

Multiple intelligences

A The theory of multiple intelligences was developed by Dr Howard Gardner, professor of education at Harvard University. Read the text and discuss the two statements below.

- 1 Everyone has a unique and different mix of intelligence types.
- 2 It's a good idea to include activities in your presentations that address a mix of intelligences and don't only focus on your personal strengths.

In *Frames of Mind*, I proposed the existence of seven separate human intelligences. **Linguistic intelligence** involves sensitivity to spoken and written language, the ability to learn languages, and the capacity to use language to accomplish certain goals. Lawyers, speakers, writers, poets are among the people with high linguistic intelligence.

Logical-mathematical intelligence involves the capacity to analyse problems logically, carry out mathematical operations, and investigate issues scientifically. Mathematicians, logicians, and scientists exploit logical-mathematical intelligence.

Musical intelligence entails skill in the performance, composition, and appreciation of musical patterns. **Bodily-kinaesthetic intelligence** entails the potential of using one's whole body or parts of the body (like the hand or the mouth) to solve problems or fashion products. Obviously, dancers, actors, and athletes foreground bodily-kinaesthetic intelligence. However, this form of intelligence is also important for craftsmen, surgeons, bench-top scientists, mechanics, and many other technically oriented professionals. **Spatial intelligence** features the potential to recognise and manipulate the patterns of wide space (those used, for instance, by navigators and pilots) as well as the patterns of more confined areas (such as those of importance to sculptors, surgeons, chess players, graphic artists, or architects).

Interpersonal intelligence denotes a person's capacity to understand the intentions, motivations, and desires of other people and consequently, to work effectively with others. Salespeople, teachers, clinicians, religious leaders, political leaders, and actors all need acute interpersonal intelligence. Finally, **intrapersonal intelligence**, involves the capacity to understand oneself, to have an effective working model of oneself – including one's own desires, fears, and capacities – and to use such information effectively in regulating one's own life.

Extract from Frames of Mind: The Theory of Multiple Intelligences

B Highlight the presentation activities in the list a–s that you like or think you could use. Then, match the presentation activities to ‘intelligences’ 1–7 below.

- a give written handouts
- b read a poem
- c pass round objects
- d use a song as a mantra
- e demonstrate a product
- f use a 3D model of a product
- g vary the pace and use pausing
- h work with a partner
- i initiate a discussion
- j show a film
- k do a physical activity (e.g. stretching exercises)
- l solve a problem
- m do a calculation
- n use sequencing
- o play music
- p let audience walk around
- q encourage the audience to take notes
- r give time for personal reflection or individual work
- s decorate room with posters and pictures

- 1 Linguistic
- 2 Logical-Mathematical
- 3 Musical
- 4 Spatial
- 5 Bodily-Kinaesthetic
- 6 Interpersonal
- 7 Intrapersonal

C Answer the questions below.

- 1 Assess your personal strengths. Are there other intelligences that you need to consider when you prepare your presentations?
- 2 Consider the audiences you give presentations to. Are there intelligences that you need to include when you prepare your presentations?

Find Your Voice

Prepare an item from a presentation and address different intelligences. Present this:

Personality types

A Have you heard of Myers-Briggs Type Indicator (MBTI)? If you haven't heard of MBTI, look at the answer key on page 123 and read the description. Answer the questions below.

- 1 Have you taken the Indicator and do you know your four-letter personality type?
- 2 Have you done any other kind of personality testing?
- 3 Why might MBTI be a useful consideration in preparing presentations?

B Read the text and answer the questions on page 82.

In Type Talk, the sixteen personality types that determine how we live, love and work, the authors point out that MBTI is a finely tuned instrument that can only be administered by trained individuals but go on to give a framework of statements that readers can agree or disagree with, to informally determine preferences. Here are some of the statements.

If you are an Extravert (E), you probably ...

- know a lot of people, and count many of them among your 'close friends'; you like to include as many people as possible in your activities.
- don't mind reading or having a conversation while the TV or the radio is on in the background; in fact you may well be oblivious to this 'distraction'.
- find telephone calls to be welcome interruptions; you don't hesitate to pick up the phone whenever you have something to tell someone.

If you are an Introvert (I), you probably ...

