation, **Mirjam Maclean** will invite you to look at the 'bed' that germinates our psychological types and to conceive of a society that can make them shine. In the first half, she will provide a solid answer to critics of psychological type, by providing a context for their metaphysical origin as expressions of the nature of information itself, their evolutionary necessity for intellectual progress, the reason we have sixteen types, and the emergence of consciousness. The second half of the session will be participatory philosophical discussion about the ethical consequences of the theory.



Saturday April 13, 2019, 1:30 pm - 2:30 pm: The Power AND Science of Multiple Models

Both facilitators and clients can benefit from the power of multiple models. Imagine someone doing 5 distinctly different activities in an afternoon to discover their temperament and then merging those different results into a holistic view of the person. Now imagine they did 5 more activities for Interaction Styles. Then several for Cognitive Process to get to dominant Function. In this session, **Sterling Bates** will present the pearls of wisdom from over two years of people doing exactly this with online tools, each participant doing a battery of different activities around multiple models. Participants will learn techniques to use to help clients understand how to apply multiple type lenses more effectively.



Saturday April 13, 2019, 1:30 pm - 2:30 pm: Feeling Valued – Are There Differences by Type?

The expression "feeling valued" is a "taken-for-granted" phrase in workplaces, yet what does it actually mean? In her doctoral research, **Dr Ivana Crestani** synthesised the limited research on this concept with her own research and has proposed seven feelings, (or pearls of wisdom). The challenge now is to identify whether these seven feelings are just for the workplace, and are there differences by Type? Ivana will also share research findings on the role of communication in engendering employees' sense of feeling valued in preparing for change. At the end of this session, participants will have a greater understanding of what "feeling valued" means to them and how to communicate to engender this feeling in others.





Saturday April 13, 2019, 1:30 pm - 2:30 pm: Personality Type: Gems and Fool's Gold - the First 100 Years.

Come and join David Pool for a retrospective exploration of the triumphs and tragedies of the psychological type movement over the past 100 years since the publication of Carl Jung's classic work *Psychological Types*. As we approach the second century of understanding type concepts, fresh challenges arise. In this talk, David will highlight some of what he's learned about type during his three-year deep dive, with an eye towards gleaming the gold from the dross. Expect a wide-ranging exploration of insights and a synthesis of materials ranging from Isabel's type table to Dario Nardi's brain scans and including fresh insights into the Big 5 trait approach, and a glimpse or two into the visualization of type patterns.

POST-CONFERENCE WORKSHOP with Jane Kise

Sunday April 14, 2019 9:00 – 4:00:

Type Motivators and Saboteurs - The Angels and Demons on your Shoulders"

What motivates you? Type, popularized by the MBTI®, describes many of the positive motivators that drive our careers, relationships, and passions. However, we develop other habits of mind to meet our needs for independence, acceptance and security. Known as "saboteurs," we go to those same drivers for efficiency and to get our needs met. When we do this, we can become our own worst enemies. Add stress to the mix and the results aren't pretty. And what happens when people with different "saboteurs" interact? Along the way, we can set off other people, especially if we are at odds with each other. Working with the vocabulary of the saboteurs framework adds richness to our understanding of how type opposites clash when they see the world differently, and provides practical pathways to more productive encounters.



In this workshop, you will:

- Work with a new tool, the Saboteur Assessment, developed by Shirzad Chamine, Chairman of The Coaches Training Institute—a tool participants can use with clients
- Discuss research on the connections between type preferences and saboteurs
- Through large and small-group exercises, as well as individual reflection, apply learning about saboteurs to your relationships and your personal effectiveness
- Bolster your Sage—your ability to grow from the inevitable periods of stress that life brings



BAPT CONFERENCE 2019 – KEYNOTE SPEAKERS

IT'S NOT JUST A MATTER OF OPINION: EVIDENCE AS TO WHY TYPE CRITICISMS ARE MISGUIDED AND HOW WE CAN RESPOND

PENNY MOYLE(ENTJ) AND JOHN HACKSTON (INTP)



Penny is a business psychologist, combining a background in both academic and commercial research with decades of consulting and training experience, as well as hands on experience of management, including as CEO of OPP Ltd (2011-2017). The MBTI® has been her assessment of choice for employee development for over 20 years.

pennymoyle@hotmail.com



John is Head of Thought Leadership at The Myers-Briggs Company. He is a Chartered Psychologist with over thirty years of experience in helping clients to use psychometric tests and questionnaires. He carries out research to bring personality assessments, in particular the MBTI®, to life, helping practitioners and end users apply the insights they gain both inside and outside work.

