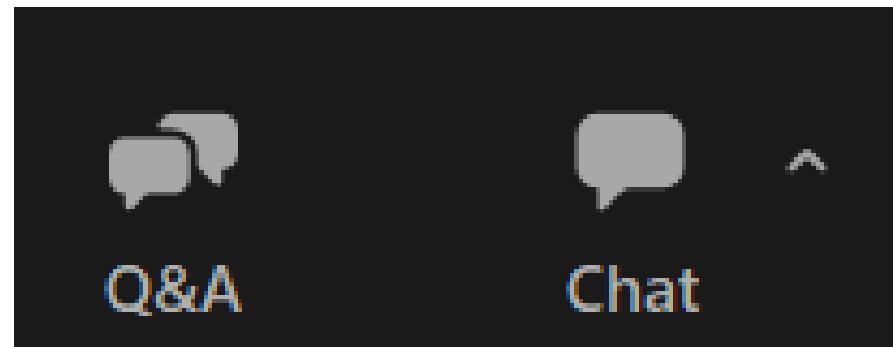


Introducing MBTIonline Teams: Scaling Team Development Within Your Organization

Jason Liu and Michael Segovia
3/19/2024

Before We Get Started

- Webinar is being recorded
- Slides will be sent out, along with resources
- Submit questions at any time using the Q&A
- Feel free to use the chat to share what you're thinking throughout the webinar



Agenda

1. Overview of MBTIonline Teams
2. Walkthrough of the participant experience
3. Implementing MBTIonline Teams in your organization
4. Q&A



Jason Liu

- Sr. Product Marketing Manager at The Myers-Briggs Company
- Helps bring new products to market, including MBTIonline Teams and the TKI Team Report
- MBA, Strategic Brand Management
- Previous work experience in CPG and consumer electronics



Michael Segovia, MA

- Principal Consultant at The Myers-Briggs Company
- Certification Faculty: CPI 260[®], FIRO[®], Myers-Briggs Type Indicator[®], Strong Interest Inventory[®] assessments, and VitaNavis[®] platform
- MA in Clinical Psychology
- Specialization in Assessment Administration and Interpretation
- Netspeed Virtual Facilitation Certification



Poll



How did you first become aware of MBTIonline Teams?

A. I received a marketing email about it

B. I learned about it from the invitation to today's webinar

C. I saw it appear as a new product available for purchase via my Elevate account

D. I saw a digital ad for it

E. Someone in my network told me about it

F. Other (please chat your response to us)



MBTIonline Teams Overview



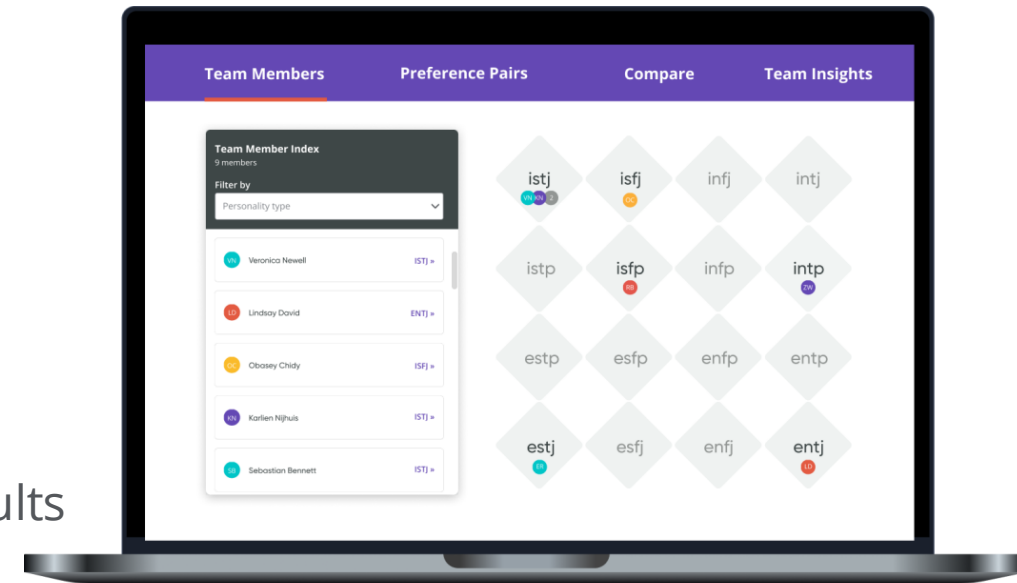
For many organizations, training and development is challenging to deliver at scale.

- Our customers tell us these are common constraints:
 - Not enough people to deliver the training
 - Limited budgets
 - Difficult for employees to block out time for training
 - Lack of effective options to “keep the learning alive” post-training
- This feedback led us to create MBTIonline Teams as a solution for team development—one of the most popular training needs for organizations but also one of the most challenging to deliver at scale



What is MBTIonline Teams?

