



Jung's Preferences

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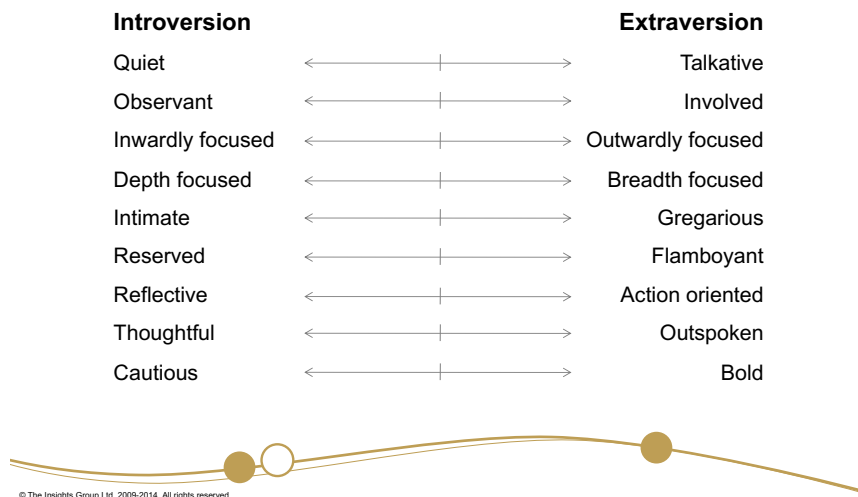
Below you will find a reminder of Jung’s attitudes and functions – our preferences in our attitude to the world around us, how we like to make decisions and how we like to take in information.

Review each aspect and think about how your preferences show up in your behaviour.

- How do others perceive you?
- How do extraverts perceive introverted behaviour?
- How do introverts perceive extraverted behaviour?
- How does your decision-making (thinking versus feeling) show in your approach to work and relationships?
- When might it be helpful to use more sensation or more intuition?
- Think about how your preferences impact your communication style. Practise flexing your communication style to meet the preferences of your opposite type.

1. Introversion and Extraversion – your attitude to the world around you.

Your ‘Attitude’



2. Thinking and feeling – how do you like to make decisions?

Your Decision Making 'Functions'

Thinking		Feeling
Formal	←————— —————→	Informal
Impersonal	←————— —————→	Personal
Analytical	←————— —————→	Illogical
Detached	←————— —————→	Involved
Objective	←————— —————→	Subjective
Strong-minded	←————— —————→	Flexible
Competitive	←————— —————→	Accommodating
Particular	←————— —————→	Ambivalent
Task focused	←————— —————→	Relationship focused



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3. Sensation and intuition – how do you take in information?

Your Perceiving 'Functions'

Sensation		Intuition
Specific	←————— —————→	Global
Present-oriented	←————— —————→	Future-oriented
Realistic	←————— —————→	Imaginative
Consistent	←————— —————→	Unpredictable
Down-to-earth	←————— —————→	Blue-sky
Practical	←————— —————→	Conceptual
Precise	←————— —————→	General
Factual	←————— —————→	Abstract
Step-by-step	←————— —————→	Spontaneous



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4. Impact on our communication style

Recognising types

Step One:

- Do they “speak to think”
(**Fiery Red/Sunshine Yellow**) or
“think to speak”
(**Cool Blue/Earth Green**)?

Step Two:

- Are they more formal
(**Cool Blue/Fiery Red**) or
more relaxed/informal
(**Earth Green/Sunshine Yellow**)?

