



# Getting to know

# YOU

Laura Ashley-Timms, the Licensing Industry's very own Coach, has teamed up with Total Licensing to challenge you to improve yourself and your business.

So read on... and then send in your questions to be answered in our regular 'Coaching Corner' feature.

**There is a myth that if you have a great personality then it may mean you are not good looking! That is, your personality has developed to compensate for other deficiencies!**

**Whilst I'm sure this isn't true, for most of us, the first time that we'll consider our own personality will be when we're applying for a job and the recruitment agency puts us in front of a battery of psychometric tests designed to assess our potential behaviour in the role.**

**Whilst perhaps useful to an interviewer, these, often highly subjective, descriptions of behavioural traits don't really give us any meaningful basis for understanding our own personality. I have often found that the more my clients understand their 'personality preferences' the better placed they are to capitalise on enjoying their life and their work.**

**It is important to understand though, that this is completely different from making judgements as to the 'qualities' of an individual's personality. The great thing about this process is that it is non-judgemental and all the outcomes have equal value – there's no 'right answer' - they are all just different.**

### **We are all different**

Recognising as a starting point that everyone is different, I believe that there can be enormous value in cli-

### **Some facts**

- We are all different
- Our personality preferences are set as young as 5 years old
- Once established our core personality preferences rarely change (although they can be suppressed)
- Myers-Briggs' work enabled personality differences to be described according to our preferences across four dimensions

ents both understanding these differences and learning how to derive the benefits of them by maximising their own potential and that of the people they work with. In order to assist in this process we offer a range of different assessments, but today I want to

focus on just one of them, the Myers-Briggs Type Indicator (MBTI).

### **Myers-Briggs Type Indicator (MBTI)**

This is the world's most popular personality indicator developed by the mother and daughter team of

### **An Overview of the 4 Dichotomies**

The MBTI Instrument describes an individual's preferences across four dimensions

#### **How do you prefer to be energised?**

##### **Extraverted**

drawing energy from the outer world of activity, people and things

##### **or Introverted**

drawing energy from the inner world of reflections, feelings and ideas.

#### **What kind of attention do you prefer to pay attention to?**

##### **Sensing**

focusing on information gained from the five senses and on practical applications

##### **or Intuitive**

focusing on patterns, connections and possible meanings.

#### **How do you prefer to process information and make decisions?**

##### **Thinking**

basing decisions on logic and objective analysis of cause and effect

##### **or Feeling**

basing decisions on a valuing process, considering what is important to people

#### **What lifestyle do you prefer?**

##### **Judging**

enjoying a planned, organised approach to life and preferring to have things decided

##### **or Perceiving**

enjoying a flexible spontaneous approach preferring to keep options open

The various combinations of these preferences result in 16 personality 'types', each associated with a unique set of behavioural characteristics and values, which provide a useful starting point for individual feedback, self-exploration or group discussion.

Isabel Myers and Katharine C Briggs. They took Jung's (1921-71) theory of psychological types and made them both understandable and useful in people's lives.

MBTI is a powerful and versatile indicator of personality type that assesses your natural styles for learning, working, communicating and making decisions. As it is a completely non-judgemental test, I find that clients are more likely to accept the lessons they can derive from it. Again, there is no 'right answer' - everyone uses each of the preferences to some extent, all the preferences are equally valuable and a preference is not the same as a skill or ability.

**What is a 'preference'?**

To give you an idea of what I mean by 'preferences' lets do a simple test. In this box sign your name as you would normally:

And now in this box put your pen in your other hand and sign your name again:

**What words would you use to describe both experiences?**

Typically the first signature would be described as "natural, easy, quick, automatic, didn't have to think", whilst the second would be described as "awkward, slow, messy, had to concentrate, looks like a child's signature".

In reality you were able to complete both tasks, and with patience you could certainly improve your writing with your second hand, but you would still have a 'preference' for your original hand. This is what we mean by preference.