- Fully self-guided, virtual team-building experience
- Provides MBTI insights into a team's dynamics and reveals strengths and potential challenges to help maximize team effectiveness
- Includes:
 - MBTI assessment plus interactive best-fit type process
 - Portal for the team to explore individual and team results
 - Four self-paced courses for additional learning and development
 - Facilitator's guide with ready-to-use presentation slides for optional group learning session
 - Downloadable individual and team reports



Key Features and Benefits

- **Self-guided, online learning**
 - Engaging digital learning experience that teams without any prior MBTI knowledge can complete on their own
- **Self-paced, asynchronous format**
 - Provides flexibility for all kinds of teams to manage their learning
- **Easy to deploy**
 - Purchase and deploy anytime through an Elevate account
 - Assign to one or multiple teams at a time, and track progress
 - Also available for team leaders to purchase directly on their own
- **Flexible, time-saving solution**
 - Designed to provide an introductory MBTI experience that can be a standalone team development solution or as a foundation for additional development by practitioners



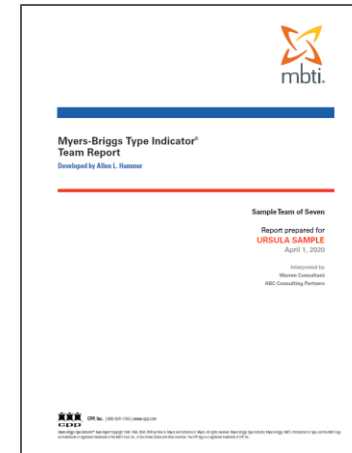
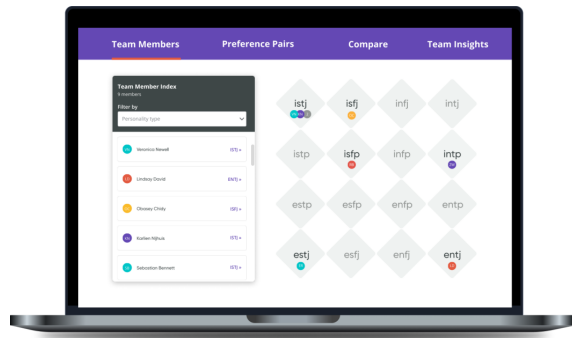
How Customers Are Using MBTIonline Teams

- Ideal for any team looking to:
 - Increase team cohesion and morale
 - Build stronger relationships
 - Communicate and problem solve better together
 - Improve overall effectiveness
- Customers find it especially valuable for:
 - General team-building for in-person, virtual or hybrid teams—or even entire departments and organizations
 - New team formation/onboarding
 - Teams going through change (e.g., new leader coming on)
 - Introducing the MBTI framework across the organization
- Not appropriate as a selection tool or solution to address team dysfunction



MBTIonline Teams vs. MBTI Team Report

Both products have their place as a team development solution. Content is similar and it comes down to one's needs and preferences.



- Prefer a self-guided, online solution that can be delivered without a practitioner
- Need a more scalable solution

- Prefer a practitioner-led solution that provides more control and flexibility
- Requires less lead time for certain situations (e.g., already have participants' verified type and can immediately generate a report)
- Have budget considerations



Participant Experience Walkthrough



How it Works

The MBTIonline Teams experience can be broken down into four parts:

1. Completing the MBTI assessment and interactive learning session
2. Exploring individual results
3. Exploring the team's results
4. Taking the four mini, self-paced courses



Implementing MBTIonline Teams



Two Ways to Implement MBTIonline Teams

- **HR-led approach**

- HR/L&D makes MBTIonline Teams available to employees and deploys it in response to requests from team leaders, or as part of a concerted rollout within the organization
- Purchase and deploy via the practitioner's Elevate account

- **Team leader-led approach**

- Employees are made aware of MBTIonline Teams; they purchase and complete it on their own without direct intervention from HR/L&D
- Purchase and deploy via an account that the team leader can create

With either approach, practitioners can play an important role if they choose.

	HR-led approach	Team leader-led approach
Pre-MBTIonline Teams	<ul style="list-style-type: none">• Generate awareness of the solution• Manage purchases and deployment	<ul style="list-style-type: none">• Generate awareness of the solution

With either approach, practitioners can play an important role if they choose.

