

Freely in Hope

Non-profit connects a global group with MBTIonline Teams to support their mission of ending sexual violence.

Though she started as a documentary film maker, Nikole Lim felt a calling to do more after hearing the powerful stories of girls and women who faced oppression and sexual violence in Kenya and Zambia. Her new book, [Liberation is Here](#), documents her 10-year journey of advocating with survivors to develop and implement survivor-led solutions for ending sexual violence through her non-profit, [Freely in Hope](#).

And as Freely in Hope's team grew across their global teams, Nikole wanted to take action to get their new employees on the same page about how they used their knowledge of personality type.

That's when Nikole chose MBTIonline Teams, a self-guided virtual team building experience, to bring their team closer together, highlight strengths and potential blind spots, and deliver insights about team dynamics to maximize their team's effectiveness.

Business Challenges

- Fostering closer relationships between new and existing employees
- Team building across multiple countries and time zones
- Getting new employees up to speed on how the company uses personality type knowledge



Company Profile

Freely in Hope equips survivors and advocates to lead in ending the cycle of sexual violence.

Their holistic model provides survivors with the support they need to heal, regain dignity and thrive. They do this through holistic education, leadership development and by providing platforms for survivors to put their leadership skills to practice, share their stories with others, and advocate against sexual violence. To date, they've impacted over 10,000 people including students, women in prostitution, survivors of trafficking, parents and children.

SOLUTION

MBTIonline Teams experience

“When we first began with MBTIonline Teams, the login instructions were really clear. It was simple to get everyone on and the process started,” said Lydia Matioli, Freely in Hope’s Program Manager for Kenya.

“After we completed our assessments, we had weekly conversations around the findings from the assessment. We’d also go through the individual development courses.” Nikole Lim, Founder & International Director at Freely in Hope.

“In the beginning, we went through all of our strengths as a team. Then we looked at all our blind spots as a team. Then as a team, we chose the one strength and one blind spot to work on, making an action plan about how to move forward and the timeframe,” said Jennifer Ng, Social Media Marketing Manager at Freely in Hope.

The team at Freely in Hope chose to dedicate a weekly, 1-hour meeting for a month to furthering their learnings from MBTIonline Teams. Their program outline included:

Week 1	MBTI Framework and personal takeaways <ul style="list-style-type: none">• What is the MBTI framework?• What did you learn (small groups)?• Share something you learned about yourself or your partner (large group).
Week 2	Strengths and blind spots <ul style="list-style-type: none">• What strength and blind spot stood out to you?• Homework: Review team problem-solving course & motivation course• As a group choose one strength to focus on and one blind spot to work on.

Solution

- Used MBTIonline Teams for a self-guided, virtual team building experience
- Highlighted strengths and potential blind spots of individual team members and the team as a whole
- Deliver insights about team dynamics to maximize team effectiveness
- Followed a 4-week follow-up framework to cement learnings and discuss action steps



Week 3	Motivation & problem-solving <ul style="list-style-type: none">• Importance of motivation and self-awareness.• Understanding yours and other's motivators and demotivators.• Growth mindset• Z Model of problem-solving using MBTI team type• Z Model of problem-solving for your individual type
Week 4	Appreciating differences <ul style="list-style-type: none">• Break down each preference pair and map out who from the team has each preference• What potential areas for conflict do you see?• Group discussion – What's the most interesting thing you learned over the past month?

"Every week, we had specific elements we emphasized in our Global Staff Meeting. For the Kenyan office and our local team of 6, we would follow up the conversation and discuss how to integrate what we learned into our day-to-day activities. When setting team goals, we'd discuss individual development goals and also set goals for the entire team that spoke to the specific opportunities for growth in our Kenyan context," said Lydia.

RESULTS

"For the executive team, finding a dynamic way to talk about ways we can increase team synergy, unity, and productivity together was really critical. Because the way we talk about and approach organizational health issues trickles down," said Nikole.

"Whether it's addressing conflict or tension on the team, or producing stronger outcomes through relationship-building, having common language and understanding through the MBTIonline framework was beneficial. In seeing a higher level view of the organization's health, behaviors, and blindspots, executives can also self-assess their behaviors and blindspots to grow in their own sense of leadership and model expected outcomes."

Results

- Discovered dynamic way to discuss differences at executive level that 'trickled down' through the company
- Improved team communication
- Reinforced strengths-based and values-oriented company culture
- Insights used by managers for individual development and staff development



MBTIonline Teams design & process are 'intuitive' and 'helpful'

"The way MBTIonline Teams is designed and laid out makes the experience a very intuitive process. A while back when we took a free online personality test, the results gave us too much information that wasn't well organized. And it was overwhelming. But with MBTIonline Teams, the results were so tangible and actionable. What are your strengths? What are your blind spots? What are action steps we can take to reach our goals and what are the ways my type interacts with the other types on my team? That information was missing from the other online free assessments," said Nikole.

In addition to individual personality type results, team type results and team dynamics, ability to compare your results with individual team members, strengths and blind spots, users of MBTIonline Teams also get access to an ever-expanding library of courses to help them grow as individuals and team contributors. These self-paced courses focus on areas critical to high-performing teams including:

- Motivation
- Getting along with others
- Stress management
- Decision making

"Because it was broken down so efficiently, I think it made it much easier to follow across our global teams. Going through it together helped us unify our communication" Nikole Lim, Founder & International Director at Freely in Hope.

"I brought the individual learnings into my one-on-one meetings with each of my staff. That way we could dig in deeper with each person on the individual level while also working with the executive team to form process from the higher-level view. The beauty of the platform is in the functionality and the intuitiveness in how to use it," said Nikole.

"To get maximum results, I felt the need to dedicate time to follow-up with staff members and executives after taking the assessment. We did 1-hour weekly meetings once a month.



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Nikole Lim,
Founder & International Director at
Freely in Hope

To really go in-depth, I'd recommend teams plan to spend 2-3 months at the once-a-week cadence going through all the different parts of MBTIonline Teams. It's worth carving out the time to dig into the learnings and build conversations around them. In addition, check-ins on a regular basis can help to assess if the learnings are contributing to overall organizational health."

Freely in Hope recommends MBTIonline Teams, especially if it aligns with the company culture

"I'd definitely recommend MBTIonline Teams. It's an amazing resource to help you understand your team dynamics and know how to work with each other. The design and the visuals make it exciting and easy to navigate. The Courses are short and direct thus motivating you to want to finish all of them. I make a point to login every now and again to remind myself of different things. Or I'll login before a meeting and look at the information about the team member I'm going to meet with, how they're motivated, and what our similarities and differences are. This informs the approach I take for an effective meeting," said Lydia.

"We have a good strengths-based and values-based company culture and felt that the MBTI framework was a good complement to our organization's ethos and philosophy," said Nikole.

"In that way, the language and the content really spoke to and adhered with what we stand for. And that's critical to how organizations can utilize it and maximize its wealth of benefits."

[Learn more about MBTIonline Teams.](#)



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Lydia Matioli, Freely in Hope's Program Manager for Kenya





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