



# Type and communication

This exercise is drawn from an approach known as type lenses. A good way to bring these lenses to life is to set them up by marking out a type table on the floor and having people stand in their type area. This is known as a living type table.

The exercise uses the process lens, focusing on the type table's four columns: ST, SF, NF and NT. This way of looking at the type table fits most closely with type theory. These combinations are particularly important in looking at communication issues (ask people to ignore E-I differences).

### Applications

- Communication
- Selling

### 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 People/values orientated	Vision Logistical analysis

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

- Ask groups to design a poster to appeal to their opposite process pair grouping:

(ST ↔ NF) (SF ↔ NT)

The poster might advertise something relevant to the group, or an organized social event, such as a company picnic.

- Ask each group to present to their opposite group, at whom the communication is aimed.

- Ask the group that is being influenced to comment on the effectiveness of the communication. Ask what this ‘target’ group liked and what worked for them, plus one thing they would change to make the poster more appealing to them.

## Debrief

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

<p><b>STs may:</b></p> <ul style="list-style-type: none"> <li>■ value specific information (e.g. Where/what is the event? What time? What will happen? How do I get there? Who do I contact? Are there any contingency plans?)</li> <li>■ value Sensing experience (colour, food, attractive presentation will appeal – often overlooked by Intuition types!)</li> <li>■ be annoyed by too much or false information (e.g. Intuitive types ‘grabbing’ facts and figures out of the air).</li> </ul>	<p><b>SFs may:</b></p> <ul style="list-style-type: none"> <li>■ value specific information (as for STs, but with particular interest in ‘who’ questions)</li> <li>■ value personal service where loyalty is emphasized</li> <li>■ be annoyed by false information (e.g. Intuitive types ‘grabbing’ facts and figures out of the air), impersonal treatment or lack of trust and warmth.</li> </ul>
<p><b>NTs may:</b></p> <ul style="list-style-type: none"> <li>■ value an appealing and intriguing concept</li> <li>■ enjoy a problem-solving element or ‘puzzle’ in communications</li> <li>■ want the communication to reflect competence and not to insult their intelligence or competence</li> <li>■ want to help design whatever it is and will want only enough information or intrigue to decide whether to involve themselves.</li> </ul>	<p><b>NFs may:</b></p> <ul style="list-style-type: none"> <li>■ value an appealing and intriguing concept</li> <li>■ enjoy human or personal communications</li> <li>■ respond to a communication that appeals to their personal values and vision for the future</li> <li>■ be annoyed by excessive detail and impersonal treatment.</li> </ul>

## Further reading

- *MBTI Communication Style Report*
- *Introduction to Type and Communication*, Donna Dunning, 2003
- *Using Type in Selling*, Susan Brock, 1994
- *FLEX Talk®: Practical Communication Skills Using Personality Type*, Judy Allen, 2002
- *The Art of Speedreading People: Harness the Power of Personality Type and Create What You Want in Business and in Life*, Paul Tieger and Barbara Barron-Tieger, 1998.