



# 23<sup>rd</sup> BAPT CONFERENCE

7<sup>th</sup> TO 9<sup>th</sup> MARCH, 2012.

WALLACESPACE, COVENT GARDEN

**CLARE HOWARD, PhD, FRSA (ENTP)**

**Conference Director**

Clare represents the BAPT Board for the European APT. She has spent much of her adult life actively involved in understanding people, their communications and cultures, and the development challenges these can bring to learning and communicating. At first this was through her own studies, later via a short stint in adult education, and then full immersion into the world of global technology, trying to make technology accessible for non-specialist users, and coming to grips with all aspects of teams and organisational communications and cultures. At a similar time she came across Type. Type awareness for individuals and teams and, increasingly, intercultural communications, is now the main focus of her consultancy business. Clare is also the convener of London Type.

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By the time this article reaches you, you will have already, we hope, booked for the 2012 BAPT Annual Conference.

You'll be aware that this year, there are some changes to the traditional format for the Conference. These changes result in part from the feedback of the 2011 survey of BAPT members, where many members expressed the preference for a conference that takes place mid-week, not the traditional weekend, and in London. We hope you have voted positively

Garden (link:<http://www.covent-garden.co.uk/index.html>). Well, if we're to be in London, let's gather in an iconic part of the city. The move of the traditional Covent Garden vegetable and flower market to a different part of London in 1966 resulted in a transformation of the area into a thriving market for all sorts of creative hand-made crafts and vintage bric a brac, buskers to entertain the crowds, and bistros, cafes and wine bars to meet up with friends, pass the time of day,



*The rooftop restaurant at Wallacespace, Covent Garden*

by booking your place, as changes can only be appreciated by trying them out. Rest assured that you'll still be able to enjoy those elements of our Annual Conference that are at the core of our BAPT type community: knowledge sharing, an opportunity to talk type, interesting colleagues to network with, and stimulating specialist keynote speakers and session leaders presenting on a range of topics suitable for all levels and both personal and professional interests.

So what have we in store? **Let's start with the venue.** The Conference will be held at Wallacespace, a purpose-designed conference centre (link:<http://wallacespace.com/coventgarden.html>) in the heart of Covent

and watch the world go by. Likewise we hope that the move of the 2012 BAPT Conference to central London will give us the energy and inspiration for a conference to remember.

For the first time, accommodation is not included with the Conference booking. But to maximise the potential of the venue for networking, breakfast will be available at the venue everyday (included in the Conference fee, along with lunch and all drinks). And with lots of nooks and crannies for small break-out discussion groups, you can arrange your own mini interest group sessions in open-space style if none of the concurrent sessions appeal.

Thursday evening will be the **BAPT AGM**, followed by a free-of-charge early evening social event for Conference participants and speakers. We'll also help organise ad hoc dining-out groups on each Conference day so you can choose either to carry on networking, invite along your spouse or travelling partner, or give it a miss for a night out on the town.



Covent Garden: The Famous Pontis Cafe

In another break from tradition, you can now choose to come to the Conference for just 1 day, 2 days, or all 3 days. As many of our members work in and/or with the commercial sector, it's an ideal way of managing your diary commitments and still participating in the Conference.

Now to the substance of the **Conference programme**. We have a great programme of national and international speakers ready to share their knowledge and experience with you. The sessions cover a range of topics, for a range of levels, with both a personal development and an organisational development focus.

For our plenary sessions we are delighted that you will be able to share in the expertise of our two keynote speakers: **Danielle Poirier** from Canada, and **Gary Williams** from the US. Look out for their articles in this edition of *TypeFace* for an overview of their sessions which follow this article.

See below for more detailed information on the Pre-Conference Workshops, and for a flavour of some of the concurrent sessions on both Day One and Day Two.

## PRE-CONFERENCE WORKSHOPS

### WEDNESDAY 7TH MARCH



**Angelina Bennet: Getting to grips with Type Dynamics - taking type a step further**

This workshop will appeal to anybody who uses type, no matter what they are using it for. It is aimed at both qualified and non-qualified type users who have an understanding of the four type dichotomies, yet do not feel confident in using whole type or type dynamics. It is also suitable for practitioners who want to find out more about how they can use type dynamics in their practice. Additionally, those attending the main Conference will get much more from it if they have a good grasp of type dynamics.

