

# Using personality tools for individual and team growth

We specialize in helping organisations unlock the full potential of their teams' diverse strengths. This is an introduction to why we rely on the Myers-Briggs Type Indicator (MBTI) and CliftonStrengths to unlock each team's talents.

Not long ago, the ideal organization was thought to be one where everyone thought and acted alike. Today, we know that this stifles success. To drive growth without friction, differences must be understood and effectively managed.

Jen and Heather have experienced organisations with rigid ways of working. While optimised processes and procedures are crucial for building a reputation for quality, achieving high standards doesn't require uniformity or robotic thinking. Instead, most organisations thrive with a dynamic 'hopper' where diverse, timely, and valuable contributions from the whole team are refined into exceptional outputs.

MBTI provides a shared language of differences, ensuring everyone can contribute equally. For example, in a team dominated by Es, I team members might struggle to be heard. With MBTI, Es learn to create space for Is, while Is recognise the importance of speaking up. It's a tool that fosters balance and collaboration.

These are the four MBTI "pairs":



### Extraversion (E)

People energised by being with people, enjoy variety, like multi-tasking



### Introversion (I)

People energised by being alone or in small groups, enjoy focusing on one thing at a time



### Sensing (S)

Realistic people who focus on facts and details. Apply "common sense" and experience to practical solutions.



### Intuition (N)

People who focus on possibilities and the big picture. Value innovation and seek creative solutions to problems.



### Thinking (T)

People who make decisions using logic and analysis. Consider the pros and cons objectively.



### Feeling (F)

People who make decisions using feelings and values. Consider the pros and cons subjectively.



### Judging (J)

People who tend to be organised and prepared. They like to make a plan and stick to it. Tend to like rules.



### Perceiving (P)

People who like to keep their options open. Like spontaneity and flexibility. Tend to bend the rules!

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# MBTI only tells us our preferences. It doesn't tell us what we can or cannot do. It doesn't provide excuses for poor performance, but it really smooths the way when managers and leaders use MBTI when providing feedback and guidance.

MBTI gives each person a four-letter Type that is their best fit. With only 16 Types covering the entire population of the world, this isn't about precision, but about finding the closest match.

On this slide we see the best of all the Types. It is easy to imagine that if a good cross section of all these people are solving a problem or designing a product to take to market, a combination of their skills and outlooks will come up with the best finished results.

However, there is much more to the tool than shown here. Our Type tells us and our managers how we best hear feedback. It tells us the adjustments we might need to make in order to deliver our work on time. It tells us how we behave when stressed or upset. It tells us how we work at home and in the office, and what we need to do in order to work consistently well.

In the right hands, this tool unlocks huge opportunities for organisational harmony, optimal problem solving, stress management, accelerated professional growth, and infinitely more.

Go [here](#) to find out more about the tool.

<b>ISTJ</b> Responsible, sincere, analytical, reserved, realistic, systematic, practical and trustworthy.	<b>ISFJ</b> Warm, considerate, gentle, responsible, pragmatic, thorough. Enjoy helping others and providing care.	<b>INFJ</b> Idealistic, organised, insightful, dependable, compassionate and cooperative.	<b>INTJ</b> Innovative, independent, strategic, logical, reserved, insightful, driven to create original ideas.
<b>ISTP</b> Action-oriented, logical, analytical, spontaneous, reserved, independent, adventurous.	<b>ISFP</b> Gentle, sensitive, nurturing, helpful, flexible, realistic. Focused on creating practical beauty.	<b>INFP</b> Sensitive, creative, idealistic, perceptive, caring, loyal. Values harmony, dreams and possibilities.	<b>INTP</b> Intellectual, logical, precise, reserved, imaginative. Thinks originally and solves problems creatively.
<b>ESTP</b> Outgoing, realistic, action-oriented, curious, versatile. Pragmatic problem solvers and negotiators.	<b>ESFP</b> Playful, enthusiastic, friendly, spontaneous, tactful. Full of common sense.	<b>ENFP</b> Enthusiastic, creative, spontaneous, optimistic, supportive and playful.	<b>ENTP</b> Inventive, enthusiastic, strategic, enterprising. Enjoys new ideas and challenges.
<b>ESTJ</b> Efficient, outgoing, analytical, systematic, dependable, realistic. Love to organise and lead.	<b>ESFJ</b> Friendly, outgoing, reliable, conscientious, organised, practical. Love being helpful.	<b>ENFJ</b> Caring, enthusiastic, idealistic, organised, diplomatic and responsible.	<b>ENTJ</b> Strategic, logical, efficient, outgoing, ambitious. Organisers and long-range planners.

# CliftonStrengths enables individuals to list and name their innate talents in life. The 34 Report gives us our unique contribution to the teams in which we work. Even when senior and experienced, it allows us to continue growing.

## Your CliftonStrengths 34 Results

You are uniquely powerful. Your distinct CliftonStrengths 34 profile sets you apart from everyone else. This is your talent DNA, shown in rank order based on your responses to the assessment.

