

TELL~US! An Interview with Sandra Lim

Interviewer: Betty Black-Wright
Interviewee: Sandra Lim, A Better Impression

Tell us about how you use Type in your business.

I am Certified Professional Résumé Writer (CPRW) and the first Canadian to earn the Credentialed Career Master (CCM) designation. I became qualified to administer and interpret the Myers-Briggs Type Indicator® in 1997.

Through my company, *A Better Impression*, I provide clients with résumé and career counselling services to help them create a better impression. Prior to launching my business in 1999, I worked in the field of human resources management, in both organizational and consulting capacities – including a Big Five consulting firm.

In your use of Type in your business, what would be one of your more memorable experiences?

I use the MBTI® to assist clients seeking to make a job or career change. My most memorable experience was as a volunteer career expert for the Volunteers for Careers initiative (www.volunteersforcareers.org). I registered to provide pro bono career services for one individual. Although my Volunteers for Careers client was already sure of his career direction, we discussed the potential application of the Myers-Briggs Type Indicator® to help him identify elements of organizational/job fit. He had mentioned several times that he did not want to jump at the first offer extended without being sure that it was the right job for him. I then decided to offer him a pro bono MBTI® session. He completed the inventory and returned the answer sheet the next day. He expressed that he was really looking forward to the interpretation session after completing the inventory.

I conducted the Myers-Briggs Type Indicator® feedback/interpretation session, incorporating various exercises such as a Values Card Sort exercise. Having never heard of the MBTI®, he was astounded by the accuracy of the assessment. I also provided him with specific tools to help him evaluate – post-interview – potential jobs for congruence with the values he determined to be highly important to him, and that would allow him to express his natural preferences. Later, I read his comments on the evaluation form which said “I am amazed [at] the findings and am impressed with Sandra’s feel for conducting and leading the sessions, which I thoroughly enjoyed.” Through subsequent follow up, I learned that my client had landed the job of his dreams.

How has your knowledge and practice of Type helped you in your business?

As mentioned in Jane Fridrich’s article on “Entrepreneurs and Type” in the last issue of Tell-A-Type, “Many business strategists believe that chances of success are increased if founders of companies take into account any missing preferences and ‘hire their weaknesses’.”

As an ISFJ, I had the benefit of providing a practicum placement for Beth Nelson (OAAPT Treasurer) as part of the George Brown College Career and Work Counsellor program. During the initial meeting to discuss the practicum placement, I was delighted to learn that she has a preference for Intuition, which is my own inferior function. Beth, an INFP, was instrumental in providing me with ideas for writing the text for my website’s homepage, and I particularly valued her expertise in Constructivist Counselling, for which I had taken an introductory course, but quickly found required heavy use of Intuition. I was happy to give Beth the opportunity to provide two Constructivist Counselling sessions for one of my clients, and he had many positive comments on the process and outcomes. After her practicum ended, I offered Beth the opportunity to become an Associate on my team. Thus I can now offer Constructivist Counselling to my clients – through her – whereas I could not before.

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