Type dynamics is at the core of Jung's work and its importance was emphasised by Myers and Briggs; however not many qualified practitioners feel confident about their knowledge of, or

ability to use, type dynamics. This workshop aims to increase type practitioners' confidence in using type dynamics by exploring each dominant function creatively and in depth using anecdotes, case studies, personal accounts and music. Type development and the role of the shadow functions are explored during the workshop to enable more in-depth work with type, as well as gaining some personal development during the day. The latter part of the day focuses on the practical applications of type dynamics in feedback, best-fit discussion, coaching and counselling.

### Clare Howard and Allyson Caseley: Type and Training - creating and sustaining engaging and empowering learning environments



Are you involved in designing or delivering training and learning or facilitation? This workshop is suitable for any level of type knowledge and experience, including non-practitioners.

How do we apply the knowledge and practice of type principles in the training room, classroom or any group learning environment? This workshop IS NOT about how to teach type itself, but how to extend your own training and facilitation skills to ensure that the learning environments that you lead create a stimulating and engaging experience for all learners - and all type preferences. Learn about how your own type preferences (and blind spots) can shut out other type preferences, and how to avoid this. Try out a number of techniques and tactics to ensure inclusivity and stimulating learning for all.

You will come away with a toolkit of new experiences and tactics to take your training to the next level. The toolkit will be applicable in both face-to-face training rooms and classrooms, as well as the virtual classroom.

## CONFERENCE PROGRAMME

### PLENARY AND CONCURRENT SESSIONS

#### DAY ONE, THURSDAY 8TH MARCH



Today's plenary session, entitled **What If? Pondering the role of depth psychology in our modern world**, will be led by Danielle Poirier from Canada. She will be sharing not only a map of the psyche and insights on the path to individuation, but stories of wholeness that bring the theory to life and shed a bit of light on a journey that is filled, mostly, with mystery.

**Grahame Morgan-Watson** will be presenting a double session on the **Enneagram: The Wise, the Fool and the Enneagram**. Both sessions are open to beginners and practitioners with some prior knowledge from other schools of the Enneagram. The first session introduces the key components of the Riso-Hudson Approach and the Levels of Development as a model for mapping the dynamics of personality through the Enneagram.





You will explore the instinctual motivations, fears and desires as expressed in the Enneagram, and how this manifests as the nine personality types in Human nature. The follow-on session explores the So what? of the Enneagram. How many times do we all experience reluctance to being 'typed'? Knowing our type can be a trap if seen as an end rather than a means! The Enneagram reveals that it is our reluctance to look that is the real trap. The journey of discovering our type is the means to waking up, to personal growth, and any kind of spiritual enlightenment. But even such grandiose statements matter little to most people trying to eke out a living or improve relationships.

Two of the other concurrent sessions on Day One have an organisational focus. **Anne Watson**, who will present on **Multi-Cultural Communications – type across global teams**, is currently Global HR Director of Worldmark International Ltd. As an experienced user of type, this role has enabled her to experience in depth the use of type as a powerful tool in the challenge of fostering great communication and team working skills across a multi-cultural global organisation. Her session will draw upon her vast experience "in the field", especially in relation to the development of teams in China, Mexico, and across Europe.

**Norbert Riethof**, from Prague, offers a session on **Type and Leadership development**. See more about Norbert in this issue's 'Letter from Europe'. This interactive session explores how personality type influences a leader's ability to adapt to today's constant change. It will show what impact personality type has on intuitive behaviour and on the leader's competence to work with others in an unpredictable environment. Later the session will cover how type development – especially authentic usage of leaders' dominant and auxiliary functions and conscious choices around usage of their tertiary and inferior functions – can help them be prepared for the world of tomorrow.



Why do we immediately warm to some people whilst others leave us cold? When conflicts arise, why do we view some people as trustworthy, and others as not? Why do we sometimes feel completely out of place?



