



Anna is a Chartered Occupational Psychologist, experienced business coach, trainer and facilitator. She qualified in MBTI® two decades ago and has used Type ever since. Specialising in career transition coaching, her work is strongly focused on enabling people to clarify their purpose and make sustained changes. She is interested in the use of creativity in the coaching process and is qualified in a wide range of psychometrics. Currently, she is involved in a European wide recruitment project, leadership development programmes and global Type work. She is a co-author of 'The Power of Personality' and runs her own business: The Yellow Brick Road Network.

www.linkedin.com/in/yellowbrickroad

BAPT 2021 32nd ON-LINE ANNUAL CONFERENCE

100 YEARS OF TYPE

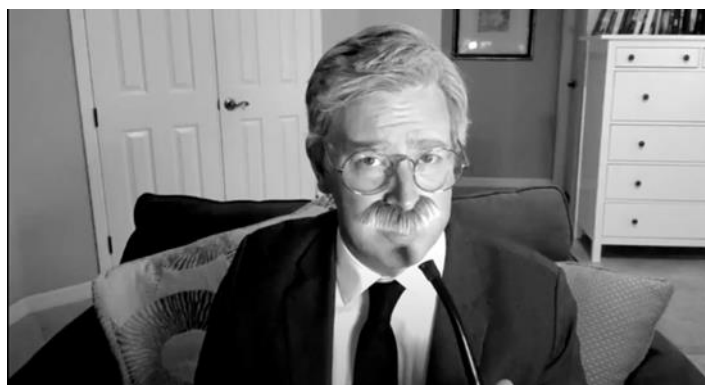
15-18 APRIL, 2021.

REPORT BY ANNA CROLLICK (INFJ)

Extracts from the Diary of an INFJ

Pre-Conference

As Spring becomes established and the tulips emerge bright and defiant in the cool, British bluster of April, the BAPT community around the globe begin to sense Conference is near. Early signs have been springing up on the wire(less) in the form of interesting and warmly funny presenter trailers as well as freshly sung Tweets all heralding the arrival of the most exciting line up of presenters from the world of Type. One mesmerising Conference trailer has even been posted directly from the grandfather himself, Carl Jung, (aka Rob Toomey; see YouTube) his transcendent imagination and astonishingly bushy moustache transported from a romantically black and white 1921 - his musings still relevant to today's world.



Even from my remote, lesser-seen, INFJ shaped burrow, the buzz of pre-conference activity has been noticed. After a year of lockdown life since the last BAPT Conference the anticipation of engaging in a community of Type thinkers and world-class Type experts feels particularly exciting and necessary. Time to dust off the daily drudge and be inspired.

Thursday 15th April, 2021

At one o'clock UK time, 120 people from 10 countries around the globe zoomed in to a warm and positive welcome from BAPT President, Sarah Perrott, who reminded us that this was our 32nd Annual Conference. With this year's theme being a centenary celebration of the publication of Carl Jung's *Psychological Types*, it was interesting to note that the first BAPT Conference must have been 68 years following its publication. Testament to the fact that Type work is something that lives and breathes through time and generations.

Keynote: 100 Years of Misunderstanding: Type and Academia, Richard Owen

Setting us in the context of Jung's work, BAPT's own Treasurer, Richard Owen, Organisational Psychologist, Type theorist, Personality Parts author and Conference break out room monitor, provided us with our entrée to Conference. It seemed a fitting start to this Conference to return to Jung's original work and understand the context in which it was written and received. As practitioners of Type very few of us do this work. It is not an easy read, perhaps because it was written/dictated during his Whooping Cough quarantine but having read it at least twice and made sense of Jung's rambling style, Richard provided us with a

fantastic tour of the territory. He outlined the potential origins of the huge animosity and academic misunderstandings that have plagued Type unrelentingly for 100 years.

In summary, Jung's book, *Psychological Types*, was developed from 20 years of his therapeutic practice and self-exploration. It focused on the problem of opposites – polarised viewpoints that give a one-sided orientation of consciousness – the lens through which we see our reality. In compensation we have the unconscious orientation. In the first nine chapters Jung discusses this one-sidedness and the solution to overcoming it through the transcendent function – a greater viewpoint that encompasses both. Interestingly, the next two chapters, 10 and 11 were re-written and reworked by Toni Wolf. They are very different in style, perhaps clearer to understand, and the focus is on a description of types. In the forward of later versions, Jung steered the reader away from these chapters and back to the earlier chapters, concerned that people were seeing the classification aspect as the “essential content and purpose of the book” when it is “not in any sense to stick labels on people at first sight”. He stated that “instead it is an organisation, and delimitation of psychic processes that can be shown to be typical”. This is the debate that still rages today.



