

Type Mapping

Type Mapping is a new model for mapping, analysing, understanding and diagnosing individual and team preferences. It is based on established Type Theory but extends and builds on that framework such that it can impact individual, team and organisational development in an exciting new way. The Typology approach developed by Carl Jung – which is a useful taxonomy for universal ‘types’ of personality – is often restricted to a consideration of personal preferences, frequently through questionnaires like the MBTI®. The reality is that we sometimes need to work *outside* our preferences and that effective and successful people learn to be flexible *around* their preferences.

The TYPE MAPPING approach recognises that personal preferences are part of a bigger picture whereby people learn and grow through a better understanding the challenges they face, and by stretching themselves to meet those challenges. This means appreciating what a situation requires, mapping the required behaviours, and using preference to develop and move beyond them. TYPE MAPPING acknowledges that people can mature, psychologically; that this often means working at odds with a Type preference, and that this can be both stimulating and stressful.

The TYPE MAPPING approach gives insight into the dynamics of preference by providing simple tools that describe four domains:

- The challenges for a person or team – using the Ideal Team Profile Questionnaire (ITPQ)
- The current set of behaviours and roles that predominate for an individual or team – using the Management Team Roles Indicator (MTR-i™)
- Individual preferences that affect how a person would naturally engage and behave in various situations – using the Type Dynamics Indicator (TDI®) ‘Is’ version
- Individual preferences that affect the direction of stretch and stress – using the Type Dynamics Indicator (TDI®) ‘Want’ version.

TYPE MAPPING for Teams

Another way of looking at TYPE MAPPING is as a diagnostic which, when applied to teams, can address four important questions:

- What are we doing as a team? – using the MTR-i™ to identify behavioural roles.
- What should we be doing? – using the ITPQ to identify key challenges.
- Why are we *not* doing what we should be doing? – using the TDI® (Is version) to identify the preferences that we gravitate towards.
- What would be most stimulating and motivational? – using the TDI® (Want version) to identify personal aspirations, which could be towards or away from the current needs of the situation.

TYPE MAPPING for Individuals

TYPE MAPPING works very effectively in a personal growth and coaching context. Unlike other Type questionnaires it does not drive people towards finding a 'best fit' since this can close down people's exploration of their personal complexity. It recognises that the question "what do you prefer" is not always easy to answer. It is not uncommon for people to respond in terms of what would feel more comfortable in their current circumstances, or as a result of some idealised picture about their future aspirations. Sometimes people report a historical picture built from the pressures of childhood (such as what their parents or peers would have preferred).

The TYPE MAPPING approach respects that the stories we tell - or believe about our preferences - are multifaceted, and yet they provide an important way for us to explore our behavioural imperatives. As such TYPE MAPPING is strongly focussed on personal exploration, development, flexibility and change.

In summary TYPE MAPPING provides a way to chart the important elements that contribute to personal performance, and team and organisational performance, using a powerful and integrated model. It effectively becomes a process in which each intervention builds on what went before, thus maximising and extending learning over time.