	HR-led approach	Team leader-led approach
Pre-MBTIonline Teams	<ul style="list-style-type: none">• Generate awareness of the solution• Manage purchases and deployment	<ul style="list-style-type: none">• Generate awareness of the solution
During MBTIonline Teams	<ul style="list-style-type: none">• Provide support for the automated best-fit type process within MBTIonline Teams• Facilitate the optional team learning session	<ul style="list-style-type: none">• Provide support for the automated best-fit type process within MBTIonline Teams• Facilitate the optional team learning session

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Post-MBTIonline Teams	<ul style="list-style-type: none"> • Offer ideas to keep the learning alive • Deliver follow-on training 	<ul style="list-style-type: none"> • Offer ideas to keep the learning alive • Deliver follow-on training

Facilitating the Team Learning Session

- Team learning session is optional but recommended
- Team leader (or any team member) can download a Facilitator's Guide to facilitate an exploration of the MBTI framework and the team's results
 - Facilitator's Guide includes
 - Ready-to-use presentation slides for a 4-hour workshop
 - Instructions and facilitation notes
 - Designed for someone with no MBTI experience
- Possible reasons why team leaders may prefer a practitioner to help deliver this workshop:
 - Personal discomfort
 - Doesn't have time to prep
 - Want a neutral party to work with the team



Workshop Design

Agenda

- Review and Discussion of Type Concepts (1 hour)
- Understanding MBTI Type (1 hour)
- Individual Type & Team Type (2 hours)

Learning Objectives

- Identify key strategies to use personality differences constructively
- Learn about the gifts and potential challenges related to your personality type
- Create an individual commitment to action
- Gain insight into the team's differences and similarities





A Look Inside the Facilitator's Guide



Downloading the Facilitator's Guide

https://teams.mbtionline.com/team

Your Results **Your Team** Courses Manage Team

< Back to Your Elevate Dashboard

infj

Test Team for Michael
Insightful Visionaries

Download Your Team Type Report See Team Profile

Download Facilitator's Guide

Team Members Preference Pairs Compare Team Insights

Type Table

Successful teamwork doesn't often come naturally—it takes commitment, skill, time, and effort. While there is no such thing as a perfect team, you may be able to continuously improve the effectiveness of your team by taking the action steps presented on this site.

Appreciating and understanding your teammates' personality types is an important first step.

Team Member Index
3 members
Filter by
Personality Type

istj isfj infj intj

Facilitator's Guide Contents

- Learning task icons for virtual delivery
- Ground rules for workshop delivery
- A review and discussion of MBTI® type concepts
- Understanding MBTI types through activities – preference pairs
- Exploring individual type and the MBTI type table
- Exploring team type and comparing team member preferences
- Doing more with type and teams
- Taking action – What's next?

Using the Facilitator's Guide



MBTIonline Teams

Using the MBTI® framework to
improve team effectiveness

Presented by:

[Your name here]



- Ready-to-use workshop slides
- Downloadable
- 4-hour workshop
- Ability to modify
- Comes with instructions and notes



Using the Facilitator's Guide (continued)



MBTIonline Teams

Using the MBTI® framework to
improve team effectiveness

Presented by:
[Your name here]



Section 1
Review and
Discussion of
Type Concepts

Section 2
Understanding
MBTI Type

Section 3
Individual Type
and Team Type



Facilitator's Guide – Section 1



Review and discussion of type concepts

Click to add subtitle



 The Myers-Briggs Company



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Facilitator's Guide – Section 2



Understanding MBTI® types



 The Myers-Briggs
Company



Splitting learning
tasks:

E – I

S – N

T – F

J – P

 The Myers-Briggs
Company

Facilitator's Guide – Section 2

Understanding Extraversion and Introversion



Form two breakout groups with team members who share your preference for Extraversion or Introversion.

In your groups, discuss this question:

- What does your ideal work environment look like?

The person whose first name starts with the letter closest to E (for Extraversion) or I (for Introversion) will make notes and report out when we come back together.

You'll have 10 minutes for your discussion. I'll let you know when you have 1 minute left.



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Facilitator's Guide – Section 2

E-I: Preferred work environment



- Enjoy opportunities for interaction
- Like plenty of stimulation
- Like some background noise
- Prefer a busy and lively environment



- Need space for concentration
- Prefer quiet for reflection
- May be irritated by background noise
- Prefer a calm and spacious environment

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Facilitator's Guide – Section 2

Share and reflect



What are some of the observable differences you notice between the opposite preferences?

What are the implications and applications of this activity for your interactions?

- Communication challenges?
- Misunderstandings between people with opposite preferences?

How do these differences affect:

- Your interactions at work?
- Honoring requests and agreements?