**Robina Chatham** specialises in helping senior managers to develop political acumen, to master the art of influencing others and hence increase their personal impact at Board level.

Her session, entitled **Demystifying the behaviour of others through an understanding of archetypes**, will show how an understanding of archetypes will help us better understand the behaviour of others. She will argue that because we tend to judge other people's behaviour through our own values and belief systems, one may for example interpret someone with a cautious approach to spending as being thrifty whilst someone else may judge the same behaviour as mean. This tells us more about the judge than the judged.

Attend the session, and you will take away a tool kit to help you



Watching the Entertainers at Covent Garden

gain insight into the motives and drivers behind other people's behaviour and what you can do to enhance your relationships for the better.

## CONFERENCE PROGRAMME

### PLENARY AND CONCURRENT SESSIONS

#### DAY TWO, FRIDAY 9TH MARCH

Day Two of the Conference promises an equally stimulating programme. The morning brings us the plenary session by **Gary Williams** from the US. Intriguingly titled **The Journey to Hogwarts, Oz and Wonderland: embracing our own monomyths**, Gary believes that the hero's journey is an incredibly rich, universally understood yet underutilized tool for counselors, coaches and consultants or anyone wishing to enhance their own lives and overcome difficult experiences. In his plenary session he will teach the hero's journey through popular film and share techniques and methods he uses in his professional and personal life to move the metaphorical to real life application.



Delivering one of the day's concurrent sessions is **John Lloyd**, who is *TypeFace's* Interest Area Co-ordinator for Religion and Spirituality. His session **Psychological Type and the Quest for Wisdom and Maturity** is likely to give us another take on the Gary Williams' plenary session on the Hero's Journey. John's session will be of interest to

anyone who is interested in reflecting on their life and the mistakes they might have made by doing what comes naturally, in order to develop their personal development journey.

**Allyson Caseley's** own geographic journey has brought her from New Zealand to settle in London. She and psychology have walked together for a long time; they have shared the same old overcoat. She bickers with it when she thinks it is being boring and only interested in classifying people into dysfunction boxes. So responding to the challenge of "Do some-

thing different, then”, in her session **Creative Learning to generate new outcomes for personal, team and business success**, she goes to the heart of what we all use to make sense of the world: language. By understanding how language and actions go together we can create ways for people to do different actions. This session will offer an introduction to the technology of language, how language makes realities and how we can use language to create access to possibilities for action. It includes examples of how to listen and how to talk to the meaning that drives actions and how to create pathways to new possibilities for clients, colleagues and students. It will demonstrate how creative learning can be used to generate new outcomes for personal, team and business success.



*Piazza at Covent Garden*



Another world traveller, **Susan Nash** divides her time between the UK and the USA as an organisational development consultant. Her session entitled **Influencing across organisational boundaries** illustrates how, in today's complex, fast-changing business world influencing others where there is no reporting relationship is a

required competency. Psychological type principles can provide a rich and comprehensive framework for this process. This can be achieved by understanding what drives different individuals (Temperament), knowing how to build rapport (Interaction Styles) and adapting the information you provide to different types and influencing decisions by suggesting different criteria (the Jungian functions). Her session will appeal to coaches, Organisational Development Consultants, organisational trainers, and anyone who has to influence others to take action. This session is designed for those who are looking for new type applica-

tions, want a fresh look at type, or want more concrete business exercises and activities.

Continuing our theme of behaviours in organisational settings, **Alan Hodgson**, in his session **Deming, Cooperation In the Workplace and the**



**MBTI®**, asks us how

W.E.Deming's thinking on cooperation, individual performance and organisational effectiveness can help us come up with useful fresh approaches to organisational performance now that recently dominant ideas have shown to be lacking. His session will clarify the kind of organisational context in which the MBTI® might most effectively be deployed.

And **Danielle Poirier** will run a session to bring to life **The Magnificent 16** through her compilation multi-media gallery of Type Portraits. The Magnificent 16 uses paintings, animation, music, and interviews in which people tell how type shapes their approach to life in order to enable the viewer to inhabit just for a moment another person's world - to experience the world from within another's perspective that will enable them to know the richness of differences.



