

# Personal and Executive Coach

*Coaching by Aida*

## - Bridging goals and achievements -

### the Cognitive Style Inventory

Name: \_\_\_\_\_ Date: \_\_\_\_\_

The Style Inventory will allow you to approximate what are your MBTI Type preferences. You must choose one out of two opposing claims, namely the one that best describes you. This inventory consists out of four sections, and each section, consist out of two opposing characteristics. Once you determine which of the two opposite characteristics best describe you, for each section determine the appropriate letter code. For example, some will choose for the first section introvert (I) characteristics, for the second section intuition (N) characteristics, for a third opinion (T) and for the fourth perception (P). In this case, four letter code will be INTP.

#### Q1. Which is your most natural energy orientation?

Every person has two faces. One is directed towards the **OUTER** world of activities, excitements, people, and things. The other is directed inward to the **INNER** world of thoughts, interests, ideas, and imagination. While these are two different but complementary sides of our nature, most people have an innate preference towards **energy** from either the OUTER or the INNER world. Thus one of their faces, either the **Extraverted (E)** or **Introverted (I)**, takes the lead in their personality development and plays a more **dominant role** in their behavior.

##### Extraverted Characteristics (E)

- Act first, think/reflect later
- Feel deprived when cutoff from interaction with the outside world
- Usually open to and motivated by outside world of people and things
- Enjoy wide variety and change in people relationships

##### Introverted Characteristics (I)

- Think/reflect first, then Act
- Regularly require an amount of "private time" to recharge batteries
- Motivated internally, mind is sometimes so active it is "closed" to outside world
- Prefer one-to-one communication and relationships

#### Q2. Which way of Perceiving or understanding is most "automatic" or natural?

The **Sensing (S)** side of our brain notices the sights, sounds, smells and all the sensory details of the **PRESENT**. It categorizes, organizes, records and stores the specifics from the here and now. It is **REALITY** based, dealing with "what is." It also provides the specific details of memory & recollections from **PAST** events. The **Intuitive (N)** side of our brain seeks to understand, interpret and form **OVERALL** patterns of all the information that is collected and records these patterns and relationships. It speculates on **POSSIBILITIES**, including looking into and forecasting the **FUTURE**. It is imaginative and conceptual. While both kinds of perceiving are necessary and used by all people, each of us instinctively tends to favor one over the other.

##### Sensing Characteristics (S)

- Mentally live in the Now, attending to present opportunities
- Using common sense and creating practical solutions is
- Memory recall is rich in detail of facts and past events
- Best improvise from past experience
- Like clear and concrete information; dislike guessing when facts are "fuzzy"

##### Intuitive Characteristics (I)

- Mentally live in the Future, attending to future possibilities
- Using imagination and creating/inventing new possibilities is automatic-instinctual
- Memory recall emphasizes patterns, contexts, and connections
- Best improvise from theoretical understanding
- Comfortable with ambiguous, fuzzy data and with guessing its meaning.

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### Q3. Which way of forming Judgments and making choices is most natural?

The **Thinking** (T) side of our brain analyzes information in a **DETACHED**, objective fashion. It operates from factual principles, deduces and forms conclusions systematically. It is our logical nature. The **Feeling** (F) side of our brain forms conclusions in an **ATTACHED** and somewhat global manner, based on likes/dislikes, impact on others, and human and aesthetic values. It is our subjective nature. While everyone uses both means of forming conclusions, each person has a natural bias towards one over the other so that when they give us conflicting directions - one side is the natural trump card or tiebreaker.

#### Thinking Characteristics (T)

- Instinctively search for facts and logic in a decision situation.
- Naturally notices tasks and work to be accomplished.
- Easily able to provide an objective and critical analysis.
- Accept conflict as a natural, normal part of relationships with people.

#### Feeling Characteristics (F)

- Instinctively employ personal feelings and impact on people in decision situations
- Naturally sensitive to people needs and reactions.
- Naturally seek consensus and popular opinions.
- Unsettled by conflict; have almost a toxic reaction to disharmony

### Q4. What is your "action orientation" towards the outside world?

All people use both **judging** (thinking and feeling) and **perceiving** (sensing and intuition) processes to store information, organize our thoughts, make decisions, take actions and manage our lives. Yet **one** of these processes (Judging **or** Perceiving) tends to **take the lead** in our relationship with the **outside world** . . . while the other governs our inner world. A **Judging** (J) style approaches the outside world **WITH A PLAN** and is oriented towards organizing one's surroundings, being prepared, making decisions and reaching closure and completion. A **Perceiving** (P) style takes the outside world **AS IT COMES** and is adopting and adapting, flexible, open-ended and receptive to new opportunities and changing game plans.

#### Judging Characteristics (J)

- Plan many of the details in advance before moving into action.
- Focus on task-related action; complete meaningful segments before moving on.
- Work best and avoid stress when able to keep ahead of deadlines.
- Naturally use targets, dates and standard routines to manage life.

#### Perceiving Characteristics (P)

- Comfortable moving into action without a plan; plan on-the-go.
- Like to multitask, have variety, mix work and play.
- Naturally tolerant of time pressure; work best close to the deadlines.
- Instinctively avoid commitments which interfere with flexibility, and freedom