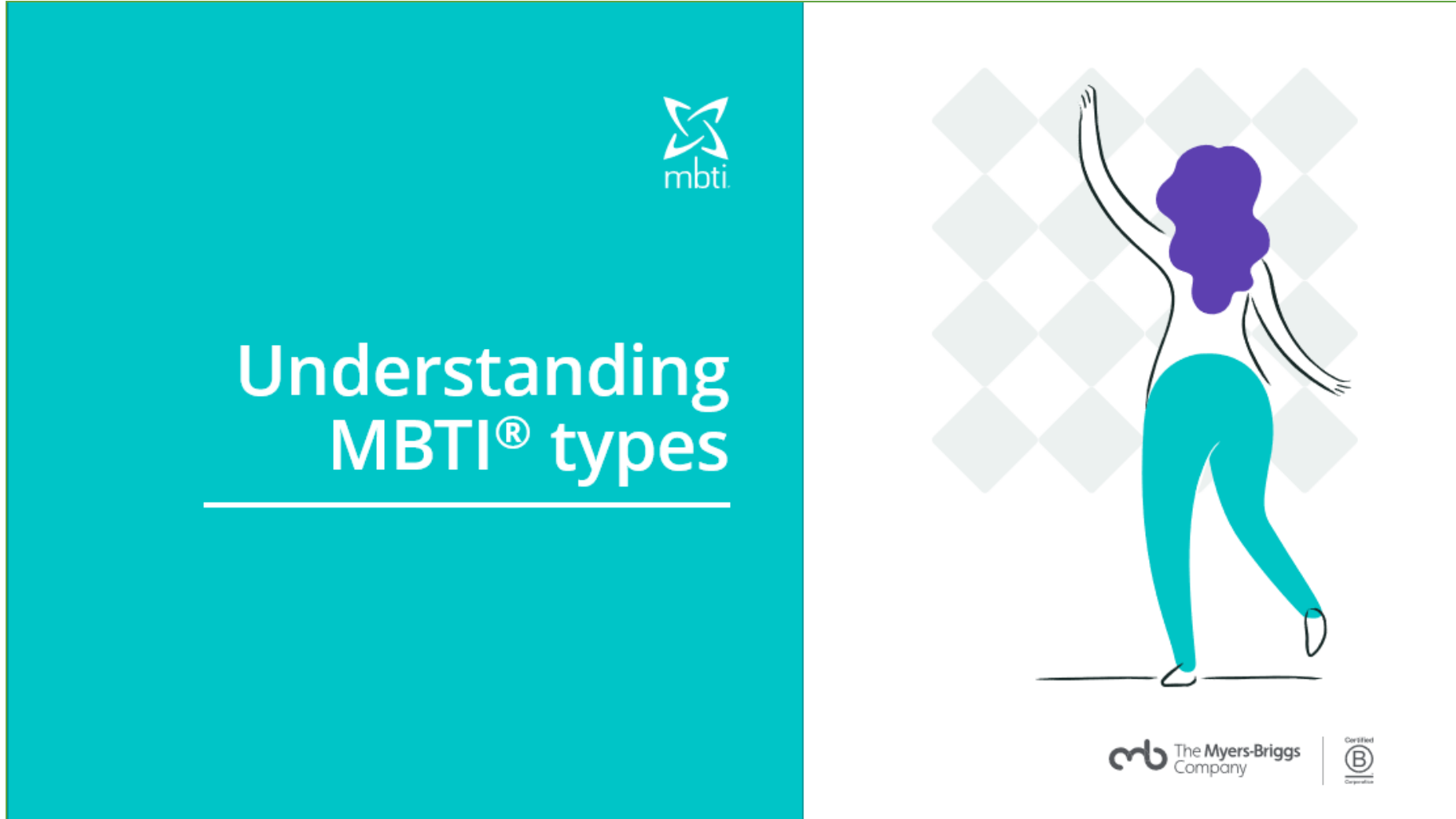
What could you do differently in your interactions with each other moving forward?



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Facilitator's Guide – Section 3



Facilitator's Guide – Section 3

Share your insights



The screenshot shows a web interface for a team report. At the top, there's a navigation bar with 'Your Results', 'Your Team', and 'Courses'. Below that, a header identifies the team as 'Smith Family' with the type 'Versatile Supporters' and an 'isfp' diamond icon. A 'Download Your Team Type Report' button is visible. The main content area has three tabs: 'Characteristics', 'Strengths', and 'Blind Spots'. The 'Characteristics' tab is active, showing a 'Team Profile' section with a description of ISFP teams. Below this, a section titled 'ISFP teams are usually' features a magnifying glass icon and a row of four buttons: 'Considerate', 'Harmonious', 'Observant', and 'Tolerant'.

The screenshot shows a web interface for an individual report. The navigation bar is similar to the team report. The header identifies the individual as 'Andy Smith' with the type 'Versatile Supporter' and an 'isfp' diamond icon. There are 'Download Report' and 'Review Verification' buttons. The main content area has three tabs: 'Characteristics', 'Strengths', and 'Blind Spots'. The 'Characteristics' tab is active, showing an 'ISFP Profile' section with a description of ISFPs. Below this, a section titled 'How others are likely to see ISFPs' includes a magnifying glass icon, a list of traits (Kindness, Loyalty, Spontaneous nature), and a paragraph about how ISFPs are perceived. At the bottom, there are 'Support', 'Privacy', and 'Terms' links, and a copyright notice for 2021 The Myers-Briggs Company.