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Ever heard or read criticisms of type instruments, in particular the MBTI® assessment? It's a rhetorical question; the MBTI® is regularly damned in both academic literature and the popular press. Last summer we experienced a new spate of negative press triggered by the publication of a biography of Isabel and Katherine by Merve Emre,. This included claims that the MBTI® is not reliable and that "it is a well-known fact that the type indicator is not scientifically valid" (page xv). Book reviews repeated and amplified this assertion.

Yet if the MBTI® is so flawed, why is it the most famous personality questionnaire in the world, taken by millions of people every year? Have tens of thousands of practitioners and millions of their clients been taken in by a scam, or is something else going on? Though the long history and popularity of the MBTI® make it a target, most of these criticisms could equally be levelled at type assessments more generally, and even other personality questionnaires.

In 2018, we published a scholarly article responding to these questions, in the well-respected peer-reviewed *Journal of Personality Assessment*. In our Conference session we will draw on this, demonstrating why many common criticisms of type assessments are either unfounded or misguided, including:

- Trait versus type: the claim that personality is better described by continuous, normally distributed traits than by discontinuous types. We'll show how this criticism is rooted in misunderstandings and stereotyping of type theory and the concept of preference.
- Poor reliability, especially test-retest reliability. We'll present evidence that the MBTI® in fact has very good reliability and show where the misconception of "poor reliability" comes from.
- Lack of predictive validity. We'll identify and refute three misconceptions that have led to this criticism and show how validity

has been amply demonstrated.

- Poor factor structure, neglecting neuroticism. We'll discuss why the absence of neuroticism is a spurious criticism, and touch on other evidence for and against the factor structure of the MBTI®.
- Responses to the MBTI® can be faked, like all self-report questionnaires. We'll show why this is not a problem for the MBTI®, used exclusively for personal development.
- Barnum effects: the MBTI® is often criticised for being overwhelmingly positive, with type descriptions seeming insightful but applying to everyone. We will share evidence that this is not the case.

There is a common theme behind many of these criticisms; academics and other reviewers use validity and other criteria developed to assess the suitability of assessments for use in selection, but these do not describe the whole picture in establishing the validity of instruments intended for use in development. Assessments like the MBTI®, designed only for developmental use, therefore, often get a bad press in the academic literature. We'll show how traditional criteria, especially regarding validity, need to be adapted for development use, and lay out additional criteria, such as simplicity and positivity, that are not typically discussed in academic reviews. In particular, we will describe the new concept of 'experiential validity', the extent to which an assessment achieves the desired outcome *for the end-user*, calling for more research on this previously neglected aspect of validity.

In presenting this session at the BAPT Conference, we know that we will be talking to an experienced and informed group of practitioners. So this won't just be a presentation; we will make it as interactive as possible, and include opportunities for you to share your views with us and other participants. We hope you will leave the session, not only with a better understanding of the issues, but equipped to respond to them when they arise in the course of your work with type.

BAPT CONFERENCE 2019 – KEYNOTE SPEAKERS

“REFLECTION AND A TIME TO NOURISH OUR ROOTS”

ANN O’SULLIVAN (ENTP) AND SALLY ANN CAMPBELL (ENTP)



Ann O’Sullivan has pioneered the application of the MBTI® methodology in the UK from 1979 as an aid for people on their life’s journey of human and spiritual development. The work, to re-capture the original values of the Indicator, has taken her to many countries and a broad diversity of audiences.

ann@emmaushouse.org.uk



Sally Campbell (ENTP) trained as a scientist and worked as a marine ecologist at the edge of the sea with complex systems. Later, she developed an enquiring interest and professional involvement in the dynamics of family and organisations. This led to her own self development, type, BAPT, qualifying trainer and APT British international representative. Her main focus is in complexity, and individual development, exploring interaction of social, environmental science and psychological systems.

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At the 25th Anniversary of BAPT, of which we are two founder members, we spoke of the danger of the limb falling off the tree, as a metaphor for the importance of nurturing and developing ourselves through our own inner journeys especially when using The Myers Briggs Type Indicator™. Now that it appears it is being driven by finance, and short, sharp interventions, it is important to take stock. Back in 1993 Angelo Spoto talked at the 4th BAPT Annual Conference “*What Jung would be saying about Type and does it even matter?*” We felt it did and, as a result, in 1995 and 1996 Angelo ran three workshops at Emmaus House in Bristol on Jung and the wider work we need to do for ourselves and, equally importantly, as a society in which we worked and lived, in organisations, community and family. Now, there is a more urgent task, as the tree roots in those very same places have been so weakened this magnificent tree may die. We now may face the future without that very tree which gave us the opportunity to develop this BAPT community and help many individuals to help themselves discover their richness and purpose through self-development. Our society has changed; it is not just ego development, narcissistic driven, instant gratification and selfishness but the lack of inner journeys, the spiritual recognition of our own archetypes. We must ask

ourselves, what masks do we wear? Why is there so much anger directed at each other? Where is self-reflection?

