

# USATAA-NET

Volume 31 Number 1

Winter 2015



## EDITORS' NOTE

*In 2015, USATAA will offer four editions of the NET newsletter. Each one is designed to take you through a process of discovery. For people who are becoming certified in TA for their professional practice, we want to help you gain awareness about where you are now in the TAP and TA-training process and where you would like to be by this time next year. For established practitioners, we want to offer you refreshing ideas and learning that you can apply.*

### SOUTHEAST-SOUTHWEST GATHERING

The Southeast-Southwest gathering, *Journey down the Path to TA*, will be held March 28, in Abilene, TX. Learn more on page 7.

### 2015 EDITIONS OF THE NET

April 15

July 15

October 15

If you are offering TA- and TAP-related training and/or supervision, send the details to [net@USATAA.org](mailto:net@USATAA.org) by one month prior to the next NET's deadline, and we will publish it here and online.

If you would like to contribute an article sharing how you creatively use TA to build and/or expand your business reach and services, we invite you to share it with us.

## MAKING THE NET WORK FOR YOU

### 'TAP' YOUR POTENTIAL IN 2015

*By Catherine O'Brien & Emily Keller*

USATAA is dedicated to helping you reach your TA goals in 2015. We are devoting the four quarterly issues of this newsletter to your TA growth.

In this year's issues of the *NET*, we will invite you to think about where you are in your training and where you want to go next. Also, to think about how TA relates to your business and services you offer, and to look at ways to enhance and grow them.

#### Highlights for 2015:

- Four guest articles by marketing and web strategist Janice Gentles-Jones regarding marketing (discovering what is unique about you and then making a plan to get out your message. The first one, "Answering the 'So, what do you do?' Question when Networking," is on page 5.
- Guest articles about specific skills to help take your TA business to the next level. Have you ever considered writing articles or books to grow your business? Laurie Weiss has written, on page 4, about protection, permission, potency, and writing. Do you use visualization to "see" your future business? Ellyn Bader shares with us, on page 6, a process she uses with couples, which could be adapted by you for your business.
- The Transactional Analysis Practitioner (TAP) training process is outlined on page 3. We also have started to add a list of TAP trainings for the coming quarter.

Our goal is to support you in getting the training and supervision you need to grow your TA business and to help you take the next step in the TAP process to get you there. Before you move forward, we invite you to take a moment to visualize where you see your TA-related business this time next year.

READ MORE/PAGE 3

## NEW PODCAST ABOUT TRANSACTIONAL ANALYSIS



David Van Nuys, with the weekly podcast *Shrink Rap Radio*, interviewed Vann Joines about transactional analysis. Listen to interview #433 “*Transactional Analysis: Past, Present, and Future with Vann Joines PhD*” at <http://tinyurl.com/ldhzp44>.

This podcast is free to everyone. Spread the word: “Like” and “Share” the interview through your favorite social media outlets.

A quotation from the hour-long interview reminds us of why so many people are drawn to TA:

“TA, as conceptualized by Eric Berne, contained three important philosophical principles. First, is that human beings are OK, and that is not a statement of behavior, but of essence. All of us have basic worth, and value, and dignity as human beings.”

--Vann Joines, listen to more at *Shrink Rap Radio*

Want to contribute to the *NET*?

The next edition will go out on April 15. Send your material to [net@usataa.org](mailto:net@usataa.org) by March 15.

### 2014 USATAA REGIONS & COORDINATORS

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### USATAA IS FOR YOU!

If you have not yet renewed your membership for 2015, please do so at [www.usataa.org](http://www.usataa.org) or by sending your dues (\$50 per year) to

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The United States of America Transactional Analysis Association (USATAA) is the association for the practice of Transactional Analysis in the United States. USATAA publishes the USATAA-NET four times a year.

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Advertising Rates

Business card ad: \$25; 4 times for \$80.

Quarter page: \$50; 4 times for \$160.

Half page: \$75; 4 times for \$225.

Full page: \$150, one time only.