Richard referenced Steve Myers, the British scholar who summarised that, ultimately, Jung saw Type as a problem as it sustains the split between the conscious and the unconscious and that there is a place beyond Type where we integrate aspects of ourselves. Rather than identify with opposites, which are abstractions of our reality and not the full experience, we can transcend Type and move between the opposites.

A fascinating aspect of Richard's talk was how the theme of opposites was paralleled in different aspects, like a hall of mirrors. He helped us see the world that *Psychological Types* was born into – a world where the ideas of behaviourism dominated – a purely objective, external approach that took the ‘person’ out of personality and allowed no place for introspection. Trait, observable and measurable and Type, a phenomenon within the mind, were seen as opposite worlds and Jung's work was strongly criticised as playing “no part”. This resolutely black and white ‘othering’ mindset reflecting the criticism. However, in moving between opposites, ultimately it could be argued the two worlds of type and trait can be bridged – with type providing the underlying psychological processes to the externally observed behaviour. Having used Type and trait together, I know this works well.

Richard concluded—with quiet outrage at the dangerous effect of one-sided views – how these days algorithms filter and magnify one sided views into extremism and a ‘not allowing’ of the opposite to exist. He quoted a PhD scientist who felt it quite appropriate to claim, “I despise the MBTI®” and highlighted the need for us to be mindful of our own one-sidedness and bring balance. Jung's early concern that people were missing the real purpose and point of his work resonates with what happens today – with people misattributing ideas to Jung, only looking at the simplistic view of one-sided abstractions and pushing narratives without balance or critique so that they become the ‘accepted world view’. Having had 100 years of misunderstanding, thoughts turned to the state of the next 100 years.

What a start! There was a lot to think about and the session was intended for more reflection than the hour would allow – I love BAPT. I was reminded that one of the fantastic things about being part of BAPT is access to a world of thoughtful investigation, learning and furthering understanding of how Type can help the human condition.



Other Day 1 sessions:

- Type Development & Psychometrics Through the Years - Mark Majors
- The Four Principles of Facilitating Psychological Type - Cindy Paris
- Exploring Paradigms of Polarity in Type Theory – Mina Barimany
- Coaching Via Nature AND Nurture – Jane Kise and Ann Holm
- Overcoming One-Sidedness – Dario Nardi
- Leadership Development w/EI & Personality Type – Laura Virgilio

It had been a busy afternoon and early evening and there was a lot to take in – great sessions with loads to think about. Despite myself, I wandered into the Kumo Space for a ‘drink at the bar’ with friends (see photo on front cover). It was a great idea – a virtual space where you could hang out, order a virtual glass of wine and chat with anyone who moved into your circle. However, it was a little tricky to manoeuvre myself and I kept heading towards the virtual pool, by which time it was time to head to the next session.

Psychological Types

- 1921 First published in German as *Psychologische Typen* by Verlag Rascher & Co
- English translation 1923 by H.G. Baynes (Then R.F.C. Hull for the Collected Works)
- **Feeling pressure to write, but too busy with patients, Jung came down with whooping cough. He dictated 583 pages to an immune secretary in 6 weeks of quarantine.** (Tridon, 1919 in Shamdāsani, 2003)
- Stream of consciousness style, hard to read

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1923 Reviews

- From Shamdāsani (2003):
The New York Times - “splendid” and “great” contribution to psychology
- The New Republic, J.B. Watson - took him to task for ignoring “nearly all of twentieth-century psychology”...“One cannot go into a criticism of Jung's psychology. It is the kind the religious mystic must write in order to find justification for certain factors his training has forced him to believe must exist” Jung's stress on the inateness of typology evoked Watson's scorn... far from aiding psychology “confuses it with unjustifiable and unsupported assumptions...” it seems to be but another justification of life's failures and to give one more shoulder upon which the weakling may lean”.

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19:00 Pitfalls and Pathways to Spiritual Growth for the Four Temperaments, Eve Delunas

It was seven in the evening and time for the last keynote session of the day. Dr Eve Delunas radiated a calm, wise and soulful essence as she led us through the journey of the last hour. I felt in safe hands and found myself mesmerised by her and the beautiful images on her slides paired with inspirational quotes. She spoke with a compelling truth and honesty.



