



Influence Program



Emotional Intelligence at Your Fingertips

The signature TypeCoach Influence Program helps develop mastery in **INFLUENCE** and **COLLABORATION** skills that can be used every day to improve every interaction with colleagues, customers, or key stakeholders. Participants come away from this fast-paced, highly practical, multi-media program with skills they can immediately apply.



Identify

The ability to quickly **identify** type preferences in others.



Influence

The ability to **adapt** your communication to any individual, based on their personality type.

How TypeCoach Works



Discover Your Type

Use the interactive TypeCoach Verifier to discover your Type and download an 8-page report.



Facilitated Sessions

Our interactive trainings focus on establishing team communication best-practices and can be delivered in-person, virtually or hybrid.



Ongoing Resources

The Type-to-Type tool and executive coaching videos provide ongoing learning and development opportunities.

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STEP ONE

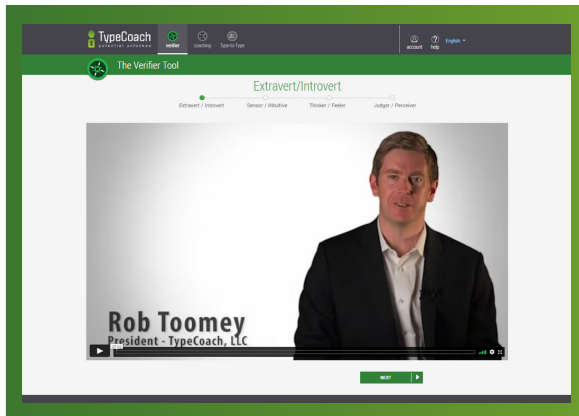
The Verifier Experience

The TypeCoach Verifier is an interactive, video-based experience that leads participants through the process of discovering and verifying their "best fit" type. The highly practical report provides tips for maximizing your natural strengths, minimizing typical challenge areas, as well as stress triggers and responses for your type.

The TypeCoach Verifier accelerates a participant's understanding of personality type basics, so that in-person sessions can be spent on the application of type to their daily interactions and goals.



The Verifier Process:

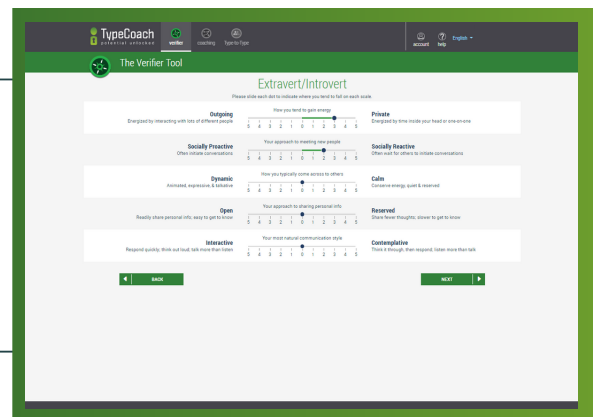


Step One

Watch a video about Extraverts and Introverts, which includes animations and a detailed explanation about each preference.

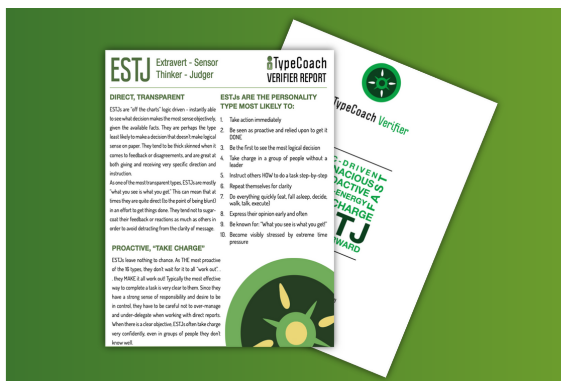
Step Two

Move the sliders to show where you are leaning on Extraversion/Introversion. Repeat for the remaining three preferences.



Step Three

Read your two most likely Type descriptions (based on how you moved the sliders). Choose the one that resonates most with you. Immediately download your personalized Type report.



STEP TWO

Facilitated Training Program

Overview of the Training

This fast paced, interactive, highly engaging session teaches how to get the full attention and focus of others through two practical skills you can use every day in every interaction:

- Identifying the personality type of any individual
- Tailoring your approach based on their type

What's Included?