# A GUIDE AND ROADMAP TO TAP TRAINING

By Catherine O'Brien & Emily Keller

The USATAA Council invites you to set your Transactional Analysis Practitioner (TAP) training goals for 2015. Take a moment to think about where you are now and where you would like to be in 12 months. If you can, boil your intentions down to one phrase.

Some of you might be choosing a level of certification, while others will be deciding to expand how you offer TAP training. Maybe, for instance, your phrase is "online training" or "new revenue."

Perhaps you would like to demonstrate your proficiency in TA by obtaining your TAP certificate. You might be ready to branch out and start training others in TA by becoming a Transactional Analysis Practitioner Instructor (TAPI). These goals may not be as far off as they seem.

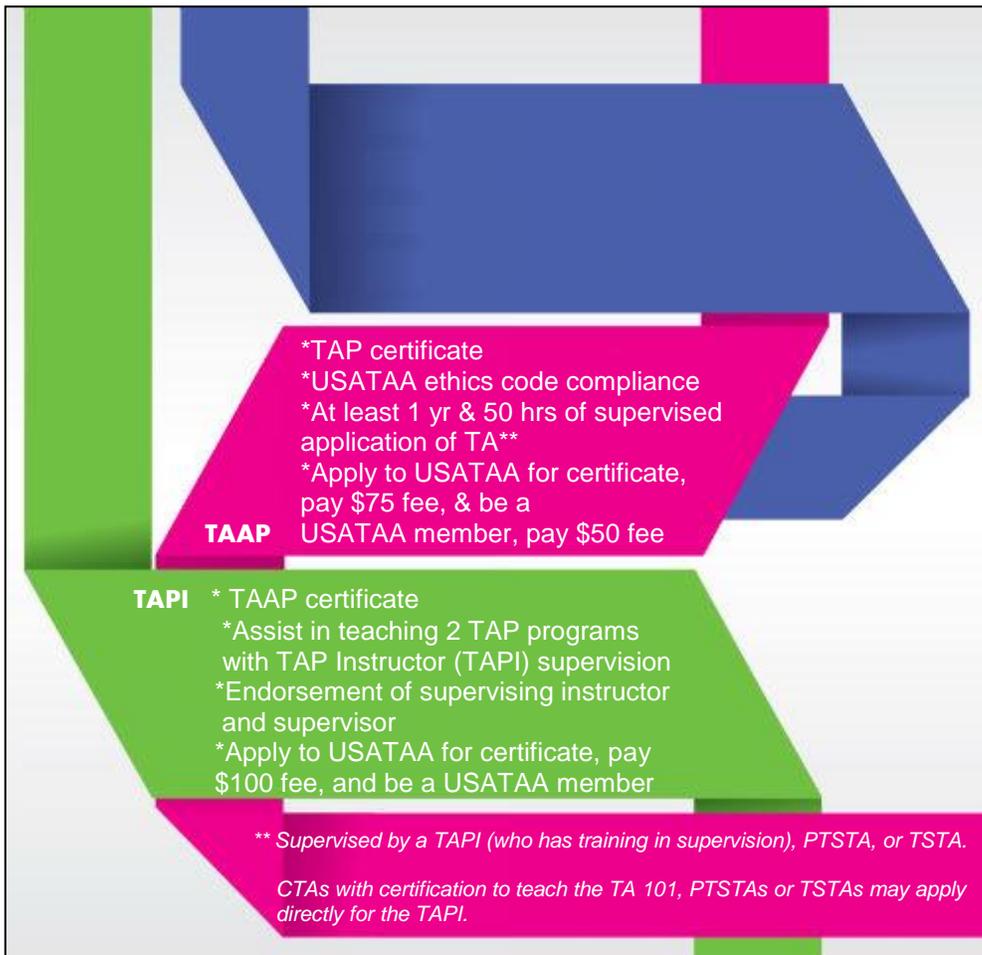
If you are in need of training and/or supervision, keep checking the website and this newsletter for those opportunities. We will be posting in-person and online

training opportunities as we learn about them. If you are a TAPI, share your TAP training and supervision schedule by emailing the information to [net@usataa.org](mailto:net@usataa.org).