Explaining spiritual growth as the move from Ego to Essence Eve described ego as the stories we hold about ourselves, formed in early childhood and stored as implicit memory in the hippocampus. The usual stories are things like, "I'm not good enough", "others can't be trusted" and while it tries to keep us emotionally and physically safe its work can result in us suffering through feeling fearful and judging ourselves or others harshly. However, it is part of our humanity and a show of hands demonstrated we have all experienced that "crazy roommate" who lives in our heads. On the other hand, Essence can be described as 'awareness' or 'presence' and when we connect into our essence, we feel peace, joy, creative and a sense of well-being.

Essence is:

- Awareness
- Presence
- The Real You
- Your Greater Self
- The Witness
- Pure Consciousness

The more we align with our Essence, the more peace, joy, creative inspiration, and wellbeing we experience.

"You are not a drop in the ocean. . .you are the entire ocean in a drop."--Rumi

Catalyst (NF Preference) Pathways

- Inner seekers
- Fluent with dreams, symbols, imagery
- Empathy, compassion

Taking the Temperament lens Eve has used her experience with clients and students to gather themes that describe how each temperament can move towards more Essence and dampen the controlling effect of the Ego. For example, common pitfalls that Eve has seen for Catalysts (NFs) are that they can wear rose tinted glasses and prefer not to look at the darker, painful aspects of our shadow, pretending it doesn't exist. However, being out of touch with this aspect means that the shadow ultimately runs the show. The pathway for Catalysts therefore involves learning to love the dark side which allows it to heal. For each temperament Eve gave the pitfalls, pathways and some great resources that she has found to particularly appeal to specific temperaments. I tested out the Improviser (SP) slides on my resident ISFP and he acknowledged the pitfalls and was interested in the sound of the pathways. Apparently, yogic chanting and drumming does appeal ...

Interestingly, I (my ego) saw *all* those NF pitfalls in my Catalyst mother, but strangely felt I didn't fall into any of them ... On further reflection, however, they grudgingly made more sense. Eve ended with a passionate recognition that we all get up to this stuff – "it's not easy being human and we're all dealing with this challenging condition. It is not about being perfect or getting somewhere – but we can enjoy the ride, be gentler to ourselves, love our foibles and laugh at our ego. We are all unique and perfect at essence." It was a very grounding, calming way to wrap up the day.

Catalysts (NF Preference) Pitfalls

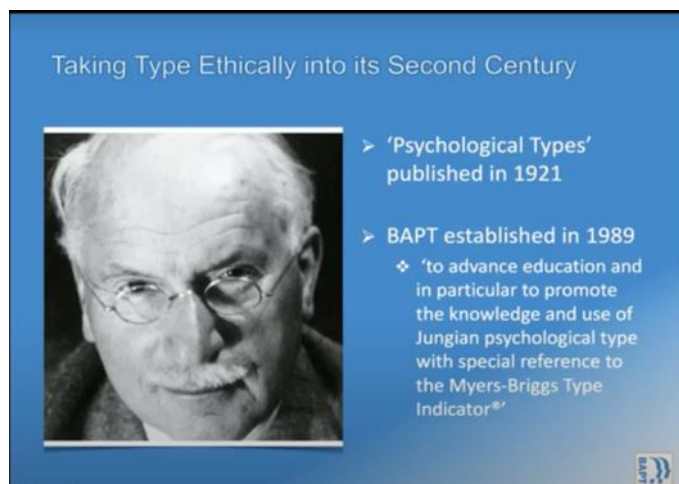
- Spiritual Bypass/Rose colored glasses
- Not grounded in practical"reality"
- All or none thinking

Day 2, 16th April, 2021

Taking Type Ethically into its Second Century, Jerry Gilpin and BAPT Board

For a fleeting moment as I read the programme, a vision of ‘Jerry Gilpin and the BAPT Board Band’ floated across my mind. It was a wistful reminder of the musical creativity that exists in the BAPT community and often blossoms in the evenings as Conference progresses.

However, back in the zoom room, in some ways this session brought us together almost as much as connecting through music. As Jerry, BAPT Secretary, shared with us the work the Board have been doing on strategy and outlined their four core principles: Accessibility, Inclusivity, Sustainability and Ethics I realised I had never thought about the origins or *raison d’être* of BAPT. Somehow, like the ethics we routinely refer to in feedback discussions, BAPT has always just ‘been there’ a reliable source of dedicated Type users doing interesting, meaningful and inspiring work. In fact, BAPT was created in 1989, “to advance education, promote knowledge and the use of Jung’s Psychological Type, with special reference to the MBTI®”. Of course, so much has changed since then, and this session evolved out of this recognition. Jerry stated the aspiration for BAPT to “evolve and remain relevant for as long as Type is relevant.”



