

TYPE INTRODUCTION TRAINING

Variation #4: Delivering Something Beneficial in a Small Amount of Time

The fundamental goal of type is better self-management through increased self-awareness.

To this end, OKA believes that the most effective way to introduce type to people is through an interactive discussion or workshop that includes type-based experiments and a rich assortment of data on the theory and its application, so that participants can self-assess their type preferences before they ever get back their MBTI results. This approach allows for much better type validation, which in turn increases the likelihood that type will move beyond being merely a quick hit to actually becoming a tool, a vocabulary, a framework through which an individual can be more effective on the personal, interpersonal, team or organizational levels.

For over 30 years, OKA has developed type-based training designs that achieve these high standards. While there are many different ways to tailor and fine-tune a program, the core OKA approach to type training is embodied in the Introductory Half Day and Full Day designs.

This write-up is concerned with using these general, time-tested designs when you are given less than half a day.

Audition or introduce one dichotomy only

One good way to introduce type to a group when time is short or to audition or sample type to a potential client or a skeptical group is to introduce a single dichotomy as a trial topic.

- Select a dichotomy that allows you to shine—one that you can present with competence and confidence.
- Either read that dichotomy's preference statements from the Type Preference Checklist or distribute the statements in written form for participants to answer. When all the dichotomies' questions are responded to, participants can get a preliminary idea of their preference on that scale.
- With preliminary preferences quickly established on one dichotomy, the group would then be ready to receive your presentation on that content and its application, potentially including a type exercise, stories and examples, group discussion and even action planning.
- Conclude with a five minute overview of what type looks like in full (the structure of all four dichotomies), what a full type presentation would look like, sound like and the benefits it would yield and what their next steps (either as a team or individuals).



Know your audience and speak to their needs

When you can and to the degree you can, know your client group and the issues with which they are grappling (conflict management, sales, innovation, communication, et cetera). Do what you can in the limited time you have to deliver insight and value on a key issue for the group. Remember that type is not—and should not be—the point. Type is the process and a vocabulary through which you can deliver on a client group's needs and challenges.

