

Exploring Generations and Type

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Using MBTI® information in coaching clients has a number of payoffs:

- It enhances the coach-client relationship.
- It provides insights about the clients' strengths.
- It helps coach and client interpret and use feedback the client has received.

And these are just a few of the positives!

Two other aspects of coaching and type can provide very powerful tools to use with clients: coaching for type development and coaching for generational differences.

A model of type development

Jung's model (which he called "individuation" rather than development) proposes three stages of life: the first half, midlife transition, and the second half of life. Each stage has distinct type-related tasks and therefore opportunities for insight based on type. The focus of coaching will typically need to be different for clients in different stages of adult development.

Generational influences

It is tempting to predict type from external, culturally-linked behaviors. So when we observe Italians using their hands as they speak, we are tempted to say "they are Extraverts," or a group of Finns sitting quietly, "there is an Introvert group." However, based on a number of studies, type distributions from different countries show remarkable similarity (see Kirby, Kendall, & Barger, *Type and Culture*).

You may be saying, "wait, I thought this article was about type and generations" – and it is. This was a little context for understanding the relationship between the two: as with culture, different generations have their own norms and values that influence behaviors. As a country's culture influences how type is expressed, so may a generation's "culture" influence how type is expressed by individuals in different generations.

The current workforce in North America includes four distinct generations:

World War II	born 1909 – 1945
Baby Boomers	born 1946 – 1964
Generation X	born 1965 – 1978
Millennials	born 1980 –

Research on generations says that each of these groups has a set of values associated with them, based on the environment within which they grew up.

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EXPLORING GENERATIONS AND TYPE CONTINUED

World War II generation:

- Hard work
- Save \$\$
- Stability
- Sacrifice
- Respect authority

From a type perspective, these characteristics are usually associated with Sensing and Judging.

Baby Boom generation:

- Competition
- Teamwork
- Change
- Emphasis on success
- Focus on getting ahead

From a type perspective, these characteristics are usually associated with Extraversion, Intuition, and Thinking.

Generation X:

- Entrepreneurial focus
- Technology
- Creativity
- Independence
- Emphasis on quality of life

From a type perspective, these characteristics are usually associated with Intuition, Thinking, and Perceiving.

Millennials:

- Accelerated pace
- Increasing reliance on technology
- Autonomy
- Diversity
- Expect positive reinforcement
- Prosperity

From a type perspective, these characteristics are usually associated with Extraversion and Perceiving.

Integrating type information

Of course, we know that the values of each generation are not equal to the types of the people in that generation. Research data suggests that each generation has about the same type distributions as we find in the two national representative samples from the United States and the United Kingdom.

In both samples, 70+% report a preference for Sensing. As we know, Sensing perception focuses on present reality and relies on real experience. When we look at generational values, we can see that each generation developed norms and values out of the life experiences – the realities – of that generation:

WWII, depression and wars; Baby boom, expanding economy and choices; Generation X, growth in technology and tightening labor market; Millennials, exploding technology and global economy.

Coaching

Coaching effectively requires attention to all three factors:

- The individual's verified type, with the insights that provides
- The impacts that come from the tasks of their stage of life
- The generational values and norms that have influenced their behaviors

Our workshop at the MBTI® Professional Development Conference in Calgary will present models and perspectives that will allow MBTI® professionals to use this valuable instrument in more thorough ways to support their client's growth and development.

Note: For more information about the MBTI® Professional Development Conference in Calgary on October 18-19 please visit our website at: www.psychometrics.com/conference

UPCOMING EVENTS

Strong Interest Inventory® Professional Update Workshops

May 2, Ottawa
 May 9, Halifax
 May 14, Toronto
 May 15, Montreal

This six-hour workshop provides beginners, as well as seasoned Strong users, with innovative techniques to take full advantage of the latest version of this instrument in their career development work. Participants will be provided with a *Technical Brief for the Newly Revised Strong Interest Inventory®*, workshop study guide, bibliography, sample reports, and a copy of their own Strong results.

The cost for attending the workshop is \$25 + GST.

www.psychometrics.com/training

Building Tomorrow Today

May 4, 1–5 pm, Edmonton

George Fitzsimmons will be presenting a half day workshop on using the Strong Interest Inventory® as part of the career conference Building Tomorrow Today.

www.careerdevelopment.ab.ca/events/btt.php

PSYCHOMETRICS TRAINING



Step I Qualification Program

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May 28–31	Toronto, ON	September 17–20	Vancouver, BC
June 4–7	Edmonton, AB	October 22–25	Calgary, AB
July 16–19	Ottawa, ON French Instruction	November 5–8	Montréal, QC French Instruction
August 20–23	Toronto, ON	November 19–22	Toronto, ON
September 10–13	Ottawa, ON		



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May 4	Montréal, QC French Instruction	September 14	Ottawa, ON
July 20	Ottawa, ON French Instruction	September 21	Vancouver, BC
August 24	Toronto, ON	November 9	Montréal, QC French Instruction



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