In an exploration we will look first at the world of today, and how the tree and Jung’s influence on MBTI™ has been weakened by consumerism, financial gain, individualism and selfies. We will pose some questions about Jung, our own archetypes and how we need to reconnect to the natural world and our own ecosystems. What is the meaning of gender consciousness in a world where the masculine archetype has been in ascendancy? Men and women are increasingly polarised. A great deal of unconscious material comes to life with the masculine and feminine. The shadow is always there. What gives you life comes out of the depths. Does typology come out as patriarchal consciousness? MBTI™ can be used as a power trick, a team of horses “out of control”. Jung said the world hangs by a thread and we spend a lot of time in denial and projection. If we carry too much archetypal energy it may attract destruction.

So for our present time of division, projection, denial and anger, this session will be about reflection, about self, about our own archetypes. We are called to steward anything coming into consciousness.

“Individuation does not shut one out from the world. But gathers the world to oneself”

Jung in “On the nature of the Psyche”



Left: Young Ann

Right: Young Sally



BAPT CONFERENCE 2019 – KEYNOTE SPEAKER

CLOSING THE INFLUENCE GAP – CAN TYPE TAKE THE STRAIN?

CATHERINE STOTHART (INTP)



Catherine Stothart (INTP) is a Leadership Coach and Team Consultant working with Airbus, KCOM, the EEF and schools and colleges in Cheshire. She has 25 years' experience of personality type and her first book, *How to Get On with Anyone*, was published by Pearson in 2018. Catherine joined the Board of BAPT in 2017 as Director of Board and Member Services. She lives in Chester, and in her spare time plays tennis, spends as much time out of doors as possible, and enjoys attending live sport, music and theatre. Email: catherine@essenwood.co.uk.

When we communicate with others, we usually have a positive intention, but sometimes the impact of our behaviour can be negative. This reduces our influence and may mean we don't achieve the outcomes we intended.

To close the influence gap we need at least three things:

- Self-awareness to realise how our behaviour might be experienced by others
- Ability to recognise and manage the emotions driving our behaviour
- Ability to pick up accurate cues from others about their thoughts and feelings

There is recent research evidence that all three of these are difficult to achieve.

Self-awareness

Sun and Vazire of the University of California recently researched self-knowledge. They used the Five Factor Model of personality (OCEAN) to explore the question "[Do people know what they are like in the moment?](#)" They compared ratings of behaviour given by the subjects with ratings given by observers. They found the highest levels of self-knowledge and subject-observer agreement on Extraversion, followed by Conscientiousness. Neuroticism, not surprisingly, was not visible to observers.

The findings on Agreeableness were interesting – subjects had less self-insight in this area and the researchers suggested that "*this apparent self-ignorance may be partly responsible for interpersonal problems and for blind spots in trait self-knowledge*". They concluded that: "*we can probably trust what people say about their momentary levels of Extraversion, Conscientiousness and Neuroticism*", but "*our findings call into question people's awareness of when they are being considerate vs rude*".

Recognising and managing our emotions

Lisa Feldman-Barrett (professor of psychology at North-eastern university in the USA) is the author of *How Emotions are Made – the Secret Life of the Brain*, and she has a great [TED Talk](#) about her theory of constructed emotion. She believes that "*emotions are your brain's best guesses for what your body's sensations mean, based on your situation*". For example, if your face goes red, your brain races to work out the likely cause, based partly on the situation – am I an-

gry, excited, embarrassed, hot? "*Your brain makes meaning from the identical sensation in different ways, depending on the context*". There is not always a direct semantic link from the body to the emotion: we smile when we are happy, but we also smile when we are sad; we cry when we are sad, but we also cry when we are happy. Recognising our emotions involves guess work.

Sometimes we aren't even aware of the emotions or don't know what they are and can't name them. Neuroscientists such as [David Eagleman](#) believe that "*a lot goes on under the hood*", outside our conscious awareness. And if you have ever seen the [moon-walking bear](#), you will know that sometimes our brains don't notice what is there!

We also know that our emotional, flight or fight response to a situation, can kick in via the more primitive part of the brain, the amygdala, before the more rational part has had time to work out a more reasoned response. Our [inner chimp](#) hijacks us and it can be difficult to manage our emotions.

