



# Unleash Your Potential with MBTI<sup>®</sup> Personality Type

A self-improvement ebook

Life is filled with ups and downs, challenges and triumphs. And it's in these hills and valleys that we often look toward self-improvement and a greater sense of purpose.

The 13 topics in this ebook will help you start your transformative journey of self-improvement. You'll discover a new perspective on you, learn to create lasting positive change, and start becoming the best version of yourself.

Each micro lesson in this ebook focuses on different aspects of self-improvement. These lessons will cover a wide range of topics, including stress management, communication skills, well-being, personal development, and more. With each lesson, you will be presented with an action item and a journal prompt or conversation topic, empowering you to cement your learning and apply it to your daily life.

To enhance your understanding and get the most out of your self-improvement journey, we highly recommend taking the MBTI® assessment through MBTIonline.com if you haven't already done so. The MBTI assessment will provide you with valuable insights into your personality type, unlocking deeper content related to our future topics. While you don't have to take the MBTI assessment to use this ebook, understanding your MBTI type can supercharge your progress and self-awareness.

Remember, self-improvement isn't about quick fixes or overnight transformations.

It is about consistent effort, self-reflection, and gradual growth. The ebook will provide you with the necessary tools and guidance, but it is up to you to embrace them and take action.

Ready to unlock your potential, embrace personal growth, and shape a brighter future?

## 1: Explore your why

What is it about your life or yourself that you're looking to improve? Understanding your motivation for wanting to improve can help you stick with what you're going to learn.

Ask yourself why **at least three times** to get to the core of why you want to know yourself better.

### MBTI Personality Type Tip:

Those who prefer Extraversion are energized by interacting with people and sharing ideas out loud as they think of them. If you prefer Extraversion, you'll probably enjoy talking through these ideas instead of journaling the same topics.

Those who prefer Introversion are energized by their inner world of thoughts and ideas. If you prefer Introversion, you might enjoy writing out your ideas in a journal or notebook in a quiet space.



**Action item:** If you prefer Extraversion, feel free to journal a few notes for yourself, but then find a friend or person who's on a similar self-improvement journey and talk through your 'why.'

If you prefer Introversion, find a dedicated space to write down your thoughts, takeaways and more from these lessons. We encourage physical writing instead of taking digital notes because the physical act of handwriting connects a different part of your brain than typing and is more likely to be remembered.



**Journal it/Talk it out:**  
Write down your 'why'  
as part of your first lesson.

**Extra tip:** If you've taken the MBTI assessment recently, write your four-letter type and any thoughts you have about it. What parts of your MBTI personality type were most obvious to you? What descriptions resonated with you?

## 2: Self-awareness

Self-awareness is conscious knowledge of your own character, feelings, motives, and desires [dictionary.com].

It's also "the ability to take an honest look at your life without attachment to it being right or wrong" [Debbie Ford, self-help author].

In our own research, survey respondents reported that increased self-awareness led to improvements in their confidence, decision-making, people management, and dealing with stress.

Being self-aware helps you understand why you do the things that you do. And by better understanding your motivations and behaviors, you have more control to be able to change for the better.

Let's take a look at a few common examples of self-awareness:

People who prefer Introversion need quiet time, often alone, to re-energize themselves. Knowing that you're an Introvert can help you to avoid overscheduling activities and then feeling drained or irritable.

On the other hand, people who prefer Extraversion are energized by being around and interacting with other people. Knowing that you're an Extrovert can help you to ensure that whatever you do, you make time to interact with others (even just via video chat).

Self-awareness isn't just about personality type. It's about all the qualities that make you unique. The things that make you... you.

So how do you develop self-awareness? There are a number of different ways, but a mix of methods probably works best. The most popular ways of increasing self-awareness include:

- Feedback from work colleagues and family.
- Completing personality assessments.
- Creating a habit of self-reflection.

Want to read more about self-awareness? Check out these articles from [Psychology Today](#) and the [Harvard Business Review](#).



**Action item:** Ask one person who knows you well to tell you honestly about how they see you, including your best qualities and what you could improve. Compare their responses to your own responses to see how they match up and where they're different.



### Journal it/Talk it out:

What does self-awareness mean to you? How self-aware do you think you are? What do you think are your best qualities and what do you think you could improve about yourself?

### 3: Awareness of others

What's so great about being self-aware? In our research, we asked people about the advantages of being self-aware. Here are the top responses:

- Understanding of reactions and motivation.
- Management of self and others.
- Ability to adapt behavior.
- Relationship improvement.
- Personal growth.

Notice anything interesting about the above answers? How about this: self-awareness is all about YOU, but three out of the five answers above also talk about other people in your life.