We look forward to what promises to be a rich and stimulating Conference. A full copy of the programme, including the social events is available on BAPT's web site: [www.bapt.org.uk](http://www.bapt.org.uk) together with a downloadable booking form.







# WHAT IF?

## PONDERING THE ROLE OF DEPTH PSYCHOLOGY IN OUR MODERN WORLD

**DANIELLE POIRIER (INFP)**

*Danielle Poirier published in 2005 a multimedia encyclopedia of the 16 personalities, The Magnificent 16, the outcome of ten years of video interviews with both type experts and type neophytes. Its prototype was presented at three international conferences and shown at the conferment of Isabel Myers' honorary degree at Hartwick College, New York, in 2001. Prior to publishing, Danielle worked as training director for Psychometrics Canada, providing and overseeing the APT qualifying training in both English and French. She also participated in research, supervising the publication of French materials and introducing the MBTI® instrument to a new market. She was the link with APT, designing and delivering train-the-trainer workshops. Her work as a trainer and consultant focuses mainly on team building with cross-functional and/or executive teams of national and multinational organizations. She also works with entertainment homeless and/or addicted youth.*

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Sitting in front of the TV watching the nightly news floods my mind with "what ifs?"

What if politicians understood things like psychological type, inferior functions, shadows and projection? Would we have less acrimonious and disingenuous debates? Would it elevate the quality of the consideration of the issues? Would greater consideration bring forth more intelligent, long-lasting solutions? Could we have fewer displays of power struggles and more shoulders being put to the wheel?

What would happen if business leaders understood the principles of specialization, saturation and compensation (the mechanism that ultimately spurs personal and societal evolution)? Would they recognize the moment when pushing for productivity produces its opposite? Or when vying for greater profitability collapses economies?

The push/pull tension of opposites encapsulated in Jung's model of the psyche is manifest everywhere around us. It isn't always apparent in terms of typological dispositions; at times it is the greater underlying principles that are at work. Power opposes love, concrete solutions oppose ethical dilemmas, consciousness opposes unconscious forces, individual freedom opposes collective responsibility, fear of the unknown opposes faith in the mystery.

Bringing these principles into our awareness helps us work with them instead of working against them.

We have, as psychological type practitioners, an invaluable tool in our hands.

We open others up to the initial recognition of "I'm okay!" and the surprising jolt of "Wha ... you're okay as well?" Invaluable.

If we are lucky that experience will lead to a bit more self-esteem and the opening of a mind or two towards someone else's way.

I recall an ENFJ executive and mother who had previously described her ESFP daughter

as irresponsible and how she "had to" push her through every minute of the morning rituals until the bus for school was taken, otherwise catastrophe would surely ensue!

After observing - without the permission to interfere, manage or "help" - a group of NP subordinates brainstorm ideas and pull off a magnificent improvised presentation, she tested her mornings with her daughter without interfering, just to see.

She gnashed her teeth through the first few mornings and bit her tongue several times as the usual "get up, shower, breakfast, get dressed then play" routine was reversed and the daughter played with the cat, played with her hair, played in the staircase, played with her mother's nerves until the final sprint of shower/dress/eat would all take place in the very last minutes before the bus arrived.

She noticed, in due time, that other than her frayed nerves the outcome was the same: her daughter got on the bus and was off to school on time. Actually, once she knew she could trust her daughter's ways, the mornings - minus the nagging - were much more enjoyable.

These are excellent outcomes, though such profound changes seem to be less frequent than I would like to imagine.

*Our unconscious – whether personal  
or collective – distorts our perception  
of the Other and aggrandizes our  
own purpose and actions*

But knowledge of type, reattached to the larger model of depth psychology, gives me more power to help my client than a profound letting go of her ways imposed on others, even as a mother and an executive.

