

## IEA Conference 2010 in San Francisco

Business Track: *Coming of Age at the IEA*



**Bill Dyke**

**I**mpressive. That's the word that best describes the Business Track of the International Enneagram Association Convention which recently wrapped up at the iconic Palace Hotel in San Francisco.

I was impressed.

To my knowledge, this conference was larger than either of the last two (Atlanta and Las Vegas) and that surprised me in a year where the world financial picture is rather suspect.

The business community of the IEA has always featured professional presentations by talented and accomplished speakers, but not many of them, and the same names kept showing up on the program. Solid starting lineup, not much depth.

This was the breakthrough year. The home ...CONTINUED ON PAGE 14

Rosetta Stone: *Belly Dancer Extraordinaire*

**A** couple of years ago, Jack L. and I were having a

**Susan Rhodes**



conversation about IEA speakers. While we both found the opening and closing addresses interesting, Jack felt something was missing. He remarked, "Why don't they pick somebody who's a great speaker and also knows a lot about the enneagram—someone like Jerry Wagner?"

From your lips to the IEA's selection committee, Jack! This year, Jerry Wagner was the keynote speaker and anyone present at his talk would have to agree that Jerry is a great person to kick off a conference. He's knowledgeable, organized, and—best of all—funny. In reporting on his talk, I really wanted to convey some of his humor, but so much of it involves a witty delivery and sense of timing that I doubt I could do him justice here. There were ...CONTINUED ON PAGE 10

## Enneagram 2.0: Deep Structure of Personality

**I**f you already know and appreciate the Enneagram of Personality but have felt that it was not as useful as it could be, then I suspect this paper will be just the thing you are looking for to crank up the functionality of this already phenomenal tool for understanding and influencing human psychology. In this paper I'm half-facetiously employing the popular metaphor of a software upgrade—2.0—because that metaphor so aptly conveys the evolutionary nature of this work.

I understand if you are skeptical; I would be, too. The initial "version" of the Enneagram—1.0—has been used with great success for quite some time. And now comes along a new version that claims to be a great improvement over the old. This new version is quite different. I readily admit that it is still in "beta testing." Time and use will tell whether it is an improvement.

But improvement is surely needed.

Currently, the Enneagram has been explained in at least

**Jean Adeler**



two ways. In one form, the Enneagram is a spiritual-metaphysical system that speaks of deadly sins and esoteric principles. This side of the Enneagram, however valuable, is not my subject, and I will have little to say about it.

In its other well-known form, the Enneagram is a system of detailed psychological descriptions. The empirical research that has gone into producing these descriptions has been extensive and rigorous, and we should all be exceedingly grateful to those who carried it out.

Yet I for one have been left with nagging questions. For starters, why do these nine scientifically differentiated mindsets present themselves through the medium of a mystical-appearing nine-pointed diagram? Could there be a rational "geometry" at work?

Does this geometrical structure depict an underlying psychic structure? I believe that it does. I have long wanted to see more of the scientific side—and specifically the *structural* side—of the Enneagram ...CONTINUED ON PAGE 19

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After reflecting on the nature and origins of terms such as *type, essence, instincts, subtypes* and what have you, it's pretty clear to me that there is more than one version of each definition circulating around. Mind you, we are speaking here of "relative" concepts that by nature are unfathomable and tend to play quantum tricks on us if we try to probe too deep. Each answer leads to a larger question and so it goes.

Even something as simple as this page is made of molecules which in their turn are composed of atoms, which are composed of protons, electrons, neutrons... then we have quarks and strings, and small strings (no kidding) and so it goes.

Our personalities, egos and individualities are of course much more complex than this page and we have to add spirit and soul into the mix... it can give you a headache. Oh dear, it's not because type or essence are in any way more mystifying than any other questions, just that all questions just about any part of life and the world tend to dissolve into their base components that become ever harder to pin down.

So what are we to do?

Well, we are probably going to continue asking and wondering, despite the fact that we know that—in the end—all questions must be surrendered. It seems to be our nature as human beings to ask questions. Besides, some questions eventually yield up answers of practical use in our relative world of bodies, nature, and other material stuff.