It was a collaborative session which shone the spotlight on the core principle of ethics. If there was any doubt that this was relevant and important, our responses to a poll revealed that a startling 90% of us had encountered an individual or organisation who have experienced unethical use of type.

Different Board members took us through and brought to life the BAPT Ethical Statement which outlines three main principles for professional Type practice: Focus on the Person, Use Language of Preference, Put Type into Practice. Their presentations were heartfelt and embodied real experience, clear and resonant explanation of these principles. Key takeaways were from Susan Nash: “Always see the person in their broader context”. From Catherine Stothart, regarding preferences not being static, “type is like a cake – made up of eggs, butter, sugar, flour, when you put them in the oven a chemical reaction occurs to make the whole cake”. And from Sarah Perrott, relating to the fact that every type has its strengths and blind spots, “not just saying it, believing it”. It was great to see the Board at the forefront taking this session with such openness and an infectious sense of empowering pride both about what is foundational for us as practitioners and that there is still a connection to the original purpose of ‘education, knowledge and use of Type’.

The invitation was then for us to consider some case studies in break out groups. This served to lift the ethics off the tick sheet and into reality, clarifying who we are as practitioners in terms of our ethics and why we have them. I must admit, in my group, we did spend quite a bit of our time getting to know each other so didn’t have too much to share in plenary, but it was good to see the whole group’s thoughts captured on a MIRO board – a virtual post it note board. There was a plethora of fancy IT at Conference this year.

Through the session the chat function was also hot with comments and debate, particularly on the use of language and reduction of understanding to a bald, definitive “abstraction” or “type code” in the on-line assessments which ignore ethical issues. The significance of this session increased further later in the Conference, given the finding of Teresa Moon and the astonishing data in Rob Toomey’s session. More on that later ...



Other Day 2 sessions

- How is Happiness and Well-being Linked to Type? - David Hodgson
- Tap Your Superpowers to Launch and Grow your Business - Markey Read
- The Evolution of Temperament – Anne Bulstrode & Susan Geary
- Physician Careers and the MBTI® - Gerald Otis
- Schiller’s Ideas on the Problem of Type – David Pool
- Lifetime of Type Development: What Leader Biographies Reveal – Cash Keahey



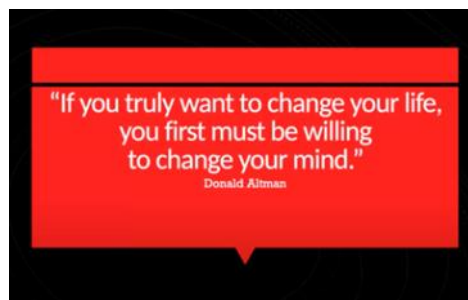
Day 3, 17th April, 2021

Roger Pearman’s Ten Tactics for Type Development



There was something resonant about this session. Roger Pearman, one of the Conference ‘big hitters’ in the ‘Who’s Who of Type World’: author of the recently updated *I’m not Crazy, I’m just not you*, recipient of the Myers’ Research and Lifetime Achievement Awards. Roger has dedicated 45 years to coaching and facilitation using Type in such thoughtful and creative ways to further his own and other’s understanding. He brought a distillation of this experience, useful for coaches/coachees “serious about Type development”, to this fascinating one-hour session.

His pace was unhurried, though not slow, just the perfect cadence for the subtlety and sensitivity required for the work of deeply understanding and improving the experience of the human condition. This, like all the sessions was the antithesis of on-line superficial ‘Type-coding’. Roger brought what on the surface looked like a Top 10 list of things to enable Type Development but was far from a ‘quick fix tick list’. He retold a brilliant conversation he had had with a client: “What is it costing you/the organisation if the team is not working well?” after some confusion the client realised that actually it is costing \$2 million because the team are so behind, when Roger suggested “and you want me to fix this in an hour ... that pill has not been invented yet”. There is no magic pill for Type- development. Roger defined this using Isabel Myers’ description “making perceptions clearer and judgements more sound”.