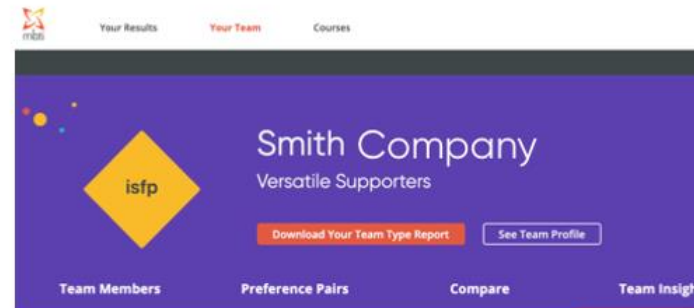
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Facilitator's Guide – Section 3

Understanding our team's type

- Look at the team summary on MBTIonline Teams.
- Read through the information on this page.
- Discuss areas of overlap with our discussion so far and any new insights gained from the information on this page.



Understand your team

Uncover how the preferences of you and your team members play into your everyday team dynamics. Get clear and practical suggestions on how to improve these dynamics within your team.



Problem Solving Styles in Teams

See how your problem solving style compares to your team's problem solving style.

[Learn more >](#)



Communication Styles in Teams

See how your problem solving style compares to your team's problem solving style.

[Learn more >](#)

[Support](#) [Privacy](#) [Terms](#)

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Facilitator's Guide – Section 3

Comparing preferences

Pair up with a teammate who has a different four-letter type. In your pairs:

- Use the “Compare” function on MBTIonline Teams to compare your MBTI® types.
- Choose any of the available topics to discuss.
- Make notes of any insights you gain.
- Think about how you might use the “Compare” function in the team moving forward.

You’ll have 10 minutes. I’ll let you know when you have 1 minute left.

Be prepared to share your insights when we come back as a group.

The screenshot displays the MBTIonline Teams interface. At the top right is the MBTI logo. The main header shows 'Smith Company' and 'Versatile Supporters'. Below this are buttons for 'Download Your Team Type Report' and 'See Team Profile'. The navigation bar includes 'Team Members', 'Preference Pairs', 'Compare', and 'Team Insights'. The 'Compare' section is selected, showing a 'Select a subject and compare' dropdown menu. Below this, two columns of results are displayed for 'isfp' types: 'Bob S.' and 'Andy S.'. Each column lists 'People with ISFP preferences are motivated and energized by' and 'If you want to help boost their motivation'. An illustration of two people talking is at the bottom right.

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Facilitator's Guide – Section 3

Doing more with type and teams

- MBTIonline Teams comes with several short introductory courses.
- If you haven't completed them already, have a look at the information and insights each course provides.

The screenshot displays the MBTIonline Teams user interface. At the top right is the MBTI logo. The navigation bar includes 'Your Results', 'Your Team', 'Courses', and 'Manage Team'. A dark banner prompts the user to 'Get started by selecting a course below.' Below this, four course cards are listed: 'Stress' (Resume), 'Motivation' (Start), 'Getting Along' (Start), and 'Team Problem Solving' (Start). To the right, a progress indicator shows '1/17 Complete' and a personality type result for 'enfp' (Imaginative motivator) with a brief description. An illustration of a person at a laptop is at the bottom right. The footer contains the MBTI logo, 'The Myers-Briggs Company', and a 'Certified' logo.

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Facilitator's Guide – Section 3

Team summary and action planning

- Review the team summary on MBTIonline Teams.
- Identify 3 goals for the team to work on based on the team type.



Back to team

Smith Company
Versatile Supporters

Download Your Team Type Report

Characteristics Strengths Blind Spots

Team strengths

Teams, like people, have strengths that flow naturally from their preferred type. Teams that understand and use their natural and preferred ways of using information and making decisions often achieve strong results. A team is most effective when it uses its preferred style to solve problems and perform tasks.

Below is a snapshot of the strengths your team is likely to use. Not every strength will necessarily apply, however, depending on the mix of individual preferences represented on the team.

- Attending to the team process to ensure that everyone's needs are met
- Being sensitive to the needs of people outside the team
- Making sure everyone is heard and feels included
- Providing individualized service to clients or customers
- Setting practical, tangible team goals
- Striving for harmony
- Respecting tradition and drawing on the lessons of the past
- Ensuring that all relevant facts are identified, collected, and used to inform the solution to a problem
- Making team decisions based on shared values
- Cooperating with one another to solve common problems

Action Steps

- As a team, discuss each of these strengths.
- In the second column of the chart, place a check mark next to the strengths your team needs to solve its current problem or accomplish its tasks.
- Identify how you can best use these strengths to your team's advantage.

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Building on MBTIonline Teams

A great starting point to then continue to apply the MBTI assessment throughout your organization:

- Type and change
- Type and decision-making
- Type and leadership
- Type and communication
- Type and conflict
- Type and ...