Asking those deeper questions can also yield up useful information, especially when we look not just at isolated questions, but the relationship between different things. At the recent IEA conference, Jerry Wagner said his approach to using the enneagram was mostly pragmatic. That still doesn't quite let us off the hook, because it means we have to decide what we mean by the word *pragmatic*—specifically, the values that inform our notion of pragmatism.

Whether we fully succeed in accomplishing this

## From the Editor

task, the exercise alone is worth at least a couple of nickels. It wakes us up and shakes us up and makes us think hard about the standards we use to assign value to something. What do we value the most or the least? How do our values differ from other people's? What's the role of our enneagram type in determining our values?

Questions like these make us challenge our comfortable assumptions. They make us go deeper and think harder. So maybe that's why they're worth asking, even when we don't always get easy answers.

Meanwhile, we had the *IEA* conference in San Francisco and from everything I hear it went very well. The attendance was up, the weather cooperated and San Francisco had something to offer for every imaginable taste.

### In this issue:

We start with the *IEA* conference as reported by **Bill Dyke** and **Susan Rhodes**. They tried to go to as many presentations as possible, but if you ever attended an *IEA* conference you will know how hard it may be to make a choice between 3-5 events you so wanted to attend that are going on simultaneously. Bill has a consulting company and has been in the business world for a lifetime. He has seen it all and as a true expert can tell the difference between a quality approach and a run-of-the-mill one.

He enjoyed **Lee Kingma** from Cape Town South Africa who runs a publishing house and did much more than most companies who hired professional consultants for some seminars or consultations using the enneagram, she has her own internal experts that work with external talent and already has applied these principles for a long time and can actually report on the results.

The dynamic duo from Mexico, **Monica Tinoco** and **Consuelo Ramirez** blew Bill away with the level of energy and enthusiasm... and without sacrificing any professionalism, dignity or psychological content. All that and the audience had a lot of fun.

**Flemming Christensen** from Denmark was Bill's top pick last year. This year Flemming presented a structured plan that instead of placing focus on a current dilemma or situation starts with defining the ultimate purpose *first*, and then proceeds with implementing what it takes to reach it.

**Hugo A. Kruger Droguett** had a success story of a very large multinational insurance company in Chile. He spoke in Spanish with a translator and the process worked very well...

Incoming *IEA* president **Mario Sikora** spoke about new ways to evaluate instinctual variants when coaching.

**Ginger Lapid-Bogda** continues to set the standard training coaches in the use of the enneagram. She keeps adding to a large number of collateral materials she developed over the years and never ceases to surprise you with the creative and practical additions that Bill considers works of art.

**Michael Goldberg** seems to always come up with a new way to present familiar material and achieve a completely different result. Bill thinks that Michael has an irrepressible knack for leadership even though he may not even mention it.

The sign of a real pro, you make it look so easy that others think they can do it too.

Susan Rhodes really enjoyed **Jerry Wagner's** keynote address. And, having been to several of Jerry's presentations, I usually leave sides hurting from laughing and trying to remember all the impish angles that provide provide memory props with a huge dose of good cheer.

**Mary Sue Mistler** works with animals and has dozens of horses and dogs. I can't imagine what it takes to take care of them all, but looking back at my own exposure to several strange pets (crows, falcons, owls and a cuckoo), a four year stint at homesteading in Italy (while being a vegetarian) keeping goats, chickens, ducks, quails and such...never mind the ubiquitous cats and dogs. My hat's off to Mary Sue. One thing is sure. When you have a lot of animals, it's like a large family and your attention must be divided between all of them. It forces you rapid, yet accurate assessments of their natures so that unpleasant surprises can be avoided. It also helps you to take a look at type from an energetic, instinctive perspective. (At the same time we're not dealing with hypersensitive humans who more often than not can't take honest assessment. If you have followed some episodes of the "Dog Whisperer" applying dog psychology you will immediately see how they are no different from us humans, except more honest about it.)

