

People are of Different Types

Recognizing and Appreciating Differences in People



IT Maturity
Services

1 MBTI (Myers-Briggs Type Indicator)

The MBTI helps you and teams to understand each other better.

The MBTI

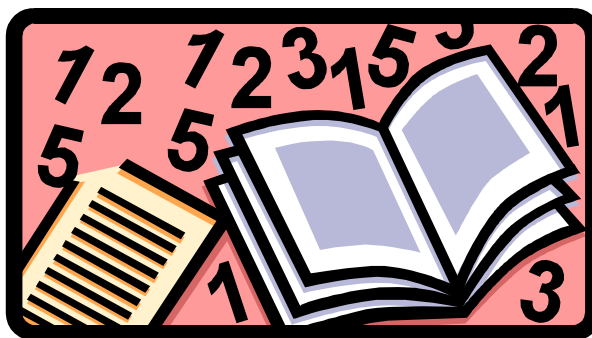
- Reduces unproductive work by improving communication
- Helps identify individual and team strengths and weaknesses
- Explains some team behavior
- Helps team members understand how different points of view and methods can solve problems
- Teaches team members to value strengths of others



- 3 -

Copyright © 2003 wibas GmbH IT Maturity Services

Let's look at ourselves.



<http://keirsey.com/german.html>

- 4 -

Copyright © 2003 wibas GmbH IT Maturity Services

The MBTI has for scales:

Source of Energy	Extraversion	Introversion
Mode of Perception	Sensing	Intuition
Decision Making	Thinking	Feeling
Orientation to Outside	Judging	Perceiving

- 5 -

Copyright © 2003 wibas GmbH IT Maturity Services

Source of Energy

Extraversion

Introversion

- Directed outward toward people and things
- Directed inward toward concepts and ideas

As perceived by others

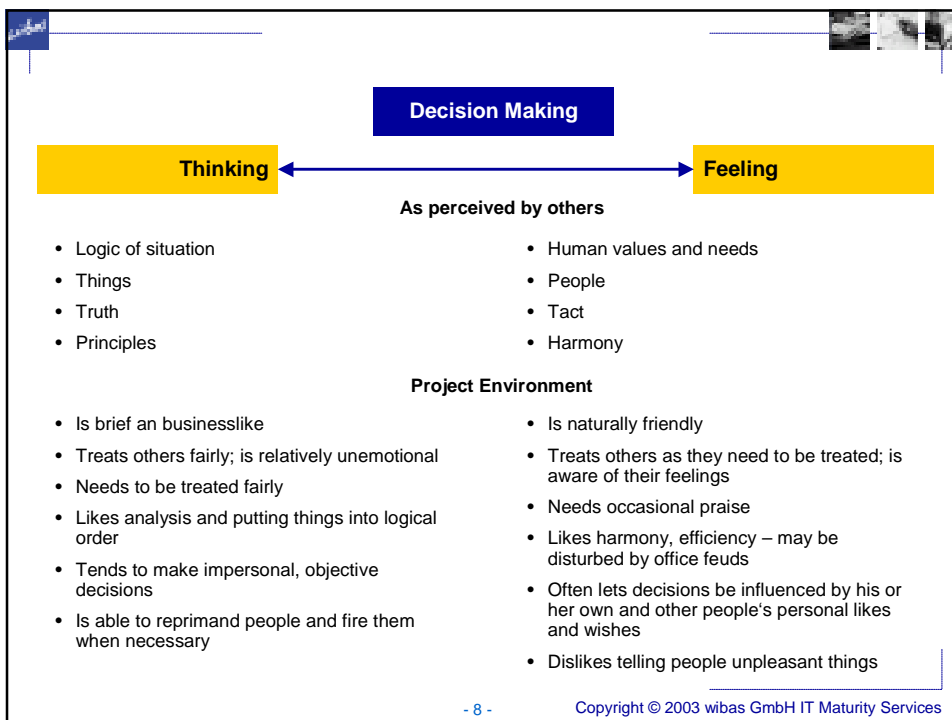
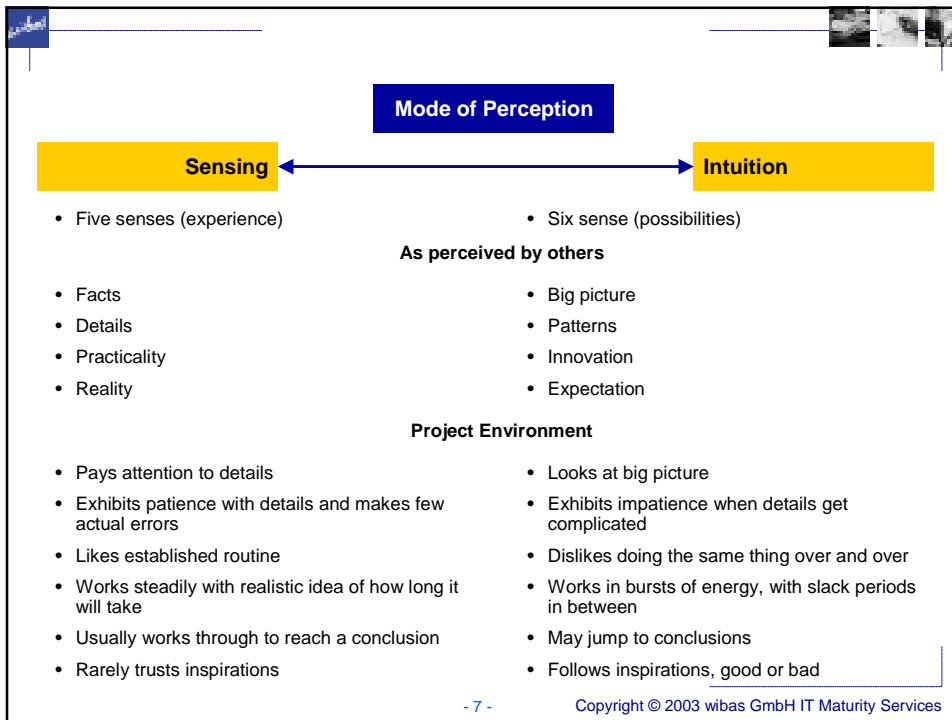
- Outgoing
- Relaxed and confident
- Usually communicates well and often
- Directed inward toward concepts and ideas
- Reflective and questioning
- May be reluctant to communicate publicly