That's because one of the benefits of self-awareness is how it helps you better understand other people. By knowing more about what makes you unique, you have more power to see how other people around you are similar or different to yourself. And that means you might not jump to wrong conclusions about people based on their behavior. Instead, you'll be more aware of other people's personalities, motivation, and needs that steer their behaviors.

You can call this "others-awareness."

In fact, 58% of the people we surveyed said self-awareness helped them improve their work with others in a team.

Take the Extraversion/Introversion example from the previous chapter. The person with a preference for Introversion only stayed with colleagues after work at the get together for an hour.

Without self-awareness, that person's teammates might have thought leaving early was rude. But with self-awareness, they understand their own preferences as well as their teammates' preferences. They understand that the behavior of leaving early is the Introvert's way of not draining their battery.



**Action item:** Ask one person who knows you well to tell you honestly how they think they are similar, and different, from yourself. How do their observations compare to your own? (Bonus points if you talk to the same person that you journaled about for even deeper insights!)



#### Journal it/Talk it out:

Think about someone you interact with frequently. Maybe a boss, work colleague, or friend.

From what you know about yourself, make two lists:

1. The ways that person is similar to you.
2. The ways that person is different from you.

Now, write down three situations you've been in with that person. From your list, pick one similarity or difference that you observed in that situation.

## 4: The Nine Parts of Life

Life can get complicated. There are a lot of moving parts. But one way that you can look at personal development and goal setting is by dividing your life into categories. Then, take a look at each category and rank it according to how happy you are with that part of your life.

Here's a common way to divide the nine different parts of your life to take stock of each one:



### Personal Development

This is about developing you as a person. It's about your mind, your values, and how you can become the best version of yourself.



### Health

This relates to your physical health and well-being.



### Romance

If you're not in a relationship, ask yourself if this is something that you want. If you are in a relationship, answer about that relationship.



### Family

Whoever you consider family!



### Business/Career

This could be your current job, your dream job, or your side gig! Generally, it's related to your income.



### Financial

Related to your spending, your saving, your goals, and where you are in terms of those goals.



### Spiritual

The inner part of yourself, possibly related to something greater than yourself.



### Fun/Recreation

What you do for fun and what you want to do for fun that you're not doing right now.



### Social

Relationships with people other than your family or significant other...aka friendships.

With each of these parts of life, rate yourself on a scale of 1 (being the lowest) to 10 (being the highest) of how content you are with each of these parts of your life. Be honest with yourself.

Now look at the parts with the highest scores (top three). Anything surprise you? How much time do you spend in this area of your life? Next, look at the parts with the lowest scores (bottom three). Do any of these surprise you?



**Action item:** Pick one of the lowest scoring areas of your life and think of one small thing you could do to improve that area of your life. Maybe you want to save more to buy a house someday (financial), or you want to apply for a different job because you feel like you're stagnating (business/career), or you want to join a recreational sports team (fun/social). What's one small step you could take to start improving that area of your life? Take that small step toward that change now!



### Journal it/Talk it out:

Write down the nine parts of life, as well as your scores for each and anything that surprised you. Why did you score each of the areas the way you did? As you work through this ebook, is there any one part of your life you want to focus on to raise that score? Why?

## 5: Your time and your values

What's most important to you?

In other words, what do you value most?

Though what people value differs slightly by personality type (as our research shows), generally things like family, love, financial stability, and health make the top of the list.

Actually, that previous chapter listing the nine areas of life is a good place to start.

One of the things that often causes discontentment is **misalignment between what you value and where you're spending your time**.

For example, if you value family and friends very highly, but are spending a majority of your time at work, you're probably not going to be as happy as if you spent a little more time with your family and a little less time at work.

Or maybe you're really focusing on growing your career right now and value the financial stability that comes from that, but you're spending a lot of time on social media or binge watching Game of Thrones. You see the point.

But without taking time to decipher your values and where you're spending your time, you don't have enough information to make judgement calls on whether your values and your time align.



**Action item:** Choose two parts of your life that you value most and make a specific appointment this week to invest time in each of those areas. Note down when you'll do it and how much time you'll spend. When the week is over, think about the change you made and whether you want to keep it or maybe make a different change.



### Journal it/Talk it out:

Note down those nine parts of life again in a column on the left. Then, next to each part rank them 1 (most valued) through 9 (least valued). Next write down how much quality time you invest in each of those parts of life per week. Again, look for the mismatches. Where are you spending time that isn't as valuable to you? If you prefer to talk it out, go through the same process as above but talk through each of the values and the amount of time you spend in each area.