The Ten Tactics were developed in part from 30 years of 360-degree data collected through the Centre for Creative Leadership. Roger looked at the factors that were useful for every Type. His approach looks at the energy flow through the whole psychological system and how we keep this whole system healthy, evolving and adaptable. As a flavour of the power and depth of the tactics: No.1 Begin with the End in Mind, invites us to think about the story within us. Roger describes this as ‘soul work’ and that inner development is the “workshop of the soul”. This is just so beautiful and poetic, and it is inspiring that we have the privilege to work with people at this soul level. On

a more practical level, this involves uncovering the story and exploring what is getting in the way of that story emerging.

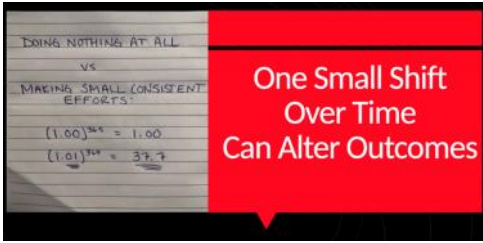
The Tactics were all creative, exploratory, playful, revealing and renewing. This was all Very exciting and appealing to an INFJ – what heaven had I stumbled into? Tactic 6, Play with a Question in Mind – this involved having a ‘beginner’s mind’ and make time to play while keeping the question in mind. Playing allows the unconscious energies to inform us and connects the body, soul and mind. Echoing a Jungian approach, Roger suggested drawing a mandala of your psyche and see what emerges. I think my favourite was Tactic No.3, Churning with Intention (like butter making) which meant making space for reflecting, imagining and insight. When you don’t have answers, sleep on it and actively give the question over to your unconscious, actually asking for help, “I am turning this over to you and in the morning I hope you’ll have the answer for me”. My ISFJ dad used to do this with problems regularly, to good effect too.



Slightly more adventurous, was Tactic No. 4, Active Imagination, where we engage in an active conversation with an object that draws us to them for some reason. Roger spoke of a little winged statue with which he connected. In a kind of ‘dreaming with



open eyes' he spoke to and 'heard' the object talking back to him by being open to the potential for symbols and voices of the moment. I have seen my children do this in play, it must be very natural. Perhaps aware that some may find these awkward, he made the suggestion to start with the Tactic where you think, "I really won't do that one!"



What was so compelling was Roger's humility. It was clear that he is on this journey too, an "inner seeker" as Eve Delunas would say, and there was a shared sense of how difficult this is, but also reassurance that he has seen rewards. This was such a thought-provoking session and one I got more out of from watching over again in the recording. Again, it was visually appealing with beautiful slides, perfectly picked meaningful quotes and quirky cartoons illustrating his points. Worth a watch if you missed it.

Other Day 3 sessions:

- Type with Techies: Being Effective with Technical Clients – Carol Linden
- Be Careful What You Wish For: The MBTI® on Social Media – Teresa Moon
- 100 Years of Type – and of Pandemics – John Hackston
- Easiest Tips to Avoiding 100 Years of Type Objections – Sterling Bates
- Defusing Conflict with Interaction Styles – Catherine Stothart
- The World We Live in: Reality of the 2000s – Mary Anne Sutherland
- Invoking the Inferior Function – Sue Blair
- What can 100 Years of Type Teach Us as Writers – Terri Connellan

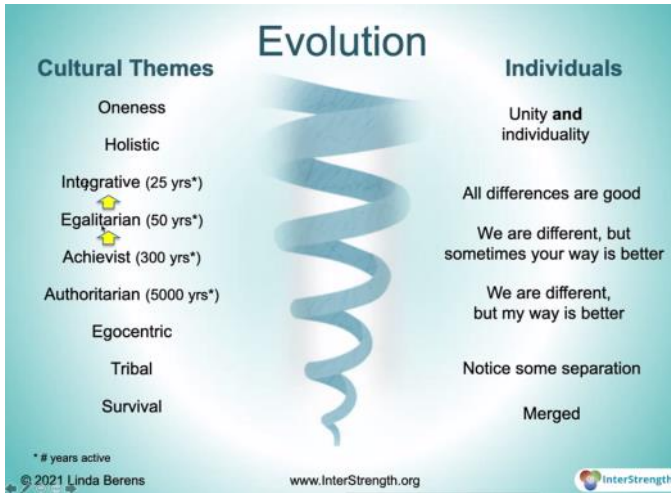


The Transformational Power of Type for Today and Tomorrow, Dr Linda Berens



Warmly welcomed by Sarah Perrot it was very exciting to see Linda Berens presenting at the Conference for the first time. I have read most of her books and, as Sarah described, she is a major thought leader in the field of Typology and has trained some of the other conference speakers. Linda described her own relationship with Type as "my life work, I'm still obsessed with type" and very poignantly described how learning about Type "saved my life - for the first time I felt normal". It was good to take the time to recognise how type has impacted our own lives as we met in break outs to discuss. Reflecting on my own life it has set me on a path of understanding myself and others in ways that become more interesting and useful over time, both personally and professionally. I cannot imagine what my life would have been like without having Type theory woven into every day.