2-4 Hours of Live Facilitation

Virtual, in-person or hybrid facilitated session with lots of interaction and participation.



Downloadable Reference Tools

Refer back to these goldmines of information as you begin applying your new skills.



The 20-Day Text Challenge

Apply type in your everyday interactions via a two-minute challenge each business day.

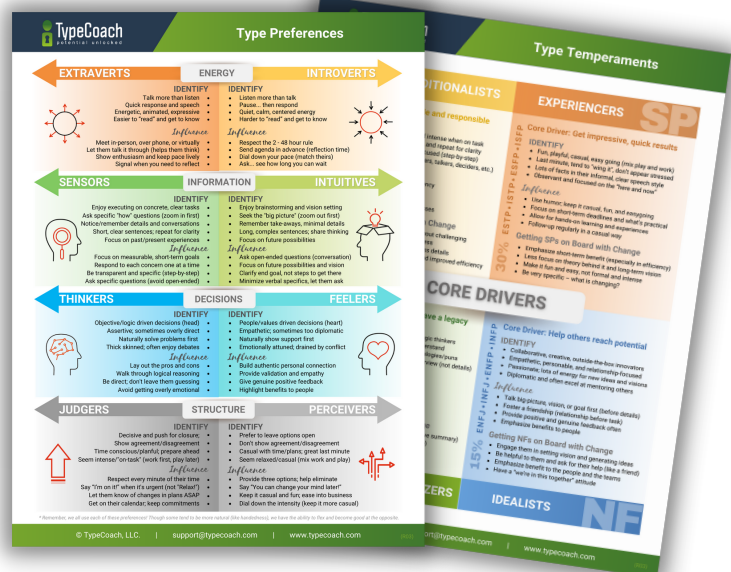
Learn How To:

- Deliver persuasive presentations
- Gain the full attention of others
- Secure buy-in and enthusiasm
- Convert more prospects
- Inspire others to go above and beyond through motivation



“
50%

Survey: A majority of clients who complete this course report an **INCREASE** in their interpersonal skills of **50% or greater**.
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STEP THREE

Type-to-Type Tool

Overview of the Tool

Type-to-Type takes all the guesswork out of how to communicate most effectively with any individual. Click on any name to get top ten tips for working with them based on **YOUR** type and **THEIR** type. The chart can be auto populated with the names of people as they complete the Verifier from your group. And, as you identify the personality type of others, you can manually add them to your chart.

The image displays the Type-to-Type tool interface. The tablet screen shows a dashboard with a header 'Type-to-Type' and buttons for 'EXPORT CHART' and 'VIEW DEMO'. Below the header, there are dropdowns for 'SELECT TYPE' (set to 'INFP (my type)') and 'SELECT GROUP' (set to 'untitled chart'). A search bar is also present. The main area is a grid of personality type boxes, each with a count and a list of names:

- ESTJ (5)**: Maria Hernández, Pari Singh, John Martin, Catherine Wilson, Carlos Anderson
- ESTP (4)**: Sarah Tremblay, Jia Zhāng, Ana Rodriguez, Jean Costa
- ENTJ (3)**: David Brown, Yu Suzuki, Olga Nowak
- ENFJ (5)**: Rosa Gonzalez, Elizabeth Williams, Elena Martinez, Luis Silva, Ling Wang
- ISTJ (2)**: Cheng Huáng, Ahmed khan
- ISTP (1)**: Joanne Smith
- INTJ (3)**: Meredith Walker, Ken Miller, Sharon Zimmers
- INFJ (1)**: Beth Davidson

The smartphone screen shows a detailed view of tips for 'ENFP's working with INFP's'. The tips are:

- TREAD LIGHTLY**: Three is no need to be overly-direct or blunt with this type. As one of the more sensitive and "in tune" types, they will often take feedback personally if you are too direct or critical. If you are, it often has a counter-productive impact on their motivation and productivity.
- GIVE THREE OPTIONS**: These individuals tend to procrastinate making complex decisions that require them to think things through on their own. Given that they do their best thinking out loud, provide them with three acceptable options (as simplified as possible), and facilitate them talking through each one.