If you are unsure of what you qualify for or what you need in order to move to the next level, check the image below. It lists all of the requirements for TAP and TAAP. If you are a TAAP and interested in becoming an instructor by helping a TAPI with TAP training, contact [education@usataa.org](mailto:education@usataa.org). If you are interested in hosting a TAP training in your area, contact us.

The main benefits to this training are that you get an overview of TA theory, you build a toolbox of effective techniques, you gain recognition for the training and supervision you have done, and you become part of an association of like-minded professionals through maintaining membership in USATAA.

To apply to USATAA for the TAP and TAAP, go to <http://www.usataa.org/apply>, download the form, fill it in and mail it to us along with the appropriate payment.



## TAP TRAINING

**12-Week Online TAP Program**  
Starts January 29, 7–9 PM, PT  
With Catherine O'Brien, requires 8 participants to fill.  
<http://catherineobrienmft.com/ta-training/>

**Ongoing TAP Training Program**  
Southeast Institute, two locations:  
Chapel Hill, NC, Feb. 13-14; March 13-14  
Louisville, KY, Feb 20-21; April 17-18  
(Both programs are ongoing. These are the next starting dates.)  
<http://www.seinstitute.com>

**TA 101**  
Southeast Institute with Vann Joines  
Chapel Hill, NC, March 5-6  
<http://www.seinstitute.com>

**Southeast-Southwest Gathering**  
March 28, Abilene, TX  
Connect with USATAA council members and learn about the TAP program (read more /p. 7).

## PERMISSION, PROTECTION, POTENCY ... AND WRITING

By Laurie Weiss

In the late 1960's and early 1970's there was a strong focus on the role of the 3P's – permission, protection, and potency – in facilitating change. Whatever else was happening there was always this question. *Is the therapist's Parent ego state strong enough to protect the client's Child ego state from the consequences of disobeying the client's Parent ego state messages?*

This focus was based on Pat Crossman's 1966 *TAB* article "Permission and Protection," which was a 1976 Eric Berne Memorial Award winner.

Potency referred to the strength of the therapist's Parent ego state. Protection meant the therapist's Parent could keep the client's Child safe while the client experimented with new behavior.

It was seen as critical for the therapist to say "You (client's Child ego state) can trust me (therapist's Parent ego state) to protect you while you stop listening to your internal Parent ego state and try new behavior. Although that focus seems extremely simplistic in response to our current understanding of the change process, it was and still is extremely useful for facilitating first-order or social-level change.

These concepts were also important to the development of TA therapists who were experimenting with what were then exciting new models. They were a powerful force in allowing members of the TA community to play in ways they had previously been taught to avoid.

Much of the play had an innocent child-like quality, and was indeed harmless. Some proved to be a problem. In any case, permission to let out the Child ego state was very important to the development of a community that supported playfulness and freedom as a part of growth and development.

Ursula Steiner, Claude Steiner's wife at the time, taught permission classes to his therapy clients. I participated in the infamous permission workshop the Steiner's presented at the summer conference in 1968, in which several dozen participants (if my memory serves me correctly) formed a conga line and sang "Ding Dong, the Witch is Dead," while snaking around the room. In this case, the witch was the Parent in the Child, P1, who was seen to have an unnecessary dampening effect on C2, the Child ego state.

It definitely had the effect of giving me the freedom to experiment in ways I had not even imagined. That evening I, a tightly-controlled Jewish American Princess, engaged in

playful behavior that was a start of a huge change in my life. (I described that party in an article that appeared in *The Script*). It was that experience that absolutely cemented my belief that TA could make the world a far better place.



### Permission to Free the Writer Within

Fast-forward to 1973 at Bob and Mary Goulding's pre-exam workshop. I am a PTM (P-TSTA) without any professional credentials helping prepare candidates for CM (CTA) exams. We are sitting in the living room at Mt. Madonna and Mary is basically ordering me to get a Master's

degree at a new external degree program. She is telling me whom to contact and what to say.

My problem was completing the admission essay. I knew how to write; I had even won a state essay contest when I was in high school, but writing was an excruciatingly slow process for me. I had a busy practice and two small children. Then, at a workshop at an ITAA conference, a miracle happened. I got unstuck in a matter of a couple of hours! Permission worked again!