Embedded in her relationship with her daughter (and her "P" subordinates) are innumera-

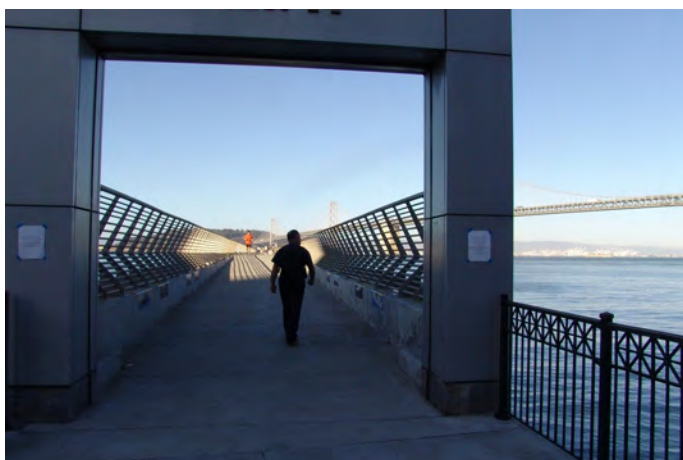
ble forces to be reckoned with - archetypes of the mother, good and dark, and of the powerful and successful executive, there are echoes of the rebel, fears surrounding loss of control (uncontrollable chaos!), and mostly recognition of everything that she is not - the playful, easy-going, unproductive, fun-loving child within.

Embedded in all our important relationships we have *la matière première* of our unconscious, latent, disowned selves. Lost in the folds of international politics, wars and conflicts are the disowned parts of the collective selves we fear.

Introducing people to psychological type opens a door to not only understand who we are, but who we are not and the relationship we have with the latter.

It is the humbling acknowledgement that we are all limited in our ability to be right, to grasp the whole picture or to find a workable solution that builds bridges towards the Other - our family members, our neighbours, our colleagues and eventually, with the necessary inner strength and faith in the positive outcome of the tension of opposites - towards our enemies.

Once the bridge is in place - once we have acknowledged the need to relate to the Other - we can begin to hear their difference. To hear, to acknowledge and to add it to our own perception and understanding of the situation instead of subtracting from it what seems incompatible to our world view.



Once we understand the principle of duality and the ensuing tension of opposites, we also come to terms with paradox and the complexities of reality.

Psychological type, when reattached to the larger, complex, elegant, self-regulating system of the psyche that Jung describes, provides a door into depth psychology where greater issues of identity, complexes, demons and unquenchable thirsts find a home.

We are not just a type. Type is the vessel, wholeness is the journey. Jung called it individuation, the process of becoming an individual, one that he describes not as a quest for perfection, but of one for wholeness.

"Which brings forth a new series of "what ifs?"

What if we all understood the quest for wholeness? What if we all understood the role the Other plays in our journey? Or the tension of opposites? Or the transcendent function, the one that unites opposites? Could we create families, work places and societies with more room for diversity? Would we tolerate

the Other more? Appreciate the Other more?

In my heart, I hold the belief that greater psychological awareness can help us not only improve our relationships, our team work and our family lives, but also our society. Understanding unconscious forces will help us recognize phenomena such as projections and the need to reel them back in, identify demonization and the manifestations of our personal as well as collective inferior functions.

*Building bridges between people, organizations  
and/or nations requires an honest look at  
what lies in the Shadow.*

In my heart, I especially believe that understanding Jung's model of the psyche may even bring us to build healthier democracies, international good will and creative solutions to a world that sorely needs them.

Which is why Angelina's invitation to present at the next BAPT Conference is a privilege I am happy to accept; I'll be sharing not only a map of the psyche and insights on the path to individuation, but stories of wholeness that bring the theory to life and shed a bit of light on a journey that is filled, mostly, with Mystery.







Gary Williams, Ed.S., (ENTP) maintains a counseling and consulting practice in Birmingham, Alabama where he provides therapy, teambuilding and leadership development for individuals and organizations. Gary served as President of the Alabama Mental Health Counselor's Association and the Alabama APT. He currently serves as the Chair for the Alabama Board of Examiners in Counseling and Interest Area Consultant for Counseling and Psychotherapy for APTi. He is a Licensed Supervising Counselor, MBTI® Master Practitioner and certified in Rehabilitation Counseling, EMDR and Critical Incident Stress Debriefing. Gary was recently honoured as the Outstanding Mental Health Counselor by the American Mental Health Counselor's Association.

