

Introduction to Myers-Briggs

the global community for strategy professionals

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What is the MBTI?

- Questionnaire designed to make Carl Jung's theory of psychological types understandable and useful
- Developed by Katharine Cook Briggs (1875-1968) and her daughter, Isabel Briggs Myers (1897-1980, who studied and elaborated on the ideas of Jung
- After more than 50 years of research and development, the current MBTI is the most widely used instrument for understanding normal personality differences

Personality Preferences

- Where they prefer to focus their attention (*Extraversion or Introversion*)
- The way they prefer to take in information (*Sensing or Intuition*)
- The way they prefer to make decisions (*Thinking or Feeling*)
- How they orient themselves to the external world - whether they use judging or perceiving (*Judging or Perceiving*)

Where do you prefer to focus your attention?

The EI Scale

Extraversion

- Attuned to external environment
- Prefer to communicate by talking
- Learn best through doing/discussing
- Tend to speak first, reflect later
- Sociable and expressive

Introversion

- Drawn to their inner worlds
- Prefer to communicate by writing
- Learn best by 'reflection'
- Tend to reflect before acting or speaking
- Private and contained

How do you take in information?

The SN Scale

Sensing

- Focus on what is real/actual and present
- Value practical applications
- Factual, concrete, notice details
- Want information step-by-step
- Trust experience

Intuition (N)

- Focus on 'big picture' or possibilities: future
- Value imaginative insight
- Abstract and theoretical
- See patterns and meanings in facts
- Trust inspiration

How do you make decisions?

The TF Scale

Thinking

- Analytical/logical
- Cause & effect
- “Tough-minded”
- Objective
- Reasonable
- Fair

Feeling

- Sympathetic
- Assess impact on people
- “Tender-hearted”
- Strive for harmony
- Compassionate
- Accepting

How do you orient toward the outer world?

The JP Scale

Judging

- Scheduled
- Organized
- Systematic
- Methodical
- Plan
- Like closure/decisions
- Avoid last-minute stress

Perceiving

- Spontaneous
- Open-ended
- Casual
- Flexible
- Adapt
- Like things loose
- Energized by last-minute pressure

Population and Myers-Briggs

ISTJ (6%)	ISFJ (6%)	INFJ (1%)	INTJ (1%)
ISTP(11%)	ISFP(5%)	INFP(1%)	INTP(1%)
ESTP(13%)	ESFP(13%)	ENFP(5%)	ENTP(5%)
ESTJ(13%)	ESFJ(13%)	ENFJ(5%)	ENTJ(5%)