Picking up accurate cues from others

Picking up accurate cues from other people's behaviour is also difficult. We automatically infer mental states from face, voice tone, body language – much of this is unconscious and our assumptions may be wrong. Neville Chamberlain's words about Hitler in a letter to his sister in 1938 are a good example: "*I got the impression that here was a man who could be relied upon when he had given his word*".

We can be influenced by superficial appearance or what is going on in our own minds. Problems between people often occur because we attribute thoughts or feelings to them which are not accurate, and this affects how we behave towards them. According to Mlodinow, in *Subliminal: the new unconscious and what it teaches us*, our brains are not recording experiences, they are creating them.

Can we overcome these challenges? Can Type knowledge help, and if so, how?

Join me at the BAPT Conference where we will explore these issues and share some practical steps to manage our minds and close the influence gap. Together we will distil the pearls of wisdom that type knowledge can bring to the everyday challenge of getting on with other people.



BAPT CONFERENCE 2019 – KEYNOTE SPEAKER

PEARLS OF WISDOM: TYPE AS A MAP, TYPE AS A SPRINGBOARD

VICKY JO VARNER (INFJ)

Dr Vicky Jo Varner earned her PhD in Depth Psychology (with an emphasis on Jungian and Archetypal Studies) from Pacifica Graduate Institute. She is a professor at the University of Philosophical Research, teaching Jungian topics to Masters-level students. An MBTI® Master Practitioner, she has been using type professionally for over 25 years. She is also a Professional Certified Coach (accredited by the International Coach Federation), and a Certified Interactive Imagery practitioner. Originally from the US, she is currently staying in Provence where she is writing a book on Jungian typology under contract to Routledge. She may be contacted via: vj@typeinsights.com.

At the close of this historic occasion of BAPT's landmark 30th Anniversary Conference, dedicated to "Pearls of Wisdom," it is worth reconnecting to the original source of all this enlightenment, which is the pioneering work of C.G. Jung himself. Over the past decade, new publications have been released that help to flesh out the typological "picture" as Jung held it, and some extra puzzle pieces have been added.

Often when we speak about type, we feel ourselves pulled into the "particle bits" of typology – the acronyms, the letters, and the system (such as the type table envisaged by Isabel Myers). We become caught up in talking about E's and I's and J's and P's and S's and N's and T's and F's which can suck us into a morass of detail that disconnects us from the bigger picture of what Jung was exploring.

We become lost sometimes within popular conceptions that type is only about resolving interpersonal conflict, or achieving career goals, or successful teambuilding, and forget that Jung's original motive was to explore vastly different kinds of *consciousness*. And even though it's been nearly one hundred years since *Psychological Types* was published, Jung may still be found on the cutting edge since science has been unable to explain to us exactly what *consciousness is*.

Just like humor and art, everyone imagines they know what *consciousness* is, but it is so difficult to define that many scientists avoid the topic altogether. They appear to have an allergy to the issue, and contemporary author John Searle tells us how "typical textbooks of brain science to this day have no chapters on *consciousness* and say very little to suggest that it poses an important scientific problem." Because *consciousness* cannot be reduced to an objective, causal matter, it eludes their frame for understanding it.

Searle noted, "the reason *consciousness* ap-

pears to be a 'mystery' is that we don't have a clear idea of how anything in the brain *could* cause *conscious* states." But Joseph Campbell would retort, "Consciousness does not come from the brain. The brain is an *organ* of *consciousness*. It focuses *consciousness* and pulls it in and directs it through a time and space field. But the antecedent of that is the *universal* *consciousness* of which we are all just a part." In Campbell's view, *consciousness* is something we all partake of, to a greater or lesser degree. Not surprisingly, attempts to reduce *consciousness* to purely scientific explanations tend to fall flat. Hillman observed how "psychologists often define *consciousness* with arousal, activation, intention, alertness. Jung speaks of *consciousness* in the unconscious as a light in nature." Let me repeat: A light in nature. I prefer the mythopoetic explanation, don't you?

Etymologically, the Latin root word, *conscientia* means "joint knowledge," indicating that the experience of *consciousness* is made up of two factors: "knowing" and "withness." In other words, *consciousness* is the experience of *knowing together with an other*, that is, in a setting of twoness, between a subject and an object. It takes two factors interacting with one another to make *consciousness* happen.

During this plenary session, we shall collaborate within a container of twoness and more-ness, in an active investigation of *consciousness*, attempting to map it against our typology. We will be taking as our premise some of Jung's old lectures as recently published, and also observe the way typology has been expressed via therapeutic art. We shall use these modes as springboards to identify and trace the history of our own individual *consciousness* and then conjure what we might bring forth in the future, as a harbinger of what may be expected to carry on the psychological types tradition for BAPT's next 30 years. I hope to see you there!