Joan Menninger's workshop at an ITAA conference in San Francisco focused on permission to disregard most Parent rules about writing and to engage Natural Child to write and Adult to edit afterward. I do not know if that principle was as well known among writers then as it is now. It was revolutionary for me and I still use it today.

I also borrowed her workshop design to help my trainees release their writing blocks.

Joan started the workshop by having us write all the messages about writing we had ever heard on sheets of paper and posted them on the walls around the room. The walls were covered with statements that were almost entirely limiting rather than offering useful permissions or instructions.

Her debrief examined many of the messages and their effect on the participants. She also talked about the original (misguided) reasons for the messages. This was followed by giving permission to disregard these messages during the workshop where there would be no negative consequences for breaking the rules (protection). Joan's suggesting many ways to break the rules and providing materials to play with established the strength (potency) of her Parent and Adult ego states to encourage the participants to risk experimenting with new behaviors.

# ANSWERING THE ‘SO, WHAT DO YOU DO?’ QUESTION WHEN YOU’RE NETWORKING

By Janice Gentles-Jones

Recently I’ve been thinking about the “So, what do you do?” question because it gets asked a lot when you’re out networking. One of the ways you can successfully promote yourself is to describe what you do in an interesting way, with unforgettable details, to a stranger.



One of my favorite TV shows is *Seinfeld*. It has such classic lines that no matter how many times I watch old episodes I don’t mind hearing them. In one episode, Elaine, one of the main characters, was walking and crying in the rain when she accidentally bumped into J. Peterman, a clothing store owner. He noticed she was wearing one of his jackets and complimented her. He went on, in great detail, to describe the jacket. Elaine listened in awe. She even stopped crying. She asked, “How do you know all that?” He replied, “That’s my coat.”

As an entrepreneur you have an advantage when you’re asked the question “So, what do you do?” because:

- There’s a warm interest, since THEY asked YOU the question
- It’s a question you can certainly answer. I mean who better to describe what you do than YOU?
- It’s an OPPORTUNITY to promote what you do in a way that is remembered (You’re always looking for opportunities, right?)
- When people clearly understand what you do, it makes it easy for them to say “I need your services,” or “I know someone who needs that.”

Now that we know what the advantages are, let’s use a proven technique for entrepreneurs that comes across as great as J. Peterman did: Answer the “So, what do you do?” question with a problem-driven question and results-focused statement.

It can be tricky. In your head, you know what you do, how you do it, and who you’d like to do it for, but sometimes all that gets lost in translation when you’re in front of a stranger.

Answering that question with a question gives your brain a chance to pause so you don’t fall into the instinctual answer of saying a title: “I’m a coach.” “I’m a therapist.” “I’m a consultant.” While titles may work if you’re looking for a job, they’re not as effective when you’re an entrepreneur. What you do is so much more than a title. Plus, when you

answer the question by asking a question it moves the focus from you to the other person as they think about what you just asked.

Here are a few examples:

- “You know how sometimes people get stuck when they’re trying to figure out what their next move should be? I help them get unstuck using a proven method that gets them into action.”
- “Have you or anyone you know ever invested a lot of money in a website that never brought in any new business? I solve the ‘dead website’ problem many small business owners have by asking one powerful question.”
- “Have you ever sent out your resume to tons of jobs, but never got a response? I help job candidates get noticed and called in for interviews.”
- “You know how frustrating it can be to never find documents when you need them? I help small businesses find anything they need in 5 seconds.”

What are the benefits to answering with this technique?

- It puts the focus on the problem you solve and gives the person a more memorable perspective of you than just saying a title.
- When you include results or benefits in your answer, it encourages the other person to ask, “How do you do that?” or some other form of question that gets you in a conversation about how you help others with your talents.

So what’s the bottom-line when it comes to answering, “So, what do you do?” Be interesting. Be unforgettable. Don’t short-change yourself by answering with a title. Be awesome in your reply. People remember awesome and want to do business with awesome people.

