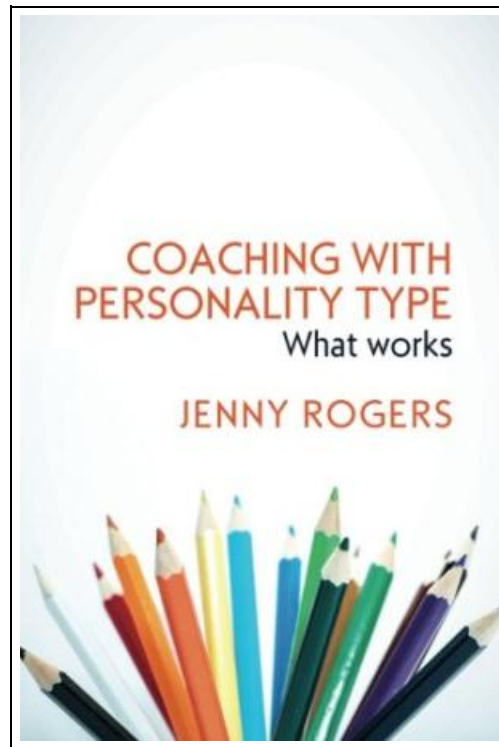


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OPEN UNIVERSITY PRESS, United Kingdom, 2017. Hardback. Condition: New. Language: English . Brand New Book. Most coaches know that Personality Type indicators can add enormous value to their work. Based on the work of the distinguished Swiss psychologist, Carl Jung, questionnaires such as the MBTI (R) and its many rivals can give clients swift, deep, unsettling and reliable insights into their own behaviour and needs. Yet many coaches hesitate, asking questions such as: \* Do I know enough about it to use it confidently? \* Where does it add value in work with senior leaders? \* Where can it be useful when I m working with a client on career issues? \* What should I do when a client challenges me on validity and reliability? \* What other psychometric assessments might I use and how do they complement Type indicators? \* How should I use it with groups, for instance on management development programmes? \* How does it work as part of a team coaching project? This book will build your confidence. It gives you honest, straightforward, practical and realistic advice on these and other issues, from an author who is internationally recognised as a leading thinker and practitioner in executive and team coaching, as well as being an expert on Jungian Type. The book is enriched by dozens of short case studies. How can anyone resist? Coaching for Personality Types is a well written, accessible and stimulating book from one of my favourite coaching authors. Jenny brings her vast experience and warm personal style to offer the reader an in depth review of type based personality instruments from MBTI to Lumina, and how executive coaches can use type based approaches with sophistication to offer fresh insights and understanding to their clients. Professor Jonathan Passmore, School of Psychology, University of Evora Centre for Coaching, Henley Business School,...



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