Taking the theme of transformation Linda described how we as individuals can develop up the spiral of ego development and set this alongside an overview of how cultural themes have developed over time. She showed how new themes emerged as previous themes no longer served. It was interesting to see that when Jung published *Psychological Types* this was during the Achievist theme of needing to produce and achieve competitively. We moved into the Egalitarian theme 50 years ago and the integrative theme emerged 25 years ago which is where we mostly still are, though newer cultural themes are emerging - Holistic where everything is connected. Linda made the point that our culture influences what we can do with Type, and as more people move out of the Achievist culture the less ok we are with stereotypical views of type. A ray of hope?

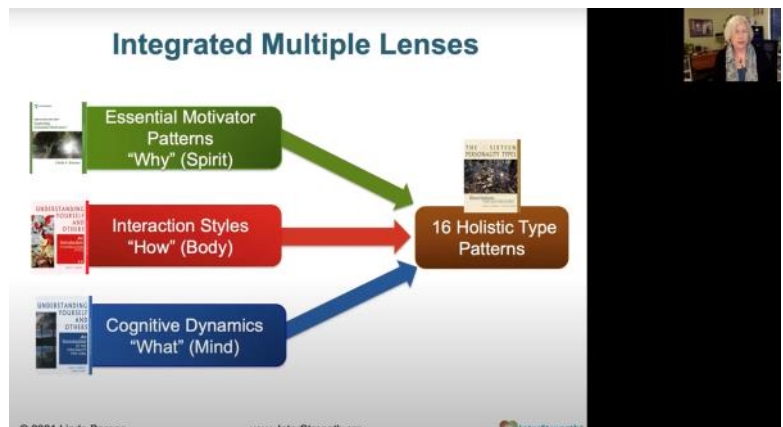


In response to one-sidedness, Linda drew on the Systems theorist, F Capra and emphasised the need to see the whole type as organic patterns that are self-organised. To really know ourselves, we need to understand our patterns of themes and processes. She does this through using a Venn diagram of overlapping motivators (the ‘why’ of our behaviour), interaction styles, cognitive dynamics and culture/experience. As well as this she has created a colour coded Type chart with the overall theme in blue. I have found that my theme “Foreseer Developer” has been playing in my mind for days now and is one of my most useful personal take-aways from Conference, helping me to “find my story” (Roger Pearman’s Tactic 1). As Linda described, in our culture where complexity is desired, but bullet points are required, this manages to capture the elegance of complex-simplicity. The theme for ENFPs is “Discoverer Advocate” which certainly fits the ENFPs I know and love and “Harmoniser Clarifier” for INFP, “Conceptualiser Director” for INTJs and “Explorer Inventor” for ENTPs.

Match of Patterns: Their Themes and Processes

INFJ Chart-the-Course Catalyst Foreseer Developer	INFP Behind-the-Scenes Catalyst Harmonizer Clarifier	ISTJ Chart-the-Course Stabilizer Planner Inspector	ISFJ Behind-the-Scenes Stabilizer Protector Supporter
ENFJ In-Charge Catalyst Envisioner Mentor	ENFP Get-Things-Going Catalyst Discoverer Advocate	ESTJ In-Charge Stabilizer Implementor Supervisor	ESFJ Get-Things-Going Stabilizer Facilitator Caretaker
INTJ Chart-the-Course Theorist Conceptualizer Director	INTP Behind-the-Scenes Theorist Designer Theorizer	ISTP Chart-the-Course Improviser Analyzer Operator	ISFP Behind-the-Scenes Improviser Composer Producer
ENTJ In-Charge Theorist Strategist Mobilizer	ENTP Get-Things-Going Theorist Explorer Inventor	ESTP In-Charge Improviser Promoter Executor	ESFP Get-Things-Going Improviser Motivator Presenter

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Linda argues that knowing what is in our core-self - our pre-programmed developmental pattern - helps us to own and value who we really are and that knowing these patterns is transformational. When the situation we are in or the culture calls for us to behave in ways that do not match the core self, we can adapt or develop to meet that, but if we are always having to behave in ways that are not us, it is very hard to feel “ok”. This is where Type and knowing our patterns can be liberating and truly transformational. In discussion afterwards it was clear that Linda had impacted positively on so many people and it was great to hear and learn from her wisdom and poise.