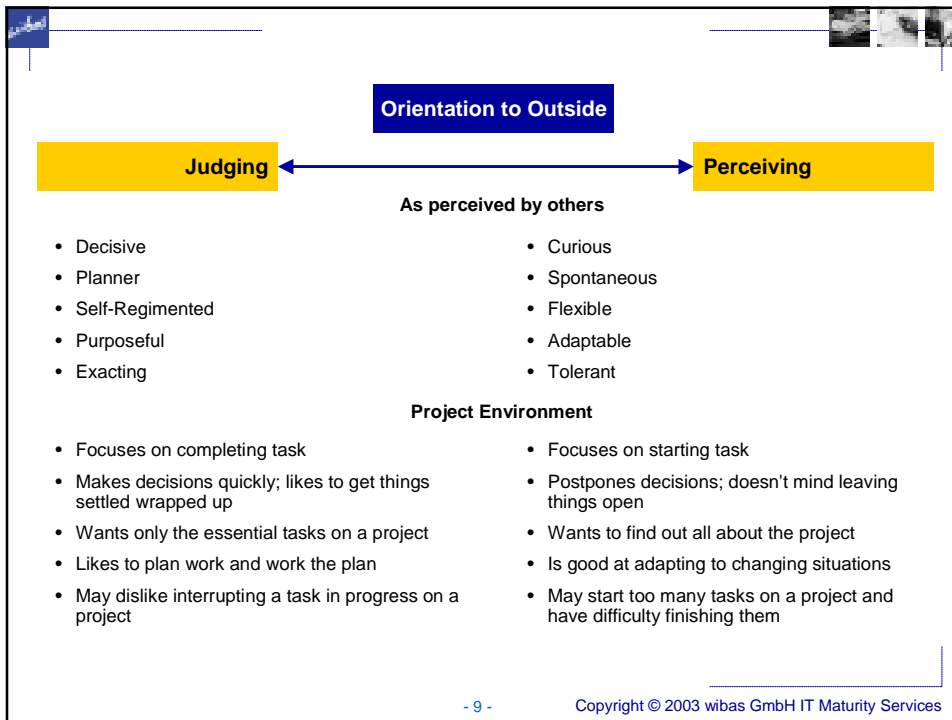
Project Environment

- Is action oriented
- Prefers to be around and with others
- Develops ideas by discussion
- Interests have breadth
- Is often impatient with long, slow jobs
- Is interested in the results of his/her job
- Is quiet and concentrates
- Interests have depth
- Tends not to mind working on a project for a long time uninterrupted
- Is interested in the ideas behind his / her job

- 6 -

Copyright © 2003 wibas GmbH IT Maturity Services






There are 16 different types.

ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

For a detailed description of the types see the book „Type Talk“, or look at the website www.keirsey.com



- 10 - Copyright © 2003 wibas GmbH IT Maturity Services

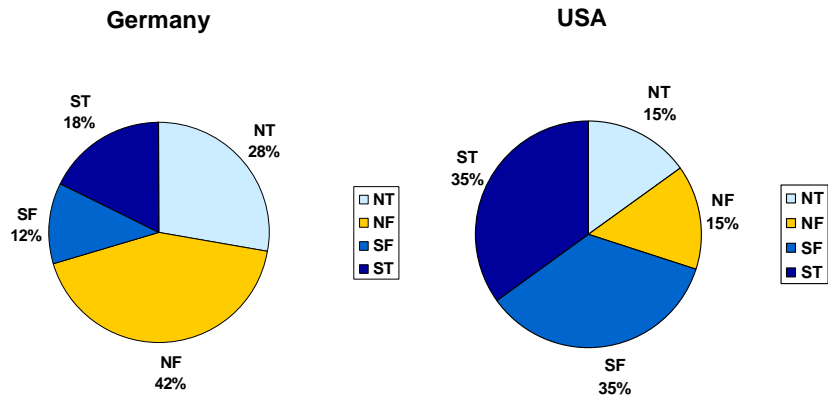
The Function Lens looks at for basic types.

ST	SF	NF	NT
ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

The four „basic“ Types

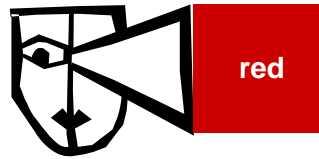
	ST	SF	NF	NT
Like work that is	Practical Crisp	Social Personal	Idealistic Insightful	Theoretical Complex
Establish project teams that are	Efficient and data-oriented	Friendly and service-oriented	Creative and growth-oriented	Effective and competition-oriented
Establish project team structure that is	Hierarchical	Fraternal	Collegial	Entrepreneurial
Project Team focus is	Predictable and stable	Traditional and affiliative	Dynamic and ideological	Achieving and competent
Seek	Permanence Accountability Control	Membership Personal Interaction Support	Personal Meaning Development Growth	Rationality Opportunity Long-range plans
Often found in	Military Industry	Service Health Care	Arts Communication	Sciences Start-Ups

Type distribution can be different in different cultures.



2 Red – Blue – Green People

How to detect the red



red

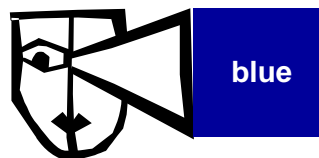
- Appearance
- Distances
- Voice
- Eye contact
- Ritual of Greeting
- Clothing(Dress)
- Jewelry
- Expression(Phrasing)
- Content

- Behavior
- Too close/seeking limits
- Dynamic
- Straight /individually/challenging
- Firm/squeeze
- Special/fine(noble)
- Rather solid gold/impressive/a lot
- Embellishing/targeted
- Exaggerated/provoking

- 15 -

Copyright © 2003 wibas GmbH IT Maturity Services

How to detect the blue



blue

- Appearance
- Distances
- Voice
- Eye contact
- Ritual of greeting
- Clothing
- Jewelry
- Expression
- Content

- Prosaic(down-to-earth)
- Aloof
- Monotonous
- Reluctant/short
- Brief/barely
- Practical/functional/don't care
- Rather platinum/coolish/a little
- In few words/concisely
- Precisely/uninspiring

- 16 -

Copyright © 2003 wibas GmbH IT Maturity Services

How to detect the green



green

- Appearance
- Distances
- Voice
- Eye contact
- Ritual of greeting
- Clothing
- Jewelry
- Expression
- Content

- Nice/friendly
- Seeking close range
- Sing-song/strongly modulated
- Spreading/warm-hearted
- Shaking/assuring
- Fitting
- Rather natural/warm/up-to-date
- Comprehensive/frittered
- Disguised/ blurred

- 17 -

Copyright © 2003 wibas GmbH IT Maturity Services

How to sell to the red



red

- **Choice: Yes/Yes**
- **Margin**
- **Rubbing surface**
 - Not: Yes/No problem
 - Not: No
 - But: Uiuui= difficult./ especially demanding/
 - .impressive, but...
- **You are important to me/ I am going to satisfy you as my customer/I will do my very best.**
- **Extraordinary/very special/exclusively for you**
- **Extra battlefield(incl. Uiuui)**

- 18 -

Copyright © 2003 wibas GmbH IT Maturity Services

How to sell to the blue



blue

- **Realistic alternatives/options**
- **Systematic proceedings,talk it over**
 - His intention? His goal? His interest?
 - When will he make whatever decisions?
 - My intentions?my goal?
 - Possible agenda/ check time-frame
- **Facts. Obligations**
- **Ask precise questions**
- **Let benefit be realized by him**
- **Don't force level of relationship onto him**