- enjoy the peace and quiet of having time to yourself; you find your private time too easily invaded and tend to adapt by developing a high power of concentration that can shut out TV, noisy kids or nearby conversations.
- are perceived as 'a great listener' but feel that others take advantage of you.
- wish that you could get your ideas out more forcefully; you resent those who blurt out things you were just about to say.

If you are an Sensor (S), you probably ...

- find most satisfying those jobs that yield some tangible result; as much as you may hate doing housekeeping, you would rather clean your office than think about where your career is headed.
- would rather work with facts and figures than ideas and theories; you like to hear things sequentially instead of randomly.
- think that fantasy is a dirty word; you wonder about people who seem to spend too much time indulging their imagination.

N

If you are an Intuitive (N), you probably ...

- believe that 'boring details' is a redundancy.
- find yourself seeking the connections and interrelatedness behind most things rather than accepting them at face value; you're always asking 'What does that mean?'
- tend to give general answers to most questions.

T

If you are a Thinker (T), you probably ...

- would rather settle a dispute based on what is fair and truthful rather than what will make people happy.
- don't mind making difficult decisions and can't understand why so many people get upset about things that aren't relevant to the issue at hand.
- remember numbers and figures more readily than faces and names.

F

If you are a Feeler (F), you probably ...

- consider a 'good decision' one that takes others' feeling into account.
- enjoy providing needed services to people although you find that some people take advantage of you.
- are often accused of taking things too personally.

J

If you are a Judger (J), you probably ...

- are always waiting for others, who never seem to be on time.
- keep lists and use them; if you do something that's not on your list, you may even add it to the list just so you can cross it off.
- are accused of being angry when you're not; you're only stating your opinion.

P

If you are a Perceiver (P), you probably ...

- love to explore the unknown, even if it's something as simple as a new route home from work.
- have to depend on last-minute spurts of energy to meet deadlines; you usually make the deadline, although you may drive everyone else crazy in the process.
- don't like to be pinned down about most things; you'd rather keep your options open.

- 1 Which statements do you agree / disagree with?
- 2 Do you have an idea what your four-letter personality type might be?
- 3 Why do you think it is useful to know about different personality types?

C Match the personality types 1–8 to the presentation activities a–h in the text.

- | | |
|-------------------|--------------------|
| 1 Extraverts | 5 Thinking Types |
| 2 Introverts | 6 Feeling Types |
| 3 Sensing Types | 7 Judging Types |
| 4 Intuitive Types | 8 Perceiving Types |

PRESENTATION ACTIVITIES

a

- Present options.
- Let the audience make the conclusions.
- Don't press for an immediate decision.
- Give time for a decision and follow up.

b

- Be clear, down-to-earth and practical.
- Give plenty of facts, examples and evidence.
- Keep to the point.
- Give the details.
- Emphasise tangible short-term results.
- Check comprehension.

c

- Be punctual.
- Be well organised.
- Give a plan.
- Begin at the beginning and end at the end.
- Be decisive and give conclusions.
- Emphasise schedules, deadlines and timetables.

d

- Get straight to the point.
- Be brief and concise, but present a complete argument.
- Present clear goals and objectives.
- Define terms and explain what you mean.
- Present all advantages and disadvantages.
- Emphasise rational processes and consequences.
- Use logical arguments.

e

- Talk face-to-face.
- Present to groups and allow interaction.
- Respond to questions and comments.
- Emphasise action.
- Include social interaction.

f


- Be friendly.
- Make the audience feel special.
- Begin with areas of agreement.
- Emphasise human benefits and happiness.
- Use personal examples.
- Give some personal details.

g

- Give the big picture, the broad implications and the long-term possibilities.
- Emphasise concepts and ideas.
- Don't give too many details.
- Inspire.
- Emphasise the unusual and the innovative.
- Expect and welcome ideas, additions and changes.

h

- Give time for reflection both before and after the presentation, possibly by addressing issues in writing.
- Do one-to-one presentations.
- Stick to the business and don't include social interaction.

D  **6.02** Read the brief for the Step 6 presentation on page 86. Watch Zhan and César's short presentation to an audience of male colleagues. What personality types do you think they addressed?