



You've Got Personality

Mary McGuinness

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You've Got Personality is designed to use when introducing a client to the 16 personality Types described by Carl Jung and Isabel Briggs-Myers. This 44-page book describes in detail all the basic theory behind the 16 Types. It describes each of the eight preferences and the eight Jungian functions, and outlines the typical stages of development that Types experiences as they move from childhood to midlife. The book explains the four majors communication styles and gives practical suggestions on how to communicate with each personality Type. There is also an explanation of the behaviour of the Inferior function and how it causes stress. The four Temperaments are explained briefly, showing the link between Temperament and Type theory.

This book contains very comprehensive two-page descriptions of each Type. These descriptions include the strengths and potential difficulties of the Type, plus a description of how the person's Type influences communication, relationships, learning, leisure and stress. Workplace behaviour is also described, explaining the needs and behaviour at work, team role behaviour, leadership style and typical career choices. One half page is devoted to an outline of the stages of development over the lifespan, explaining the typical experiences and challenges in childhood, adolescence, early adulthood and midlife.

A unique feature of this book is the accuracy of the Type descriptions. The data for these descriptions was collected over a period of more than fifteen years, and came from people describing their own Type in detail. The information was all new information and is presented in this book as it was expressed by the contributors. The result is accurate descriptions that immediately resonate with the reader when they read their own Type description. Since publication in 2004 this book has sold more than 120,000 copies.

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