- 19 -

Copyright © 2003 wibas GmbH IT Maturity Services

How to sell to the greens



green

- **Discuss together all the possibilities**
- **Real sympathy for situation/problem/person**
- **Develop a solution together**
- **Common decision for the solution**
- **Personal support/ put confidence across**
- **Stick to this offer**
- **Cultivate relationship,to the environment too**
- **Care about**

- 20 -

Copyright © 2003 wibas GmbH IT Maturity Services

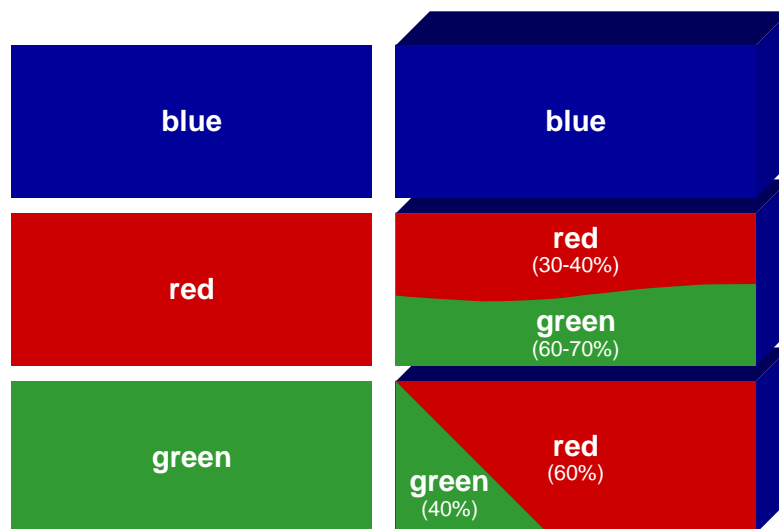
The unique selling proposition in red, blue and green language

	Red	Blue	Green
Unique	Special	Vital	Proven
Selling	Sell!		
Proposition	Propose!		
Name the unique attributes	Material / Function / Design / Color / Size / Quality / Weight / Content / Form / Availability / Price / Image / ...		
That means to you:	Advantage	Benefit	Possibilities

- 21 -

Copyright © 2003 wibas GmbH IT Maturity Services

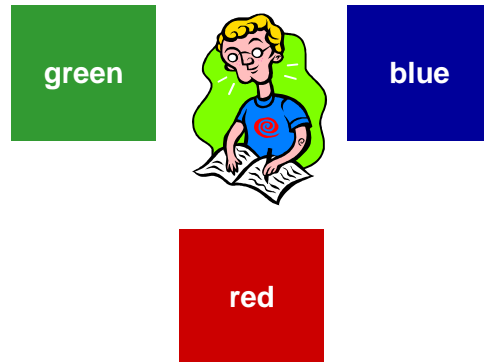
How to work with red, blue and greens



- 22 -

Copyright © 2003 wibas GmbH IT Maturity Services

Again, let's look at ourselves.



3 One more question

Look at yourself: what do you like?

What I love to do	I get paid to this	Doing this is hell
		

- 25 -

Copyright © 2003 wibas GmbH IT Maturity Services

After all: there are not „types“ of people. All is there to help you understand others better – and to organize work & set expectations better.



- 26 -

Copyright © 2003 wibas GmbH IT Maturity Services

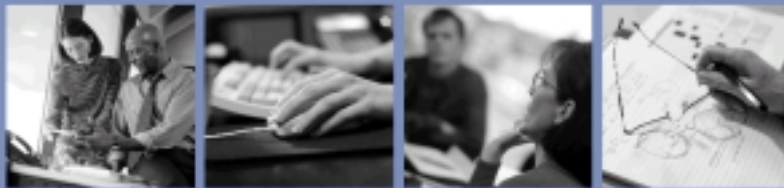
Vortragende



Claudia Raak
Senior Consultant & Geschäftsführerin
wibas GmbH
e-mail: craak@wibas.de
Tel: 0172 / 69 22 605



ProjectExpress – Project Experts – ProjectVista – ITMasterClass - ITEncap



IT Maturity Services



IT MATURITY SERVICES

Otto-Hesse-Str. 19 / T5 ` 64293 Darmstadt ` Germany ` Phone +49 / 6151 / 50 33 49 - 0 ` Fax +49 / 6151 / 50 33 49 - 33
www.wibas.de