## 6: Confidence

What is confidence?

It's the feeling that you'll succeed and do well regardless of the obstacles you might face.

Some people are naturally more confident. But confidence is a skill and, like any skill, it can be learned and practiced.

But where does confidence come from? It can come from the genetics that impact the balance of chemicals in your brain. It can also come from your environment and how you're treated. And lastly, confidence can also come from what you can control and how you approach challenges and setbacks.

However, what boosts your confidence and what drains your confidence isn't the same for everybody.

In fact, based on your MBTI personality type, there can be things that boost your confidence that might have the opposite effect for someone else!

If you've taken the MBTI assessment through MBTIonline, you have access to a full personal development course on confidence. To view the course, log into your account at MBTIonline.com and go to "Courses."



**Action item:** The next time you are feeling down or need a confidence boost, go back and read out loud what you wrote about a time you felt really confident.



**Journal it/Talk it out:**

What was the last time you felt really confident? Write about that experience. What obstacles did you overcome?

## 7: Always-on and burnout

Maybe you haven't heard of the always-on culture. Advancements in technology have helped us work more efficiently, and more remotely, than ever before. However, those same advancements in technology have also allowed us to be connected more than ever before too, for better or for worse.

While technology has given us the ability to video conference our friends at the push of a button, it's also blurred the lines between where work stops and where home life begins.

This is part of the always-on culture. It's a workplace phenomenon that has encouraged leaders, employees, and anyone with access to a digital device to take work home with them, and answer emails and phone calls at all hours.

And while there are benefits to being so digitally connected, [our research](#) has found that always-on culture has negative impacts when it comes to your workplace stress levels as well as your overall well-being.

In fact, the always-on culture has led to more burnout for employees than ever before in the history of the workplace. Employees are becoming so exhausted by the demands constantly asked of them through technology that they are calling in sick more often and are less engaged. And when employees like you are less engaged, the company itself doesn't perform as well.

However, there are things you can do to help manage the always-on culture for yourself and avoid the stress that often leads to burnout. One way to manage the always-on culture is by being mindful of how and when you're using technology.

Our research has shown that your MBTI personality type has an effect on which strategies might work best for you personally.



**Journal it/Talk it out:**

Have you ever experienced a workplace with always-on culture? If so, what was that experience like and did you try any strategies to manage your stress levels? If you haven't experienced always-on culture, what are the ways that technology has helped you connect with people? What are the ways that technology has gotten in the way of genuine connection for you?

## 8: Stress. What causes it, based on your MBTI type?

Being self-aware (knowing how you're similar and different to others and why you do what you do) is incredibly powerful when it comes to personal development. However, self-awareness can also be powerful when it comes to more difficult situations.

Like when you're stressed.

But what is stress? Dictionary.com defines stress (related to physiology) as "a specific response by the body to a stimulus, as fear or pain, that disturbs or interferes with the normal physiological equilibrium."

In the Psychology Today article [Stress: It's Worse Than You Think](#), the author talks about stress sensitization. Basically, studies have found your body reacts to stress the same way it would to an allergy, becoming acutely more sensitive every time you encounter it.

"What happens is that sensitization leads the brain to rewire itself in response to stress. We know that what we're encountering may be a normal, everyday episode of stress, but the brain is signaling the body to react inappropriately," says psychologist Michael Meany, Ph.D. at McGill University. So aside from the fact that stress is uncomfortable and unhealthy for you, reoccurring stress can actually make the situation worse through sensitization.

What are the things that stress you out?

Turns out they can be different based on your Myers-Briggs® personality type. [Check this blog for more.](#)



**Action item:** You now have a list of what causes you stress. Think about the coming week or month. Can you predict a time or event that might cause stress for you in the future? Knowing a future time can be stressful can help you ensure you don't make it worse by piling more stressful things on all at the same time.



### Journal it/Talk it out:

Think about the things that stress you out the most. Write down your top 10 things that stress you out. Now look at the list in the above blog, if you know your MBTI type. Any similarities? Things you'd add to your list?

## 9: Signs of stress

From lesson 8, you should have a good idea of what stresses you out. But do you know your own individual symptoms of stress?

Some people (when stressed) might start obsessing about small things. Others (when stressed) might want to make a change because they feel like they're in a rut. Stress even causes some people to feel exhausted, while others get a rush of energy.

There are some symptoms of stress that are common in everyone. The American Institute of Stress (AIS) sites [50 common symptoms of stress](#), from grinding teeth and heartburn to irritability, problems communicating, and more.

However, stress also has an effect on your personality.