Use this report to make the most of your strongest CliftonStrengths themes, navigate the rest and maximize your infinite potential:

- **Read and reflect on your results** to understand what you naturally do best.
- **Learn how to apply** your strongest CliftonStrengths every day.
- **Share your results with others** to create stronger relationships and improve teamwork.



STRENGTHEN	NAVIGATE
1. Strategic	11. Learner
2. Ideation	12. Responsibility
3. Intellection	13. Activator
4. Relator	14. Arranger
5. Individualization	15. Analytical
6. Input	16. Deliberative
7. Self-Assurance	17. Connectedness
8. Maximizer	18. Competition
9. Command	19. Believer
10. Significance	20. Adaptability
	21. Empathy
	22. Focus
	23. Positivity
	24. Futuristic
	25. Achiever
	26. Communication
	27. Discipline
	28. Harmony
	29. Developer
	30. Includer
	31. Context
	32. Restorative
	33. Woo
	34. Consistency

*This person has 13 Strengths - no need worrying about what they don't have!*

You lead with **Strategic Thinking** CliftonStrengths themes.

- **EXECUTING** themes help you make things happen.
- **INFLUENCING** themes help you take charge, speak up and make sure others are heard.
- **RELATIONSHIP BUILDING** themes help you build strong relationships that hold a team together.
- **STRATEGIC THINKING** themes help you absorb and analyze information that informs better decisions.

READ "IDENTIFY YOUR UNIQUE CONTRIBUTION: THE CLIFTONSTRENGTHS DOMAINS" SECTION TO [LEARN MORE >](#)

**CliftonStrengths** is a personality tool that tells us our talents and strengths. We get from it a framework on which to hang our strengths in strategic thinking, influencing others, building relationships and simply getting things done. Where MBTI is a general guide, CliftonStrengths is accurate and highly personalised. It describes what we do best, and why.

Typically, we each have between 8 and 14 Strengths and these Strengths are the same when we're 4 years old, 44 and 84. When we know and understand our Strengths well, we lean on them to succeed in anything we want to do.

Strengths are split into four categories; Strategic Thinking, Influencing, Relationship Building and Executing. Theoretically, we can do whatever we want to do, with whatever we're given. We love using this tool with more senior professionals; strong have already achieved a great deal and just need to know how to do even more. Anything they don't have, they don't worry about!

**CliftonStrengths tells us with pinpoint accuracy what we offer to each other when we're at our best. When we lean into our own Strengths and into those of our colleagues, our team becomes unbeatable.**



# MBTI and CliftonStrengths are very different tools, so here we compare them side by side, from the perspective of introducing them into an organisation.

We love using both tools and we have lots of experience we can share of where each tool has made a huge difference to organisations, teams and individuals. We can focus on one or the other, and we have used them in conjunction with each other for maximum learning. This is merely a high-level guide to where each tool is most obviously useful.



- Ideal for the whole organisation.
- Tells us our preferences.
- Doesn't tell us what we can and cannot do, but tells us what we prefer.
- Describes the best and worst of us.
- Is focused 50/50 on ourselves and how we interact with the world around us.
- Leads to a very wide range of opportunities for training.
- Can change over the years as experience alters our preferences.
- In coaching is most useful for overcoming barriers.

CliftonStrengths®



- Ideal for leaders and managers.
- Tells us our strengths.
- Doesn't tell us what we can and cannot do, but tells us where we excel.
- Describes only the best of us.
- Is 100% focused on the individual and describes how we contribute to others.
- Leads to team building exercises and individual coaching.
- Does not change. One debrief means that person knows their Strengths forever.
- In coaching is most useful for enabling growth.

# This is a guide to the costs of using each tool. The value in both MBTI and CliftonStrengths starts with a thorough debrief that brings the results to life.

## Organisation-wide MBTI programme

We are both official MBTI practitioners. This means that we use the official tests in our work, and we follow the process prescribed by our training, simply because we believe it is the best.

**MBTI test per person (20-30 minutes): £60 (+ VAT)**

**MBTI debrief per person (2 hours): £400**

Once everyone knows and understands their MBTI Type, then the magic starts to happen. We have written and delivered MBTI-related training programmes on a huge range of topics:

- Working from home successfully
- Remaining resilient
- Stress management
- Leading a diverse team
- Motivating a team
- Self-motivation
- Dealing with uncertainty
- Providing feedback that's heard and actioned

The tool is incredibly versatile. Go [here](#) for more details.

## CliftonStrengths coaching

We both use CliftonStrengths extensively and this is our #1 tool for enabling senior professionals to continue their professional growth, and for knitting together senior teams.

**CliftonStrengths test per person (20-30 minutes): £60 (+ VAT)**

**CliftonStrengths debrief per person (2-3 hours): £500**

The beauty of CliftonStrengths is not that it miraculously unveils hidden talents we did not know we have. Instead, it confirms what we already know to be our talents, and then provides fresh perspectives on how we can combine our Strengths to achieve more in life. The key element is the personalised debrief where we recognise and ensure each Strength is fully understood, and then explore how we use combinations of our Strengths to achieve our goals. This leads on to each person identifying what more they can use, and how, and they develop an action plan for further growth.

We love using CliftonStrengths. Go [here](#) for more details.