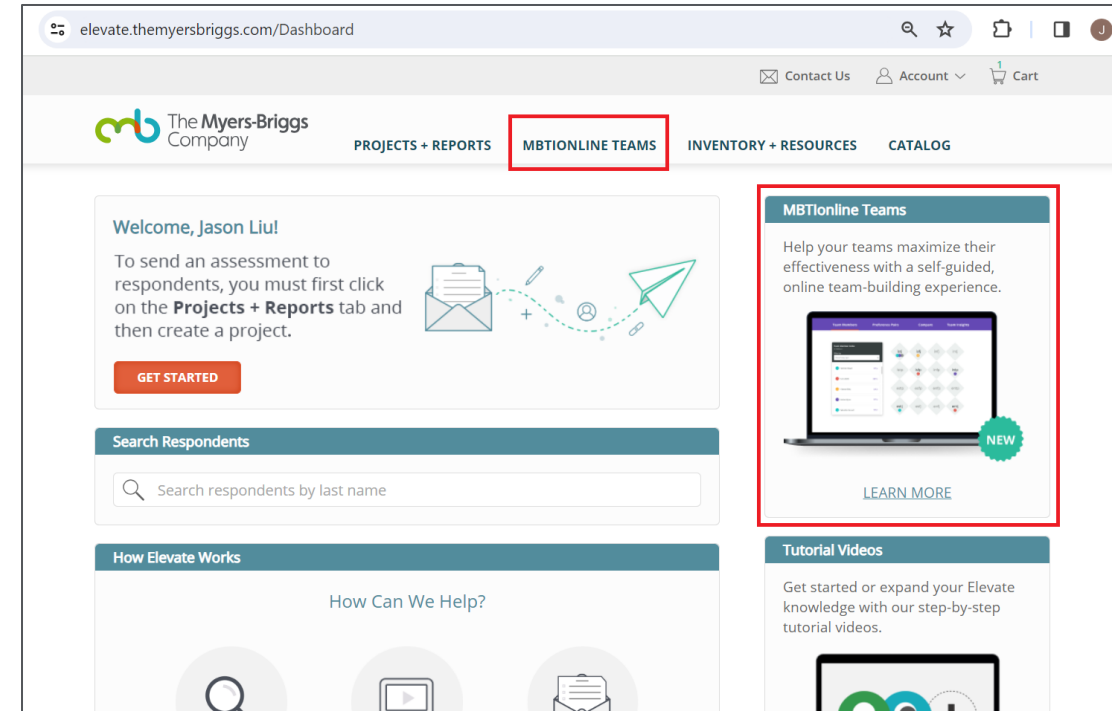


Pricing and Availability



Pricing and Availability

- \$99.95 per participant
 - One seat required for each participant
 - 3 participants minimum per team
- Volume discounts available and automatically applied
 - 7.5% for 50+ seats
 - 15% for 250+ seats
- Payment options
 - Credit card (default)
 - Invoice (manual)
- Available for purchase on Elevate
 - Via the “MBTlonline Teams” page found in the navigation menu
 - For those without an Elevate account, they can purchase it on [themyersbriggs.com](https://www.themyersbriggs.com)



