

BAPT Annual Conference & AGM
10 – 12th May 2002
To be held at The Manor House Hotel,
Leamington Spa.

PROGRAMME

Friday 10th May - Conference registration from 6pm with dinner at 7pm

Saturday, 11 May 2002

**“MOTIVATION THROUGH THE LENSES OF ARCHETYPES: THE NEXT STEP AFTER TYPE
CAROL S. PEARSON, PH. D., PRESIDENT, CENTER FOR ARCHETYPAL STUDIES AND
APPLICATIONS**

The early work of C. G. Jung laid the groundwork for ideas about psychological type that were later developed by Isabel Myers and Katherine Briggs. Jung's later work explored the individuation process and the role of archetypes in our lives. Carol S. Pearson has done for Jung's work on archetypes, what Isabel and Katherine did for his work on type: creating a structures system, reinforced by an easy to use instrument, enabling Jung's powerful theories to be used all over the world by people interested in understanding difference and in developing people and organisations.

The twelve archetypes within Carol Pearson's system have within distinct patterns of interests, values, motivation, and ways of making meaning of the world. In the workshop we will highlight the motivations of the archetypes through presentations, sharing, and exercises, augmented by handouts. Participants will also take the Pearson-Marr Archetype Indicator to assess the archetypes active in their lives and work. The topics include:-

- What is an archetype and what is its relationship to motivation?
- Identifying motivations in the 12 archetypes
- The relationship of type and archetype
- How type and archetype fit into Jung's view of the psyche
- The spiral nature of the archetypal journey
- Assessing the archetypes active in your life
- Assessing where one is on the journey
- Recognising shadow or dormant archetypes
- Archetypes as an aid to releasing passion and clarifying calling
- Archetypes as an aid to clear thinking
- Archetypes in organisational cultures
- Using archetypal analyses to understand and empower others

Carol S. Pearson, Ph.D., is the President of the Center for Archetypal Studies and Applications (CASA), the director for the Georgetown University Certification in Transformational Leadership, and a senior scholar at the James MacGregor Burns Academy of Leadership at the University of Maryland.

She is the author of *The Hero Within: Six Archetypes We Live By* and *Awakening the Heroes Within: Twelve Archetypes That Help Us Find Ourselves and Transform Our World*, and the *Organisational and Team Culture Indicator*. She is also the co-author of *The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes* (with Margaret Mark), the *Pearson-Marr Archetype Indicator* (with Hugh Marr) and *Mapping the Organisational Psyche: A Jungian Approach to Organisational Dynamics* (with John Corlett).

A long-time type practitioner, Carol uses both type and archetypal analyses in her consulting and coaching practice. For more information, visit her web site at www.herowithin.com.

BAPT AGM from 4.30pm

Sunday, 12 May 2002

DIFFERENTLY SIMILAR: HOW TYPE IS EXPRESSED ACROSS CULTURES

Dr Betsy Kendall, Deputy Chairman and Executive Director for Europe of Oxford Psychologists Press

Jung and Myers proposed that Type is universal and there are clear indications that the preferences have meaning and value in cultures as diverse as UK, Finland, Nepal and Japan. The use of the MBTI® is growing throughout the world and the contribution of insights from diverse cultures has the potential to greatly enrich the type community.

At present, little systematic work has been carried out with the Indicator in different cultures or across cultures. This session will explore what is known about the cross-cultural research and type and particularly address:

- How the expression of type differs across cultures
- What we can learn about the fundamental nature of the preferences from the cross cultural work with the MBTI
- How the MBTI can be used effectively cross culturally
- How the MBTI can be developed globally

Betsy Kendall is OPP Ltd's Executive Director for Europe and is responsible for developing the use of the MBTI through qualifying and applications training and also consultancy work. Betsy is a Chartered Occupational Psychologist and has used the MBTI since 1985, applying the Indicator in the areas of leadership and team development, communication and problem solving.

Betsy was one of the founders of OPP in 1989 and has led MBTI Step 1 and Step 2 qualifying workshops for over 10 years. Betsy is the author of the UK MBTI Step 1 Manual Supplement and was centrally involved in the development of the UK Step 1 and the 8 translations of the MBTI released by OPP in 2001.

The morning will conclude with your chance to put questions to, and discuss ideas with, a panel of experts comprising Dr Carol Pearson, Dr Betsy Kendall and Dr Rowan Bayne, Reader in Counselling at the University of East London

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