



## Employee Engagement and MBTI

### Rationale

Do organisations know they are attracting the type of person that fits with their values, culture and purpose? Do individuals know that their values, purpose and motivations fit with those of their employer, particularly when seeking career moves?

The answer is not as clear cut as a simple yes or no even though a lot of research is probably done on both sides of this equation: yet in instances when one side gets it wrong, a lot of physical and emotional disruption is caused; and that is before the financial cost is counted.

The Myers-Briggs Type Indicator (MBTI) is a personality profiling tool based on preferences which enable you to assess your Psychological Type; and some interesting work has been done with MBTI to assess organisations in a similar way. This workshop explores the MBTI at both an individual and organisational level and links with the notion of Employer Branding.

### Indicative content

- Introduction to the MBTI framework
- Understanding Type – personal perspective
- Understanding Type – organisational perspective
- Strategies for improving engagement
- Roles and responsibilities in the context of improving engagement
- Employer Branding
- Action planning

**Duration:** 1 day

### Facilitators

Our facilitators are experienced MBTI accredited practitioners. They have worked extensively in the area of improving employee engagement both at a strategic and an operational level.

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