

Unleashing Greatness with Myers-Briggs

Every team eventually gets tested, by growth, by pressure, or just by time. When that happens, understanding how your people are wired isn't a nice-to-have. It's what determines whether the team pulls together or pulls apart.

The Myers-Briggs Type Indicator (MBTI) is the world's most widely used personality tool, backed by 75 years of ongoing research. It helps people understand how they naturally take in information, make decisions, and deal with the world around them, and just as importantly, how their colleagues do it differently.

What a full understanding of personality type makes possible:

- Clearer, more transparent communication
- Faster resolution of nagging conflict, instead of it resurfacing every few weeks
- Higher trust between team members, direct and indirect
- Stronger collaboration and productivity
- More effective decision-making, with less second-guessing
- Smoother change management, with less resistance
- Enhanced leadership skills for people leaders
- Better stress management, with results that actually last

What leaders gain specifically:

Understanding the strengths and vulnerabilities of each team member puts you in a stronger position, whether that means taking a high-friction team to a workable one, or taking an already-strong team to the next level. You leave with a clearer roadmap for coaching conversations, delegating, and managing people who think very differently than you do.

Where Teams See the Biggest Impact

- **Better problem-solving and decisions.** Understand where each person draws their creative energy from, so quieter contributors don't get overlooked, and decisions get made with real balance instead of groupthink.
- **More effective conflict resolution.** Recognize what escalates conflict before it escalates, engage people who normally stay quiet, and break down the "us vs. them" thinking that fuels silos.
- **Stronger interpersonal skills.** Build language that creates trust faster, understand what leads to misunderstandings before they happen, and create real bonds instead of surface-level politeness.
- **Smoother change management.** Anticipate what different team members will need during a change, reduce resistance, and help people move through change with less friction.
- **Faster learning and performance.** Help people learn and apply new skills in the way that actually works for how they're wired, instead of a one-size-fits-all approach.



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Workshop Options

Every engagement starts with a conversation about your team's specific situation, so the format fits your needs, not a generic script.

Half-Day: Introduction Workshop A focused half day where each person explores their own personality preferences, self-validates their type through interactive activities, and starts to understand how their preferences help and hinder them in day-to-day work.

Full-Day: Team Workshop Everything in the Introduction Workshop, plus a facilitator-led half day going deeper: how team members' differences affect relationships, productivity, and engagement, and building real agreements for working better together going forward.

Optional add-ons, available depending on your team's needs:

- **Personal coaching sessions.** One-on-one, in person or virtual, to explore how a specific person's type shows up in their working relationships and build individual strategies.
- **Meeting facilitation.** Real-time application of what the team learned, applied directly to an actual team meeting, for an immediate boost in how the team works together.

What Success Looks Like

By the end of the full-day workshop:

- Every participant has self-validated their true personality type, or has a clear next step to get there
- The team has real working agreements for improving communication and collaboration, not just good intentions
- Leaders leave with a practical plan for applying what was learned to specific roles and situations

Dawn Frail has been working with teams for almost three decades and has focused specifically on the MBTI instrument for over twenty-five years. She holds the highest level of achievement with the instrument, certified as an **MBTI® Master Practitioner**.

If you and your team have questions, or want to talk through what would work best for your situation, reach out. There's no cost or obligation to have that conversation.

