



You've got mail!

This is a fun exercise, based on Myers-Briggs Company research into type and email preferences that helps create a conversation about email communication.

The exercise uses the process lens, focusing on the type table's four columns: ST, SF, NF and NT. These process pairs are particularly useful when exploring communication between the different MBTI® personality types.

Applications

- Communication
- Email

Type preferences studied

- Sensing, Intuition, Thinking and Feeling

Time required

- 30 minutes

Materials required

- Flipchart paper and pens (one per group)

Instructions

- Put one piece of flipchart paper in each corner of the room, labelled ST, SF, NF and NT.
- Split people into these four process pair groups.

ST	SF	NF	NT
Specific information Logistical analysis	Specific information People/values orientated	Vision Logistical analysis	Vision Logistical analysis

You can use these high-level description as clues on your flipchart paper, or refer your participants to other resources.

- Ask each of the groups to write an email to appeal to their opposite process pair grouping:

(ST ↔ NF) (SF ↔ NT)

Participants should write out the email in full, including subject heading and greeting. Use one of the following scenarios or create your own:

- Send a meeting request to a colleague to discuss a new project you are going to be working on together.
- A colleague has asked for your feedback on an article they have written.
Write an email giving your feedback.

- A client has asked you how to get to your office for a meeting with you. Write an email response.

Ask each group to read out their email to their opposite group, at whom the communication is aimed. Ask the group receiving the email to comment on the effectiveness of the communication. Ask what the 'target' group liked and what worked for them, plus one thing they would change to make the email more appealing to them.

Debrief

Use the functional pairs posters and the following points to debrief the exercise.

<p>STs may:</p>	<p>SFs may:</p>
<ul style="list-style-type: none"> ■ Value specific information (e.g. where/ what is the meeting? what time? what will happen?) ■ Be annoyed by vague or inaccurate information ■ Want the email to have a clear point. 	<ul style="list-style-type: none"> ■ Value specific, accurate information (as for STs, but with particular interest in 'who' questions) ■ Want the email to have a clear point ■ Value personal emails that include greetings and pleasantries
<p>NTs may:</p>	<p>NFs may:</p>
<ul style="list-style-type: none"> ■ Be drawn in by an email that intrigues them, provides a novel perspective or flatters their sense of competence ■ Be irritated by emails that contain excessive detail or irrelevant information ■ Want the email to have a clear point and be concise. 	<ul style="list-style-type: none"> ■ Value an appealing and intriguing concept ■ Like emails to have a personal touch and want the writer to be supportive and approachable ■ Be turned off by impersonal treatment and excessive detail, especially facts or instructions.

Further reading available from themyersbriggs.com

- *Quick Guide to effective emailing and your personality*
- *Type and Email Survey Report 2016*
- *Communication Style Report*
- *Introduction to Type and Communication*, Donna Dunning, 2003.