The tablet screen also shows a detailed view of tips for 'INFP's working with ENTJ's'. The tips are:

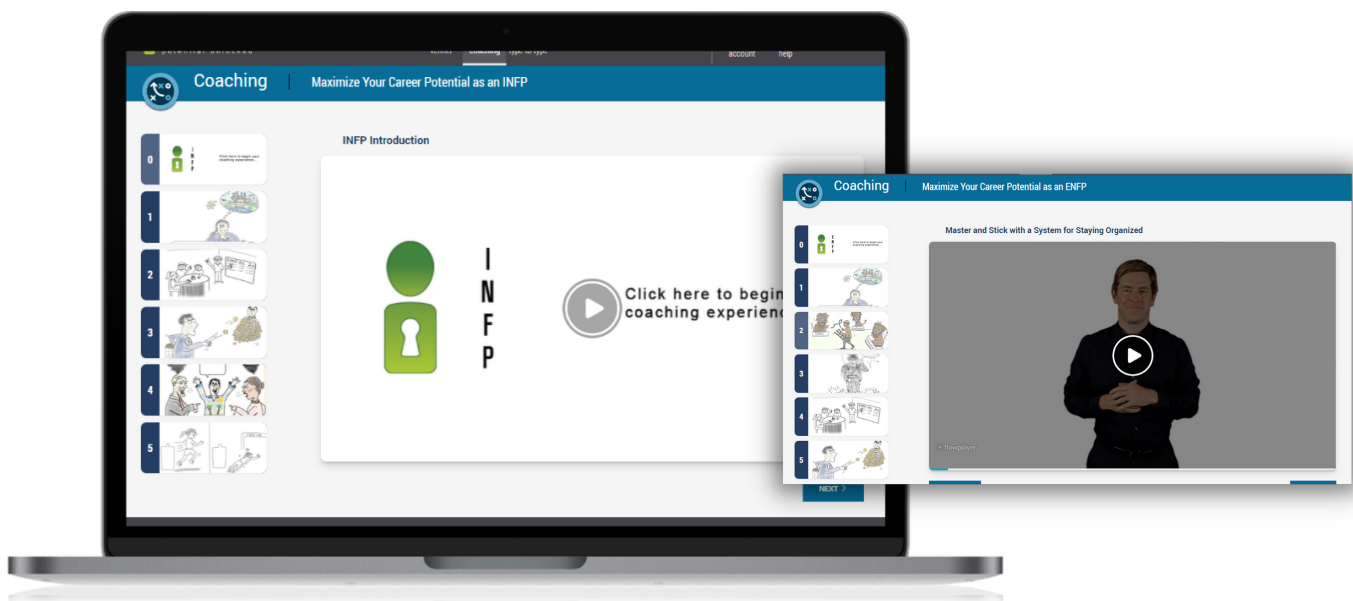
- PIQUE THEIR CURIOSITY**: Presenting at them for more than a minute should be avoided. Mention a nugget of an idea or concept that will get them curiously asking questions and into idea-generation mode, and then steer the conversation toward your idea or goal.
- LOGIC, LOGIC, LOGIC!**: They virtually never make a decision that doesn't make logical sense to them. Walk them through an objective, logical analysis, providing both the pros AND cons in a neutral tone. Try to keep your emotions from coloring the logic you present to them.
- ASK FOR FEEDBACK IF YOU NEED IT**: Assume that they are happy with your work unless they tell you otherwise. They don't naturally praise often, but if you need feedback, just ask directly without emotion. Writing an e-mail can often be easier.

STEP FOUR

Coaching Videos

Overview of the Coaching Videos

This set 5 coaching videos are customized to **YOUR** personality type and deliver powerful “best practices” for maximizing your strengths and becoming more balanced in your type. They are based on our interviews and work with thousands of leaders who share **YOUR** type and they will accelerate your ability to adapt your approach to different personality types.



Sample Video Topics

Top 5 Tips for INFPs

1. Become a Go To Person For Ideas
2. Bring Your Gift For Collaboration To Your Role
3. Master the Art of Working With Detail People
4. Ensure That You Are Not Avoiding Conflict
5. Make the Most of Your Bursts of Inspiration

Top 5 Tips for ESTJs

1. Delegate! Delegate! Delegate!
2. Invest in Relationships
3. Prioritize! Prioritize! Prioritize!
4. Exercise More Patience
5. Master the Art of Influencing Intuitives

TypeCoach represents a **dynamic new approach** to an established and powerful model... The results are cutting edge, **practical and impactful** programs which are helping us to **drive results**.

- Sarah Tickle,
Vice President of Human
Resources at Procter & Gamble