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# THE JOURNEY TO HOGWARTS, OZ AND WONDERLAND EMBRACING OUR OWN MONOMYTHS

GARY WILLIAMS (ENTP)

The hero's journey, made popular and defined in Joseph Campbell's *The Hero with a Thousand Faces*, is the template upon which virtually all of the world's great stories, movies, and myths are based. Campbell recognized that the narratives handed down for thousands of years, and from cultures from all over the world share a common structure he called the "monomyth."

There are seventeen specific stages Campbell described as regularly occurring in many stories. These stages may be organized in a number of ways, but they are typically divided into three main sections that remain constant in all monomyths: departure, initiation and return. Campbell (1968) described these sections in their simplest form, "A hero ventures forth from the world of common day into a region of supernatural wonder: fabulous forces are there encountered and a decisive victory is won: the hero comes back from this mysterious adventure with the power to bestow boons on his fellow man (p. 23)."

The stories of Odysseus, Buddha, Jesus Christ, King Arthur, Beowulf, Frodo Baggins, Dorothy Gale, Luke Skywalker, Harry Potter and countless others follow the monomyth structure. They always begin their journey in the everyday, familiar physical world. At some point, they always venture (departure), willing or unwilling, into an unfamiliar supernatural world. There they encounter allies and enemies (initiation) and are met with tests and challenges time and again. All the while, they learn to use their "special power" which they were either born with or granted by a god, wizard or mentor. The hero survives a "supreme ordeal" and is rewarded with the "ultimate boon." If all goes well, the hero returns home (return) where they use their reward for the good of the people. They have become "masters of two worlds"—the recently encountered new world of the unknown/supernatural and the old world of the known/mundane. Through

their difficult journey, they grow to understand how to fully develop their known strengths and to utilize the unfamiliar dark forces lurking within themselves.

The deliberate use of the monomyth in the construction of *Star Wars* and Disney films, to name only a few, is well known, but Campbell's notions have been applied in many areas other than literature and screenplays, including comparative religion, anthropology, sociology, philosophy and psychology. However, he was not the first to theorize about the connection between myth and the human condition. Psychology and psychiatry have long made these observations

Sigmund Freud often referenced myths, including the myth of Oedipus, who killed his father and slept with his mother, in describing the Oedipal complex, a metaphor about boys overcoming a rivalry (in dramatic fashion, I might add) with their father. Otto Rank, a psychoanalyst and one of the most impactful figures in the field of psychology was fascinated with mythology and he even authored a book titled, *The Myth of the Birth of the Hero: A Psychological Exploration of Myth*. However, it was Carl Jung who had the most influence on Campbell's work and whose theory mirrors the monomyth most closely. Jung's concepts of the collective unconscious, individuation and archetypes were all essential elements of Campbell's notions about the hero's journey.

The collective unconscious contains all of the knowledge and experiences we all share as a species. Jung (1968) said, "The collective unconscious is a part of the psyche which can be negatively distinguished from a personal unconscious by the fact that it does not, like the latter, owe its existence to personal experience and consequently is not a personal acquisition (p. 42-53)." Campbell, like Jung, believed that as part of the collective, we all have an innate understanding of the common experiences of all who came before us and therefore we easily relate to the mythic hero. We can even foresee the typical plot and needed elements of a

hero's journey with very little storyline, because the same basic story has been played out by countless generations of our ancestors. It is our personal identification with the hero, the anticipation of whether or not the hero will succeed and the ability of the storyteller to maintain the necessary structure of the monomyth while introducing interesting new details about the hero or the hero's tasks that hook us in a memorable story.

believed that there was no limit to the number that exist. Archetypes of the hero, father, mother, trickster, wise old man, mentor, magician and goddess all play consistent and prominent roles in virtually all mythic tales and appear in the various steps of Campbell's monomyth.

