



DEEP TYPE:

ABOUT THE BOOK

Deep Type by Alan Gilburg, Principal, Gilburg Leadership Institute, helps leaders and practitioners clarify weaknesses and strengths in order to become better leaders. The book illuminates C. G. Jung's theory of Typology, drawing upon the author's decades of experience and insight gained from typing hundreds of people and working with them in leadership seminars and organizational development projects.

The book was written to provide self-awareness resources to leaders and those who coach and consult with leaders so they can better understand their own hardware with its strengths and limitations, as well as understand their own blind spots and courage issues. By courage issues, the author means those things that lie outside each person's comfort zones, but which nevertheless require leadership attention.

Deep Type provides a fully tested methodology for determining and/or confirming another person's Type through a 15- to 20-minute conversation. This part of the book will be useful by consultants, coaches, therapists, and others who work closely with leaders in assisting others in discovering their strengths and limitations.

“For those who say another book on Jungian Typology?” “Another book explaining the Myers-Briggs Type Indicator?” The book makes the bold claim that it is different on several accounts:

1. The Myers-Briggs Type Indicator (MBTI) founders insisted that the results of the MBTI be confirmed by another means. However, they never came up with an adequate means for confirming the MBTI. And many in the MBTI community, when pressed, concede that the results of the instrument may be inaccurate as much as 30 to 40 percent of the time. Using the Deep Type methodology a skilled practitioner can decrease the inaccuracy of typing to less than 10 percent of the time.
2. In fact, the Deep Type methodology is so powerful, that one can use it totally independent of the MBTI. Having typed hundreds of people in the past ten years the author and his colleagues no longer use the MBTI at all. You can learn the Deep Type methodology yourself and type individuals you are coaching, teaching, and/or counseling.
3. Deep Type is like the 401-level course in Type. Forget about defining the four MBTI letters. Instead, focus in depth on the four Functions of each Type (from Dominant to Inferior) and concentrate on the strengths and limitations, blind spots, and courage issues of each Type.

4. The Deep Type Conversation is a teaching tool by which the client learns about his/her Type throughout the conversation. The client is confronted with distinctions that enable him to state his preferences and understand the differences between what he chooses and what he declines. When you arrive at a final Type, the client knows how you got there and confirms the outcome.

Deep Type is not a book for casual practitioners who want a quick and easy way of understanding a Type. Rather, the book is for serious students who want to understand Type at a deep level and who want to pass that understanding on to others who need to know their innate strengths and limitations.

While Deep Type spends most of its pages revealing the new, conversational method for determining another person's Type, the real goal is to promote self-awareness in leaders.

From the Delphic Oracle of ancient Greece, which proclaimed, "Know Thyself", to countless philosophers through the ages, this admonition to become self-aware was recently summed up by All-American baseball great, now announcer, Joe Morgan, who said in a recent broadcast: "If you want to become a great player, you need to know your weaknesses."

Since Typology is a powerful way of coming to know one's hard-wired strengths and limitations, Deep Type is an excellent resource for practitioners who coach, consult or otherwise develop leaders. The method involves using a structured conversation that reveals another person's Type in four distinct steps over a twenty-minute period of time. The practitioner, however, needs to know the fundamentals of Type in order to make sense of an individual's responses, catch contradictions, and probe more deeply for authentic responses that make sense.

In addition to the errors in using the MBTI, Gilburg discovered that though many of his clients had taken the MBTI at some time in their careers, few actually remembered anything about it. One distinct advantage in the Deep Type method is that the conversation is an effective teaching tool that enables clients to remember their types at a deep level and make use of the awareness in crafting their lives.