*Janice Gentles-Jones loves helping one-person business owners design and implement a results oriented marketing plan, so they can get more clients and make more money doing the work they love. Janice is also a licensed facilitator for Get Clients Now!, delivering this road-tested program to professionals and organizations. To bring Get Clients Now! to your organization, contact Janice at [janice@onlinesuccessmap.com](mailto:janice@onlinesuccessmap.com)*

## HELP COUPLES CREATE POSITIVE DREAMS THROUGH VISUALIZATION

By Ellyn Bader

*Co-editor's Note: This article is reprinted with the permission of Ellyn Bader. It originally appeared on her website, <http://www.couplesinstitute.com>. I (Emily Keller) have found the process of visualization described below to be a helpful tool with couples. I apply this process to my personal and professional goals. I invite you to do the same, as you think about your 2015 goals.*

Today we are discussing setting larger goals; what is commonly known as having a vision, and working towards them with visualization. Vision setting is the focus of today's dispatch.

It is an enormous help in couples therapy to take the focus off daily struggles and put relationship efforts into a larger context. The reality is that most couples spend more time discussing what movie they want to see, or what room is a mess than they do discussing any big dreams they have. Bringing the larger dreams into better focus helps give partners a crucial incentive to do some of the hard work in front of them.

What is a vision? Vision is a strong desire aligned with partners' values and supported by a plan.

To create and sustain a vision, partners need to be strong advocates for their beliefs and desires. Without a sense of growth and the ability to move in a positive direction, partners become depressed and unmotivated. Without some big dreams, a part of each partner withers and dies and they begin to live their lives "in quiet desperation." So here is a brief overview of the concept of vision.

### Creating Your Vision

A vision involves fantasizing and identifying something you really want. A vision contains enough passion that you are willing to put in sustained effort to bring it about. This focus involves identifying, recalling or revising the important dreams you had when you got together with your partner. Just allow yourself to think creatively about the type of relationship you desire. Describe it.

Describe your vision of how you want your relationship to be in one or more important areas of your life: family, couple/marital, personal growth, financial, spiritual, physical, hobbies, work/career, self-development, community/social, health.

You will know you have your vision when:

1. The results are hard to achieve, i.e. it will require "stretching."
2. You are excited when you think about it.

3. The results of the vision are meaningful to you.
4. The results make a difference in your life, and most likely make a difference in someone else's life.
5. The results are visible and at least to some degree measurable.
6. The results will reflect your strengths and core values.

As you reflect on your dreams and start to answer these questions, be aware of attitudes you might have that could undermine your vision.

Attitudes that get in the way of constructing or realizing your own vision:

1. I can't really have what I want.
2. I want something only if someone else wants it too.
3. What I want is not that important.
4. Even if I begin, I will eventually fail.
5. My partner will laugh at it or not be supportive.
6. I get too anxious when imagining what I want so I quit.
7. I don't have the necessary skills or talent to pull it off.
8. Really big dreams are only for other people.

If your clients have difficulty constructing their vision, invite them to write down what kind of job, family, marriage, career, etc., they would absolutely hate to have. Have them think of their "disaster job" and write down all the qualities, conditions, and situations that would make for a very, very miserable working experience. Then have them reverse the qualities and characteristics, and they'll begin to describe an ideal situation.

Explain that a vision will evolve as people move towards it. It will also require new skills and capabilities. Have partners ask themselves an important question: "What will I have to do, that I don't want to do, to realize this vision?" Every vision will carry some areas of skill development and tasks you may not be keen about. Don't let this aspect make you believe your vision is wrong for you. Accept that it will involve some drudge work that a part of you will resist.

Have clients write out the results they want. Then, and only then, have them begin to write out their plan of action. Going too rapidly into a plan of action is a very good way to squash budding dreams. However, a good plan will help solidify a couple's vision and also keep them on track.

*Ellyn Bader, Ph.D., and her husband, Dr. Peter Pearson, are founders and directors of The Couples Institute. Since 2006, Ellyn has led innovative international online training programs for therapists. To learn more about her dynamic training institute, visit <http://www.couplesinstitute.com>.*

## USATAA HOSTS SE-SW REGIONAL TA GATHERING

by Kim McClelland

Are you a new graduate or seasoned veteran with dreams of hanging up a shingle and running your own private practice? Could your therapeutic toolbox use an update? The Southwest-Southeast Gathering, *Journey down the Path to TA*, is designed to give you the resources you need to learn how to market and grow your business, and give you some effective tools that will help set you apart from the rest. You will also learn how to navigate your way to becoming a TAP, TAAP, or TAPI.