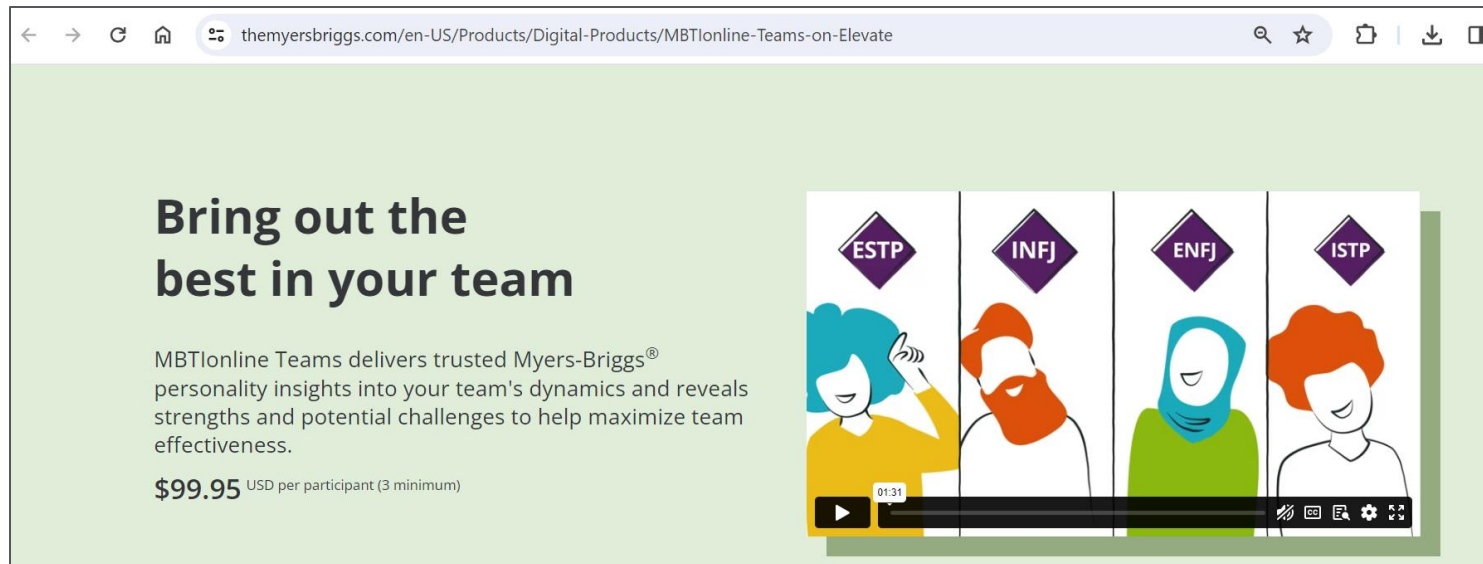


Questions?



Next Steps

- Presentation slides and recording will be sent out in the next few days
- Send any questions to peoplefirst@themyersbriggs.com
- Ready to get started with MBTIonline Teams?
 - Log into your Elevate® account and click the “MBTIonline Teams” tab from the top navigational menu to purchase



The screenshot shows a web browser window with the URL themyersbriggs.com/en-US/Products/Digital-Products/MBTIonline-Teams-on-Elevate. The page content includes the heading "Bring out the best in your team" and a sub-headline "MBTIonline Teams delivers trusted Myers-Briggs® personality insights into your team's dynamics and reveals strengths and potential challenges to help maximize team effectiveness." Below this, the price is listed as "\$99.95 USD per participant (3 minimum)". To the right, there is a video player showing four stylized avatars with their corresponding MBTI types: ESTP, INFJ, ENFJ, and ISTP. The video player has a progress bar and a timestamp of 01:31.

THANK
YOU!



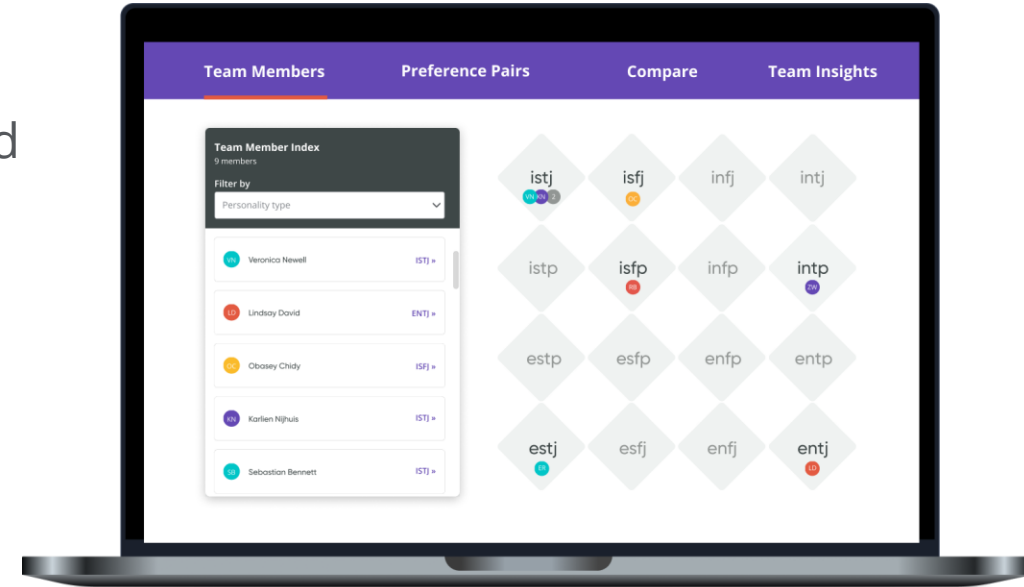
Delete Later

Why did we create it?