In fact, what stress looks like for your MBTI type is different than for someone of a different MBTI type. If you got your MBTI type through MBTIonline.com, log in to [www.mbtionline.com](http://www.mbtionline.com) and explore the course around stress that's specific for your Myers-Briggs personality type.

Everyone's symptoms of stress are different, and it's helpful to know yours. That way, you can recognize your stressed condition and take actions to relieve the stress, to calm yourself, or both.



**Action item:** Start a conversation with someone close to you about what causes stress and what your symptoms of stress are. Ask them what they've observed about you when you're stressed. Get their honest feedback around when they've seen you most stressed and what you were like. How do their observations compare to your own?



#### Journal it/Talk it out:

Go through the list of the **50 common symptoms of stress** from AIS. Write down the ones that you know are true for you or that you've experienced. Then if you have access to [MBTIonline](http://www.mbtionline.com), read about stress for your MBTI type and add those symptoms to the list.

## 10: Remedies for stress

From the previous two chapters, you know your stress triggers and symptoms. What can you do to fix things?

Just like triggers and symptoms, what's calming for you might be aggravating for someone else. Knowing the best remedies for yourself is a great way to increase your well-being, prolong happiness, and get back on track when stress has hit you like a freight train.

Keep in mind, we're talking about everyday stress. We're not talking about severe stress that could cause trauma or stems from illness or loss of a loved one. That's a whole different story (and, according to the MBTI framework, severe stress is called being 'in the grip' and results in different parts of your personality coming to the forefront).

Here are a few things that seem to work for the majority of people when it comes to relieving stress:

### **Move around**

Whether it's a quick walk outside, a five-minute stretch at your desk or even a few jumping jacks, getting your heart pumping calms your nerves. "Exercise relaxes tense muscles that become tight and rigid when you experience stress," says Kathleen Hall, chief executive of The Stress Institute in Atlanta, Georgia, an educational and training firm that focuses on the effects of stress and how to relieve it.

### **Do a stress check**

Some people recommend doing a stress check to try to figure out how stressed you are. Are your shoulders hunched up next to your ears? Are you leaning over in a position that could hurt your back? Is your breathing shallow and quick?

You can also look at that list of stress symptoms you wrote earlier. Are you doing any of these things? Taking a mental note of the physical symptoms of stress and then actively trying to eliminate them (e.g., by lowering and relaxing your shoulders, sitting up straight) will help reduce your stress immediately.



#### Journal it/Talk it out:

What helps you relax? Between the above resources and what you know about yourself, write down a few ways that you specifically have calmed yourself in the past. Having a go-to list of things that help you to de-stress is a wonderful tool to utilize the next time you're stressed.

Want to read more about what remedies might relieve your stress based on your MBTI personality type? Read the blog [4 Ways to De-stress for Each of the MBTI Personality Types](#).



**Action item:** Use one of the items on your list the next time you feel the symptoms of stress starting to creep in. Better yet, look at your week and think about what might be coming up that's stressful and make a specific relaxation appointment. Have a big presentation at work soon? Schedule yourself a walk at lunch beforehand. Or schedule a phone call with a close friend the night before. Whatever works best for you, take action and use your self-awareness to beat the stress!

## 11: Well-being

According to Martin Seligman, author of [Flourish: A Visionary New Understanding of Happiness and Well-Being](#), well-being is more than feelings of happiness.

Well-being includes relationships, meaning, engagement, and accomplishment as well.

A survey conducted by The Myers-Briggs Company found higher workplace well-being to be positively correlated with factors including job satisfaction and "organizational citizenship behaviors," like contributing to organizational objectives and voluntarily helping co-workers.

But well-being isn't just about the workplace. It also includes your physical and emotional health, how you feel about your life and if you have basic access to necessities (clean water, enough money for food, shelter, and so on).

About 40% of what determines happiness is under our control. Here are several steps you can take to improve your emotional well-being:

**Be present and live in the moment.** Don't think as much about the past and the future. Enjoy the current moment with all five of your senses.

**Cultivate gratitude.** You've probably heard of this one before because it works! Keeping a record of the things you're grateful for brings positive feelings, optimism, life satisfaction, and connectedness with others.

**Do something for others.** Happiness comes most reliably from connecting with others and not being overly self-focused. Try to do things that benefit someone or something other than yourself.

The things that influence your well-being, like stress and confidence, differ depending on your personality type. If you want to learn more about Myers-Briggs type and well-being, check out [our latest research here](#).



**Action item:** Perform a small act of kindness for someone else! Pay it forward, help someone with a small task, or tell someone how much you appreciate them.



### Journal it/Talk it out:

Jot down a list of things you're grateful for. They can be big or small. Post the list somewhere that you can see it at the start of your day.