The shadow archetype is of particular interest in the context of the hero's journey. The shadow represents the supernatural



While Campbell described the ultimate task of the hero as becoming the master of two worlds (uniting the supernatural world with the physical world), Jung described the task of individuation as integrating the fragmented unconscious and conscious parts of one's "Self". So, supernatural world is to unconscious as physical world is to conscious. Dorothy needs to merge with the intelligence, love and courage represented by her travelling companions, just as Frodo has to incorporate into his own being the essence of strength, bravery, loyalty, and other positive qualities represented by the members of the Fellowship!

These qualities, and even the characters who embody those qualities, can be represented as archetypes. Archetypes, which reside in the collective unconscious, are innate, universal and hereditary. They are unlearned and are used to organize our experiences. Jung described several major archetypes - The Self, The Shadow, and Anima/Animus to name a few - but he

world and the unconscious, both in need of being discovered. The shadow consists of weaknesses, shortcomings and instincts. "Everyone carries a shadow," Jung (1938) wrote, "and the less it is embodied in the individual's conscious life, the blacker and denser it is." (p.131) Heroes must confront the shadow, understand it, befriend it, and utilize the creativity and skillsets that reside there without abusing the potential power they discover. It can be confusing, frustrating and frightening for the hero, and for us, to wrestle the shadow.

What is the point of this comparison of Jung's theory with Campbell's monomyth? They both believed that an individual must take the risk to embrace the call to adventure and seek to learn what is not known about the self. They both believed that the risk was worth taking and growth would occur, even in failure.

Jung (1952) said, "It is not possible to live too long amid infantile surroundings, or in the bosom of the family, without en-



dangerous one's psychic health. Life calls us forth to independence, and anyone who does not heed this call because of childish laziness or timidity is threatened with neurosis. And once this has broken out, it becomes an increasingly valid reason for running away from life and remaining forever in the morally poisonous atmosphere of infancy (CW 5: P. 461)."

Campbell (1988) said, "Follow your bliss. If you do follow your bliss, you put yourself on a kind of track that has been there all the while waiting for you, and the life you ought to be living is the one you are living. I say, follow your bliss and don't be afraid, and doors will open where you didn't know they were going to be (p. 113)."

Forget Campbell's monomyth, as well as Jung's theory for a moment and read the following text:

A person is born and grows-up accustomed to their own, typical environment and existence. Something changes or a problem emerges that makes the person uneasy and uncomfortable about the way things are. Although change is inevitable to solve the problem, they are often hesitant or unwilling to change. Sometimes, a trusted, wise confidant helps by reminding them that they have unique strengths that they don't currently trust and abilities that they don't even recognize. Feeling stronger and more hopeful, they commit to making a change even though they are not certain of success or failure. They identify friends or helpers who assist them through the initial hardships and difficulties, but they finally confront the problem, head-on, and are rewarded with new growth and the satisfaction of complete and lasting change and a sense of their true self.



While the above story does not appear on the surface to be fantastic, mythical, supernatural or particularly heroic, it is OUR story. We live it over and over in major archetypal events such as birth, death, scholarship, marriage and career. We live it every day when we learn to use an iPhone or get through the day despite a nasty head cold! We are heroes, in sometimes more and sometimes less dramatic fashion than Odysseus or Harry Potter, but we are all heroes just the same. While we are comforted and guided by the lived experiences of thousands of years of human existence, we are destined to create our own stories like no other before us, if only we answer the call to our

heroic adventures. This is the essence of Campbell's monomyth. This is the heart of Jung's individuation process. In fact, the individuation process IS the outcome of successfully navigating the monomyth.

The hero's journey is an incredibly rich, universally understood, yet underutilized tool for counselors, coaches and consultants or anyone wishing to enhance their own lives and overcome difficult experiences. I am honored and excited to keynote for BAPT at the Annual Conference on 9 March where I will teach the hero's journey through popular film and share techniques and methods I use in my professional and personal life to move the metaphorical to real life application. I hope to see you in London!

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