- What we've heard over years from our MBTI customers, COVID accelerated it. Orgs: looking for
 - Options at scale, people doing the training can't meet demand (time poor, may never see them again, how to keep learning alive), orgs dealing with budget constraints, so that's why created this offering...market and customer demand.
 - Covid -> distributed teams, can't devote entire day to training, even heard that about cert (SGC)
- Doesn't mean there isn't a place for MBTI Team Report...specific issues, more complicated, team leader is not the right person to use MBTIonline Teams
- Another tool in toolbox
- Potential other topics/modules that follow...do a poll?
- No time or budget

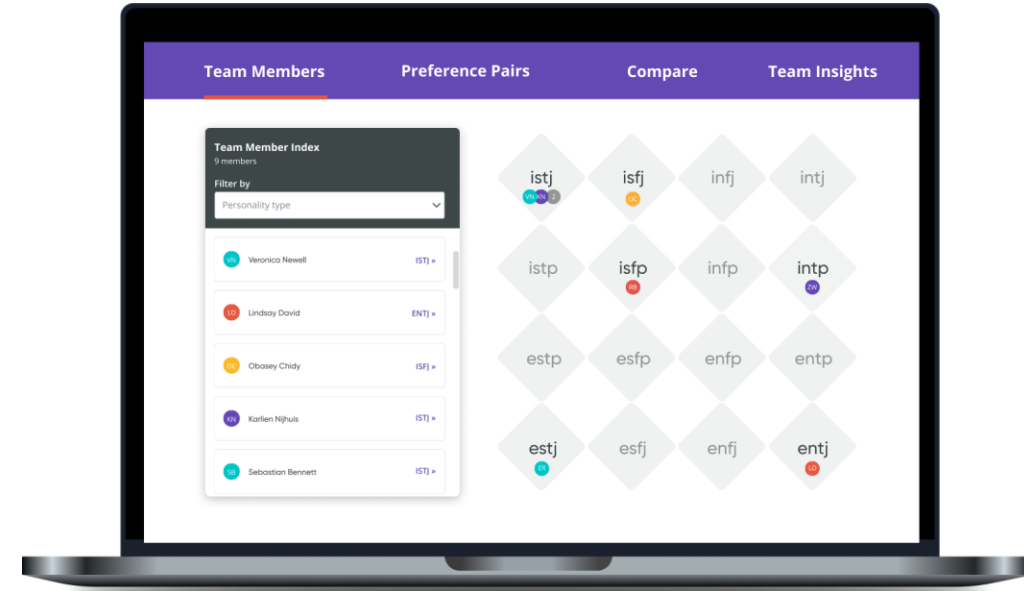
What is MBTIonline Teams?

- Self-guided, virtual team-building experience for 3+ people
- Provides an introductory MBTI experience for any team and delivers insights into a team's dynamics and reveals strengths and potential challenges to help maximize team effectiveness
- Includes:
 - MBTI assessment plus interactive best-fit type process
 - Portal to explore individual and team results
 - Four self-paced courses for additional learning and development
 - Facilitator's guide with ready-to-use presentation slides for optional group learning session
 - Downloadable individual and team reports
- Ready-to-purchase and deploy anytime to one or multiple teams



What is MBTIonline Teams?

- Self-guided, virtual team-building experience for 3+ people
- Delivers MBTI insights into a team's dynamics and reveals strengths and potential challenges to help maximize their effectiveness
- Includes:
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Key Features and Benefits

- **Self-guided, online learning**

- Engaging digital learning experience that doesn't require an MBTI practitioner—but can support practitioner facilitation

- **Self-paced, asynchronous format**

- Provides flexibility for all kinds of teams to manage their learning

- **On-demand access**

- Teams can access and revisit the content at anytime

- **Easy to deploy and scale**

- Available to purchase and deploy anytime through an Elevate account
- Deploy to one or multiple teams at a time, and track their progress

- **Flexible solution**

- Designed to provide an introductory MBTI experience that can be a standalone team development solution or as a foundation for additional development

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- **On-demand access**
 - Teams can access and revisit the content at anytime
- **Easy to deploy and scale**
 - Available to purchase and deploy anytime through your Elevate account
 - Quickly deploy to one or multiple teams at a time, and track their progress
- Time-saving for practitioners

Ways to Use MBTIonline Teams Within Organizations

- “Top down”/HR-led – HR/L&D promotes the offering to employees...takes in requests and assigns MBTIonline Teams.
 - Or could be promoted as a follow-on after initial MBTI® training (need to validate the mechanics of this)
- “Bottom up” / Team leader-led – employees made aware of MBTIonline Teams...can purchase and using it on their own without intervention from HR/L&D. Could loop in HR/L&D when support is needed.
 - <https://www.themyersbriggs.com/en-US/Products/Digital-Products/MBTIonline-Teams>
- Org invested in MBTI for their managers. Initial training for managers/select group of leaders. Those leaders want to make use of it with their team (an intro experience with their team).

Common Challenges When Engaging in Team Development Within Organizations

- Typical approach to team development from organizations might leave some people out
- Challenges (that we hear) from the perspectives of:
 - Senior HR/L&D leaders
 - How can we cost effectively provide team development for every team in our organization?
 - Practitioners/people doing the training
 - How can I find the time to deliver team workshops to multiple teams and how can I manage the follow up of these workshops?
 - Employees/teams participating in the training
 - When does my team get to benefit from team development or what kind of follow up is available to us?
 - Juggle job with time for training?