



Everything is Different . . . and it's Different for Everyone

Presenter: Shoshana Boyd Gelfand

The four pairs of preferences

EXTRAVERSION

INTROVERSION

How do you direct and receive energy?

SENSING

INTUITION

How do you take in information?

THINKING

FEELING

How do you decide and come to conclusions?

JUDGING

PERCEIVING

How do you approach the outside world?

The four pairs of preferences

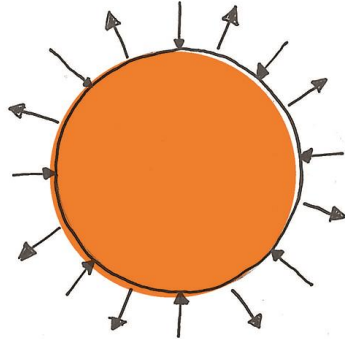
EXTRAVERSION



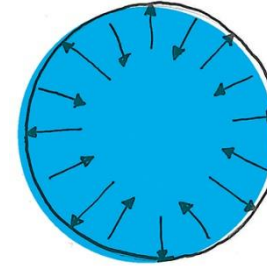
INTROVERSION

How do you direct and receive energy?

EI Characteristics



Tend to act before thinking
Prefer to take action quickly
Talk things through
Are more expressive when interacting
Gain energy from interaction
Have a breadth of interests



Tend to think before acting
Prefer to spend time on reflection
Think things through
Are more contained when interacting
Gain energy from concentration
Have a depth of interests

Remember, E-I is not about sociability or social confidence

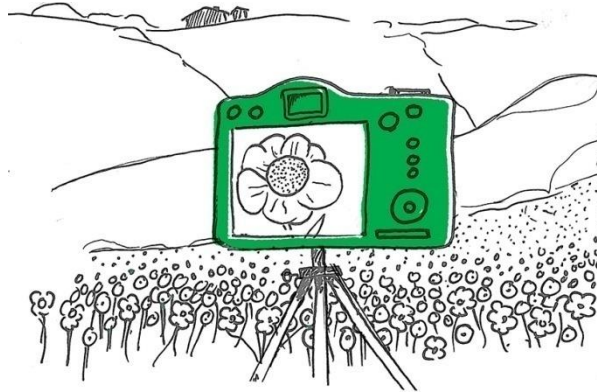
The four pairs of preferences

SENSING

INTUITION

How do you take in information?

Characteristics



Want to know the facts

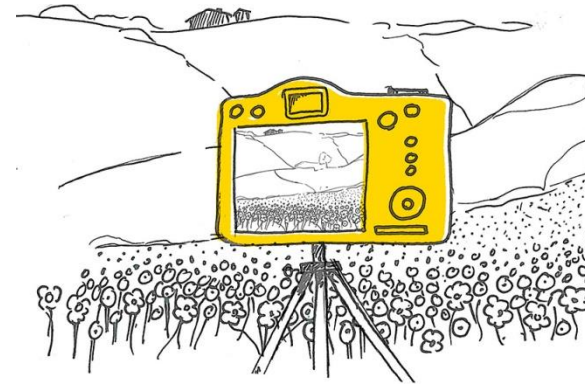
Look at the specifics

Adopt a realistic approach

Focus on the here and now

Ensure things work in practice

Collect observations



Seek out new ideas

Look at the bigger picture

Adopt an imaginative approach

Anticipate the future

Ensure things work in theory

Use conceptual frameworks

Remember, Sensing isn't 'sensitive' and iNtuition isn't 'gut feel'

The four pairs of preferences

THINKING



FEELING

How do you decide and come to conclusions?

TF Characteristics



- Apply logical reasoning
- Use cause and effect analysis
- Seek objective truth
- Decide using impersonal criteria
- Focus on tasks
- Provide a critique



- Apply individual values
- Understand others' viewpoints
- Seek harmony
- Decide by personal circumstances
- Focus on relationships
- Offer praise

Remember, Thinking types can feel and Feeling types can think

The four pairs of preferences

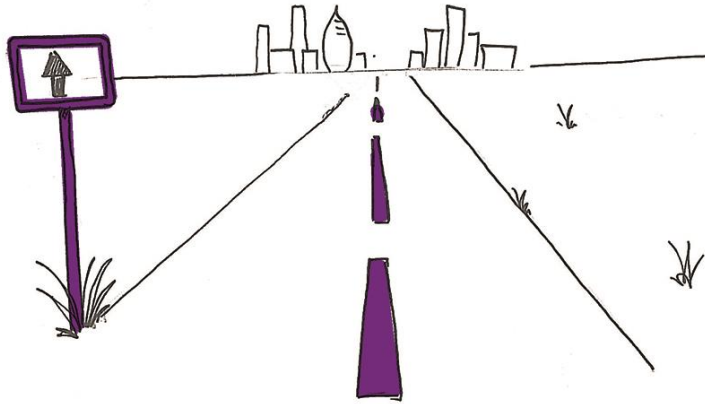
JUDGING



PERCEIVING

How do you approach the outside world?

Characteristics



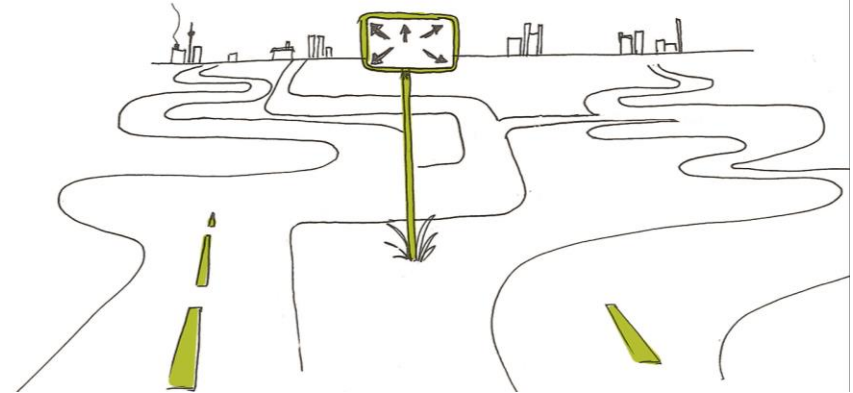
Like to come to closure

Make plans

Act in a controlled way

Prefer to act within a structure

Prefer to schedule activities



Keep a range of choices available

Remain flexible

Respond to emerging information

Prefer to go with the flow

Prefer to be spontaneous

Remember, Judging isn't 'judgmental' and Perceiving isn't 'perceptive'

Illustration