Day 4, 18th April, 2021

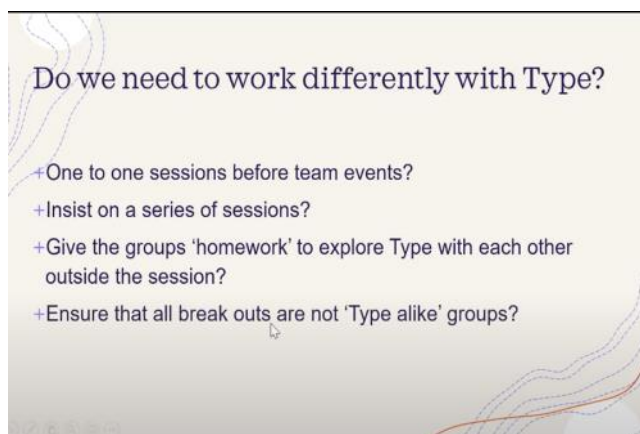


Do you trust me? Dr Angelina Bennet

It was the last day of Conference. I was just getting used to having a morning doing the daily life activities of child-herding, washing clothes, and other domestic priorities then handing these over and disappearing into my office to enjoy the thought-provoking, inspiring, international leading lights of Type. I still found emerging into break out rooms unnerving, but even that was becoming more comfortable.

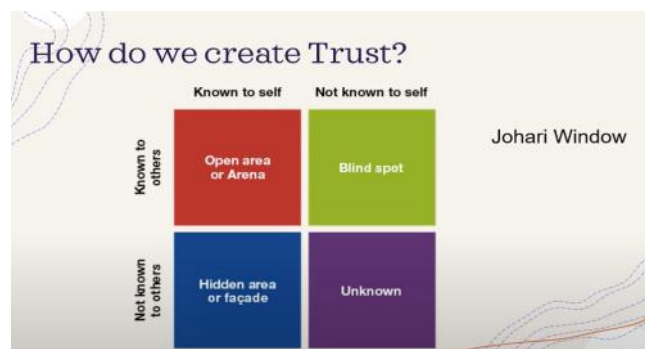
Knowing Angelina Bennet, former President of BAPT, very well it would be simple to answer her session title, “Do you Trust me?” with an absolute affirmative. However, also knowing Angelina’s “Conceptualiser Director” mind I was intrigued about what she had in store and I was not disappointed. As she described, remote working through the pandemic has highlighted the importance of trust in organisations. If they didn’t already, leaders have needed to learn to trust their employees and Angelina

wanted to explore the impact of Type on trust-building in a remote setting. By turning the question over to us she wanted to draw parallels between our experience of trust through this Conference with employees in an organisation.



Just like in an organisation, at Conference this year there were a mixture of newbies, people who had been to some conferences and some lifers: 6% totally new starters, 33% knew a few others, 36% knew some and 25% conference veterans who knew lots of others. Looking at Lencioni's *Five Dysfunctions of a Team*, trust is the fundamental basis for a functioning team. For us at Conference it would allow us to safely challenge opinions and make it easier to participate, learn about Type and make connections/reconnections with other delegates. The Johari Window helps us understand that trust occurs when we can be open, reduce our own blind spots and as we feel safer reveal more from the hidden area so that others know us better. Now that Conference takes place in the Zoomiverse, Angelina ran a live enquiry in groups of five to explore how much have you connected with others and felt able to challenge.

Themes that emerged from discussions were that people's own Type impacted their ability to challenge. If they had an organiser role, they had less opportunity to connect – perhaps like leaders in organisations. People felt the tiny, incidental interactions such as chuckles, knowing looks, cross interactions while the speaker is talking are missed when working virtually. Angelina commented that she felt our shared common interest and curiosity of the BAPT community helped us feel psychologically safer and this seemed to ring true to my experience.



