



Bring Depth to Psychological Type with Type Dynamics

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Reveal the Meaning Behind the Type Code with *Core Factors Type Dynamics*

Grounded in Jung's model of psychological types and the framework developed by Isabel Briggs Myers, *Core Factors Type Dynamics* introduces the psychological type code through the lens of the eight cognitive processes. This approach shifts the focus from surface-level focus on the letters of the type code to the underlying patterns that influence how people gather information, make decisions, and respond to the world around them. *Core Factors Type Dynamics* supports a deeper understanding of personality type that enhances clarity, self-awareness, and meaningful personal growth.

Core Factors Type Dynamics introduces a foundational shift in how psychological type is introduced, understood and applied. Rather than focusing solely on the letters of the type code (E/I, S/N, T/F, J/P), *Type Dynamics* explores the eight cognitive processes that bring the type-code to life. By presenting psychological type as a pattern of cognitive processes, *Type Dynamics* allows practitioners to move beyond static labels and guide individuals toward a deeper, richer understanding of psychological type.

Decoding the Type Code: Moving Beyond Labels to the Patterns That Drive Type

Core Factors Type Dynamics is designed for type practitioners: coaches, consultants, trainers and facilitators who want to introduce the psychological type code as it was originally intended, reflecting Jung's cognitive processes. It serves as a bridge between the surface structure of personality type and the deeper patterns of perception and judgment that shape real behavior.

By shifting focus from a focus on simple letter preferences to the pattern of processes behind the type-code, *Core Factors Type Dynamics* opens the door to more meaningful development conversations using a more intelligent approach to psychological type.

Core Factors Type Dynamics invites practitioners and individuals to engage with psychological type as a dynamic system—providing a more complete understanding of the type code. This deeper perspective opens the door to more informed conversations about behavior, motivation, and grounds development work.

A More Complete Introduction to Type

- ◆ Introduce clients to psychological type through its original design, reflecting the eight cognitive processes behind the four-letter code. This deeper framing builds a clearer, more accurate foundation for future development work.
- ◆ Help leaders understand how their preferred processes affect decision-making, leadership style, and interpersonal effectiveness. This clarity allows for more adaptive and inclusive leadership.
- ◆ Guide coaching and counseling conversations with greater insight into how people naturally perceive, decide, and respond to different situations. Uncovering core process patterns leads to more targeted, meaningful development.
- ◆ Support team development by highlighting how different cognitive processes influence group dynamics and communication styles. Teams gain new language for understanding collaboration, problem-solving, and conflict.

Key Features of the Core Factors Type Dynamics Assessment

- ◆ **Efficient and Precise:** Using the core 52 primary questions of *Type Discovery* and an additional 80 questions specifically designed for the eight processes along with an optional *Type Precision Module*, *Type Dynamics* provides a reliable type-code for the participant and an in-depth analysis of the process scores for the practitioner.
- ◆ **Differential Intensity Weighting:** This innovative scoring system allows individuals to select the most natural response and rate the degree of similarity to their personality, enhancing the accuracy of the assessment.
- ◆ **Neutral Response Option:** Eliminates the measurement errors commonly found in traditional forced-choice Jungian assessments.
- ◆ **Type Precision Module:** An adaptive scoring method that refines the assessment based on individual responses, ensuring a tailored and accurate identification of psychological type.



INNOVATIVE PERSONALITY PROFILING

Decoding the Type Code: Moving Beyond Labels to the Patterns That Drive Type

Core Factors Type Dynamics offers a clear, accessible entry point into the deeper theory of psychological type. Rather than reducing type to a set of letter-based labels, it presents psychological type as intended—a system of cognitive processes that shape how people perceive, decide, and engage with the world. By mapping the four-letter code to the underlying pattern of eight processes, *Type Dynamics* introduces a more complete and accurate understanding of type.

The 13-page report provides an introduction to psychological type through the lens of the eight cognitive processes along with reported scores and descriptive overview of the identified type along with brief summaries of the 16 personality types.

IMPROVE THE APPLICATION OF PSYCHOLOGICAL TYPE

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