**Gina Thomas** talked about the archetypal drawings of different types, a presentation that piqued Susan's interest because she just published her own book, *Archetypes of the Enneagram*.

**Mona Coates** was very active in the early years of the *EM* and a great supporter of the *EM*. Over time as behooves a good Seven, she continued to do the work of at least two average people that took her to greener pastures. To be a high level achiever comes natural to her. She started very young becoming the youngest professor ever (teaching human sexuality) at the university of California.

More recently, Mona co-authored a book (the subject has to do with sex, love, typology and is kept under a tight lid) together with Judith Searle and it's winding its way through the labyrinth of the publishing world.

For this conference, she assembled a panel of gay people of every type, in order to let each type tell its own story, but from the perspective of living a gay life in a (mostly) straight world. The open-ended discussion among the audience and the panel didn't answer every question, but it did give people a chance to openly explore controversial ideas (e.g., that gay people tend to be certain types—something Mona asserts is not true).

Like Bill, Susan also attended **Michael Goldberg** and **Lee Kingma's** sessions. Here's one for the books: both Susan and Bill are Fours with strong Five wings, yet they emphasize different aspects from the same

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events... no wonder cops want to interview every eye witness of an accident they can find, given the mosaic of stories they need to get the full picture.

**Deanna Martin, Beth O'Hara and John Luckovich** knocked Susan's socks off with a bold and fresh approach to enneagram work that is like to appeal to young people (instead of to just us old fogies who've been studying the enneagram since the dawn of time).

But enough about the *IEA Conference*. While the reports drafted by Bill and Sue give us a tantalizing taste of what's going on out there in the enneagram world, we're hoping that we can get the presenters to share some of their material in the *EM* so that our readers who missed those presentations get a chance to explore their ideas in more depth.

In "Enneagram 2.0: Deep Structure of Personality," **Jean Adeler** uses the geometry of the enneagram to describe the nine types from a deeper (more structurally-oriented) perspective. We already know that the enneagram symbol (with its circular figure and connecting lines) reveals a dynamic interaction between the types that is missing in other systems such as the Myers Briggs Type Indicator (MBTI); this makes the enneagram a more powerful tool than the MBTI, which has no geometric basis. But our descriptions of the types can be further enriched by conceptualizing the types in terms of their structural (geometric) relationships with one another. That's what Jean is trying to do by proposing an "enneagram upgrade" (borrowing the approach of software engineering): Enneagram 2.0.

(Jean Adeler brings an interdisciplinary approach to Enneagram research. She has a doctorate in consciousness studies and is a Master Practitioner of *Neuro-Linguistic Programming*. She has practiced *NLP* and taught writing and critical thinking at the college level.)

**Tom Condon** continues to give a treat that satisfies the curiosity of type Five with another missive from his vast hoard of experience built over decades working globally with characters of all ethnic backgrounds. In "The Dynamic Enneagram: All About Fives" Tom uses the style of little vignettes that drive home this that or other type-specific trait. It's a light touch approach that is every bit as deep as ponderous theorizing and very easy to digest.

**Bill Dyke** has had plenty of first-hand observations dealing with clients and counseling businesses on "Polarization, Balance, Theory X/Theory Y and the Enneagram." It's this kind of polarization that Bill blames for creating so many breakdowns in public discourse. Who cares about civility any more or the value of the opposing viewpoints, when we're fighting for our point of view? It's become an either/or battle between Darwin vs. Intelligent Design, Federal control vs. States Rights, Pro-Life vs. Pro-Choice, the Yankees vs. the Red Sox and so on.

Bill does much more than just listing to our woes, he offers a proposal that can help us regain balance.

Last but not least, Ed Morler got a nice new feather in his cap with "Book Review: *Finally Growing Up*." The review is by **Chrissy Scivicque**, Managing Editor of *OfficeArrow.com* and the plumes on the feather come from the front page of *InternationalTitles.com*

who were at the 2009 Frankfurt Book Fair and found Ed Morler's books "most popular" with editors and publishers. It's always good to see the enneagram favorably mentioned.

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