

# TypeCoach

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PURPOSE	Provide practical business application of personality type
ADMINISTER TO	Individuals 18-years and older
ADMINISTRATION TIME	Verifier+: 20 – 30 minutes Coaching Videos: 15 – 20 minutes Influence Course: 2 hours, 30 minutes
SCORING OPTIONS	Online
PUBLICATION DATE	2009
LANGUAGES	English

As an application tool rather than psychometric assessment, TypeCoach puts personality type into practice, allowing users to verify their best-fit type and engage with content specific to that type to maximise their career potential and enhance their communication with others.

By placing emphasis on how knowing your own and others' personality preferences can optimise communication and make meeting business objectives easier, TypeCoach can also be used by business coaches and human resource practitioners to improve communication efforts, especially in relation to diversity and inclusion, employee engagement and retention, team development and building, change and transformation and innovation initiatives.

## SYSTEM COMPONENTS

Each candidate has lifetime access to:

**Verifier +** – An interactive, video-based experience that leads participants through the process of discovering and verifying their best-fit type

**Coaching Videos** – specific to your best-fit type, online coaching videos covering ways to maximise your career potential

**Type-to-Type** – Interactive Type chart, providing 10 tips for how to effectively communicate based on your and their type preferences.

**Training Course** – for candidates wanting to become certified to use the system

## AREAS OF APPLICATION

The TypeCoach system is best suitable for:

- Enhancing team communication
- Leadership and high potential employee development
- Executive coaching
- Sales team coaching
- Use with new and underperforming teams

## REPORT OPTIONS

Reports are not sold separately from the system and depending on the license purchased, can be generated by the candidate after completion of the Verifier+.

**Verifier Report** – indicates descriptors, strengths, challenges, stress triggers and solutions specific to candidate's type

**Sales Report** – in addition to the standard Verifier report, 2 pages indicating your Type's sales approach, opening and closing style, and tips on how to be more effective in sales

**Educator Report** – the Verifier report, written for the Educator's context

**Career Report** – in addition to the standard Verifier report, 6 pages reflecting on work-related strengths and weaknesses and what jobs/work your type is likely to find satisfying.

## SOUTH AFRICAN RESEARCH

Although South African research is not currently available, the TypeCoach tools are not psychometric assessments that necessarily require local validation. JVR Psychometrics do however welcome the opportunity to partner with clients in conducting research studies in their organisations.