Often in business we learn new skills in order to do a job better or to get promoted and we can even become very good at these skills - but ability is not a defining factor for our natural preferences. Myers-Briggs enables us to identify these underlying preferences.

**How does it work?**

A multiple-choice questionnaire is completed and then followed by a self-assessment discussion. Both together lead you to discover your personality 'type' - one of the 16 combinations of the previous page four 'dichotomies'. One of the better aspects of this approach is that the final choice is yours - your 'type' is not imposed on you.

**The 16 personality**

<b>ISTJ</b>	<b>ISFJ</b>	<b>INFJ</b>	<b>INTJ</b>
<b>ISTP</b>	<b>ISFP</b>	<b>INFP</b>	<b>INTP</b>
<b>ESTP</b>	<b>ESFP</b>	<b>ENFP</b>	<b>ENTP</b>
<b>ESTJ</b>	<b>ESFJ</b>	<b>ENFJ</b>	<b>ENTJ</b>

**combinations possible from the 4 'dichotomies'**

Once you have discovered which 'type' you are, there is a plethora of books and materials available out there to help you understand more about you and how you interact with all 16 types.

There are even books to help you discover your perfect partner!

With a little knowledge, it is possible to work out what type your boss is, which should make negotiating for that pay rise far easier!! It can also be a revelation to finally find your true type.

I spent years convinced I was an ENTJ and it made so much sense to me when I finally realised that I was an ENTP - I had had to become a J (planned and organised) in so many elements of my work but it was a learned style and not a preference. I am much happier living in a spontaneous P way and using deadlines as the motivation for completion - just ask our editor who is always chasing me for the copy!

**What's it all for?**

The MBTI instrument is very versatile and widely used for many purposes, it has a wide range of applications and benefits including:

- Developing managerial potential and leadership style
- Improving Team building and problem solving
- Valuing diversity and resolving conflict
- Improving communication and influencing skills
- Identifying learning styles and motivations
- Providing career guidance
- Improving the quality of relationships and interactions

**Next steps - taking Action**

If you want to learn more about MBTI then simply get in touch with me, [laura@notionltd.com](mailto:laura@notionltd.com). Learn about the characteristics of your type, how others see you, your strengths and potential areas for improvement! It is a fun process with enormous benefits.

I am offering a special once off MBTI assessment for just £125/US\$225 including the questionnaire, a one hour consultation and a copy of the book 'Introduction to Type'.

Alternatively to find out more look at [www.notionltd.com](http://www.notionltd.com) or surf the huge amount of information on this subject on the Internet.

**Don't forget that for readers of Total Licensing Laura is offering a completely FREE no obligation 30 minute coaching consultation.**

*So go on and pick up the phone, what have you got to lose? Your only risk is spending half an hour talking about yourself...*

Contact Laura Ashley-Timms at Notion Limited.

Tel (UK) 0845 4568217

(Int) +44 (0) 1926 840078

Mobile +44 (0) 7968 164083

[laura@notionltd.com](mailto:laura@notionltd.com)  
[www.notionltd.com](http://www.notionltd.com)

**Coaching Corner**

**Q: I want and deserve to get promoted but it just never seems to happen. Does my face just not fit?**  
*Licensing Manager*

*A: You need to understand more clearly what the criteria are for your next promotion. However good you are and however hard you work, if you are not demonstrating the specific skills that are needed at the next level you may well not be considered ready. For example you may be excellent operationally at your level but the main skill required at the promoted level may be business development i.e. negotiating and closing new licensing deals. If this is the case then your boss is likely to promote people who demonstrate these skills rather than the organisational skills that go with being an excellent Licensing Manager. The most important element is to know what these required skills are. The best way is to ask your boss directly. Silly as it sounds, they also need to know that you are looking to get promoted, and that you are prepared to develop new skills.*

*Once you have found out what they are looking for, ask him/her if they would support your promotion once you have demonstrated these new skills. Then all you have to do is set a realistic timescale and go about acquiring what it is you need. Remember to continue to get your boss' support throughout the process. Good luck.*