## 12: Extraversion and Introversion

The topics of Extraversion and Introversion are prolific in the media. You've seen them in comics, mentioned thousands of times a day on social media, on [Late Night with Stephen Colbert](#), in [TED Talks](#), and so many other places.

Part of this popularity is due to the immediate relatability and how easy they are to understand.

Have you ever heard, "oh, he's an introvert... he's shy."

Or "she's a great speaker because she's an extravert."

Misinformation is easy to find online, but when it comes to people's understanding of themselves and those around them, the wrong information can be more harmful than helpful.

Want the truth around Extraverts and Introverts?

[Download the e-book on Extraversion and Introversion here.](#)



**Action item:** Whether you have a preference for Extraversion or Introversion, try "flexing" to use the opposite preference for a day. If you prefer Introversion, take a day to say the first thing that comes to mind throughout the day. Or if you prefer Extraversion, try doing some brainstorming activities on your own before you meet with others.



### Journal it/Talk it out:

As you read through the ebook, what sticks out to you? What did you learn that you might not have known before? Write down your notes and takeaways.

## 13: Motivation

Only 34% percent of US employees are engaged at work, according to a [Gallup poll](#). In this survey, being engaged in their work means being fully absorbed by and enthusiastic about what they're doing.

Are you motivated at work? In life?

While companies care about motivating employees to keep them happy, they don't have all the answers for what uniquely motivates you. Doesn't it make sense to figure out how to motivate yourself to be able to achieve your goals?

Before we talk about motivation and MBTI® personality type, let's look at some of the basics around motivation in psychology. In modern psychology, the first broad ideas around motivation were based on needs.

Psychologist B.F. Skinner identified four different ways to change someone's (or your own) behavior based on external stimuli. There are rewards and punishments, and the rewards and punishments can either be positive or negative. Rewards are meant to increase a behavior, while punishments are meant to decrease a behavior. Positive rewards (such as pay for employment) and negative punishments (such as being fired for violating a company policy) remain two very common ways to try to motivate people today.

Extrinsic motivation remains very common and makes sense to most people. For example, people receive a paycheck in exchange for work done. Doing a really good job at work may result in a pay raise or a bonus (a positive reward) or some other form of recognition. Doing a really poor job may result in termination (negative punishment).

In addition to rewards and punishments, intrinsic motivation plays a part. Many people find it satisfying to complete a goal. One of the best ways to stay motivated is to make sure you're both extrinsically and intrinsically motivated.

The MBTI® assessment can help you understand how you're motivated in a number of ways. You can learn more about motivation for specific Myers-Briggs personality types by logging into [www.mbtionline.com](http://www.mbtionline.com) and checking out the course on motivation, or by reading this blog [What is Motivation?](#)



**Action item:** Choose a small goal that you have for this week. Now choose a small reward you could give yourself for achieving that goal by the end of the week. Maybe it's taking yourself out to lunch, or getting a massage, or giving yourself time to work on a creative project. Whatever you could use as a reward for yourself, put it in place to help you achieve a small goal.



**Journal it/Talk it out:**

When you were younger, what sort of rewards and punishments were used to motivate your behavior at home and at school? What sort of rewards could you use to extrinsically motivate yourself today to achieve your goals? On the intrinsic side, what motivates you? If you have access to [MBTIonline.com](http://MBTIonline.com), write down some of the things that motivate you based on your MBTI personality type.



## Still haven't taken the MBTI assessment yet?

Check out these three options to find what suits you best on your self-improvement journey:

**MBTIonline** helps you explore your unique personality and achieve greater self-awareness to improve interpersonal relationships and personal well-being.

- The official MBTI® assessment and 4-letter MBTI type
- Interactive interpretation process to verify your type
- Personalized courses, type comparison, and action guides

**MBTIonline Careers** helps you find career satisfaction by matching your MBTI® results to occupations that best fit your unique personality, and predicting how likely it is that you'll be satisfied in those occupations.

- The official MBTI assessment plus individual report
- Best-fit occupations with predicted satisfaction scores
- More than 1,000 occupations to explore in depth
- Personalized tips for career exploration and development

**MBTIonline Teams** delivers trusted Myers-Briggs® personality insights into your team's dynamics and reveals strengths and potential blind spots so that you can maximize team effectiveness.

- Self-guided virtual team-building experience for 3–30 people
- Myers-Briggs® assessment plus individual and team reports
- Team portal to explore individual and team characteristics
- Four self-paced courses, personal development tips, and more

Find all these and more at [mbtionline.com](https://mbtionline.com).