It was interesting and set off a lot of useful personal reflection for me as well as providing insight into other's experience. Personally, I found that my Type impacted my comfort with initiating interaction at Conference. I was shocked to realise that I had not reached out or made new connections and that my discomfort with interacting through technology meant that I had created an excuse for limiting my sociability. Perhaps because it was now Day 4, or maybe it was the nature of the enquiry sat well with my



Type, but I found it easier to share than earlier in the Conference. My group felt supportive and safe, people were open and shared their perspectives freely. Also, the experience of being open and honest had an immediate impact – I felt connected to people and more grounded and present. Reflecting on it now, I can almost feel the 'hidden/façade' area of the Johari window being thrown open and letting in the cool, fresh breeze.

Thanks Angelina, for helping us take an honest look at our own role and experience in the Conference. Shining a light on this topic and providing space to be with others and discuss this collective widening of Johari windows to bring in light and create more possibilities for connection and trust. I felt engaged and positive.

Day 4, Other Sessions:

- Process Work and Typology - Vicky Jo Varner & Rob Wiley
- Type Development and the Micro-Memoir – Julie Benesh
- At Play Among the Opposites: Archetypal Energies – Katherine Hirsh
- Small Type Differences, Big Relationship Impact – Jean Luc Dupont
- Type and Physical Activity Preferences – Suzanne Brue
- EQ and MBTI®: Type is NOT Destiny! – Laurie Lippin



How BAPT can change the world – Rob Toomey

Richard Owen welcomed and introduced Rob Toomey, President of TypeCoach to run the final session of Conference and the title ‘How BAPT can Change the World’ suggested that we were not going to go out in a whimper ... It is always a treat to hear Rob speak at Conference - his relaxed confidence, broad perspective and eye for metrics always deliver something thought-provoking and interesting. Assuring us that this was an informal conversational session and encouraging us to listen with a glass of wine in hand, I found myself imagining I was at a glamorous cocktail party with a very dashing host, I could almost hear the tinkling of ivories and champagne flutes in the background.



The theme of the discussion was around how to connect the BAPT community, with all its collective brain power and knowledge, to the hundreds of millions of curious people who are taking tests on-line. Admitting that he is naturally bold, Rob gently offered the bold suggestion “why not BAPT?” at the forefront. He thanked BAPT for the inspiration it has given him since 2014, “Knowing that there is a community of like-minded people behind you is powerful” - emboldening. He hoped that he could share that inspiration back to BAPT and start the dialogue together about what is possible.

It was inspiring to have the space of the session to think about what our community is and what it can bring to the masses of people out there interested in Type. Taking Teresa Moon’s Conference survey finding that Type users who have taken 16 personalities test found that it typed 50% of them incorrectly, Rob added to this by showing us the massive explosion of numbers of people taking on-line tests. From looking at the two main test sites 16 Personalities and Truity, he had worked out that *every minute, 406* on-line personality tests are completed.

As this is our area of interest and passion – the invitation was to consider the part we play. Rob facilitated our thinking about this by getting us to consider the question, ‘if you could tell 400 million amateurs who had just taken a test one thing about personality type, what would it be?’ Key responses were: It is not a labelling system it is a self-development tool, and as Sterling Bates brilliantly stated, it boils down to: “I am me, I am not you – and that is OK”.

NEW Process for Amateurs:



The key message Rob wanted us to take away was to be clear that our own attraction to Type and practitioner interests are very different to someone new. The amateur’s journey is different to ours. While for us insight is exciting and lights our fire, their flame is not lit unless they get more than insight – we need to be able to fix a problem they face with a process. If they can see the impact of a positive behavioural change on a real problem with their partner or boss, we will be able to light their Type fire. To do this we need to make ourselves immediately relevant to solving problems and as Teresa Moon’s session demonstrated the market is showing us that people want help with relationships. Perhaps this is the flame we need to light.

Boom. It was a great way to end the Conference – thinking big about the future – from the last 100 years to the next, Rob’s session enabled us to see that maybe we have a choice about where will we take Type to in the next 100 years.

And the Conference 2021 was at an end. Well Done BAPT! They did a fantastic job and sustained an incredible effort throughout. With Sarah Perrott at the helm, her warmth, enthusiasm and generosity of spirit flowed through the spirit of the Conference. Susan Nash, Events Director, sadly completing her last term of office, had done a huge amount of orchestration and organisation prior and during the Conference and all the Board, Catherine, Richard and Jerry had worked tirelessly. Everything was extremely well organised, technically excellent and fantastically hosted. The Waterfall of appreciation posted in chat and huge applause sent the clear message: It was Awesome. Thank you, BAPT.

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