The gathering will take place from 9 a.m. to 5 p.m., March 28, at Hardin-Simmons University in Abilene, Texas. Registration includes a continental breakfast from 8 to 9 a.m. and lunch. You are also invited to join us for a group dinner (not included with registration). Six Continuing Education units will be offered for an additional fee.

Graduates of psychotherapy-related programs often report the missing link in their education is marketing and business. They have learned how to conduct therapy, but not necessarily how to get paid. We are offering a panel discussion that will provide information on topics from how to get on insurance panels to how to market your business.

### PERMISSION/CONTINUED FROM PAGE 3

Joan gave permission to write outside the lines, in circles, with crayons, with markers, with colors, one word on a page, around the edges of a page, on top of other writing (newspapers), etc. All materials were provided.

She then did a series of exercises that stimulated the senses and the Child ego state. If I recall, she used bottles of scent and passed them around. I often used physical activity to stimulate the Child. I had participants blow ping pong balls at each other across a large conference table and attempt to keep them from falling off the table. I have also used Nerf and Koosh balls in various silly ways.

Then the activity was abruptly stopped and participants were told to write.

All kinds of paper was provided – sheets of poster paper, newspaper, lined paper, unlined paper, etc. Crayons, pens of all varieties, pencils and markers were also provided. Permission was given to disobey the rules that were on the wall. The instructions included permission to write in any size, any color any shape, with or without capital letters and punctuation.

The main instruction was to put your writing implement on the paper and write without stopping to think. Her message

In addition to learning the basic private practice ropes, it helps to infuse your work with tools that clients “get.”

So, how can the drama triangle, Eye Movement Desensitization and Reprocessing (EMDR), TA, and a little “magic” enhance your therapeutic skills? Journey on down to Abilene this March and find out.

The gathering will take place in the historical college town of Abilene, Texas, on the Hardin-Simmons University campus. Consider visiting for a few days to explore Abilene’s treasures. The town is home to several museums. The Grace Museum features the best of Texas art past and present. At the 12th Armored Museum, you can explore the history of World War II. Abilene is a big promoter of children’s literature with storybook sculptures featuring Dr. Seuss and William Joyce characters. The town is home to the National Center for Children’s Illustrated Literature.

Registration is \$75 for non-USATAA members; \$50 for USATAA members, and \$25 for students. Pay an additional \$25 for 6 CEs. Contact Kimberly McClelland at [programs@usataa.org](mailto:programs@usataa.org) or Sue Robinson at [southwest-rep@usataa.org](mailto:southwest-rep@usataa.org) for more information.

was that writing and thinking are the same thing. You don't have to think before you write. Just keep writing anything that occurs to you. Don't go back and read what you're writing, just write.

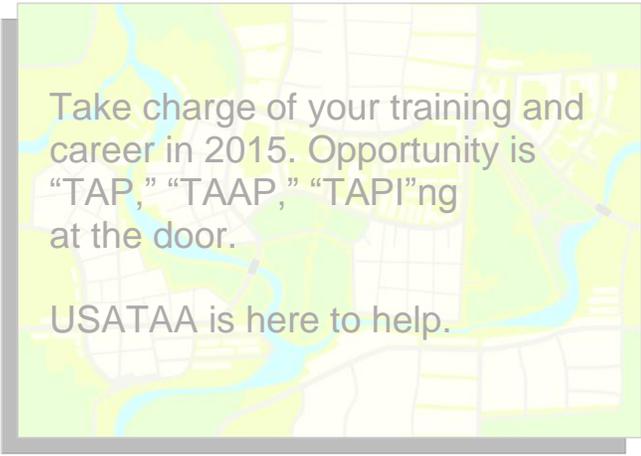
After 10 minutes or so we were told to stop, to read what we had written and to share it if we wished. I and many others were astounded by what we had created. I was delighted with this exercise.

I immediately completed the application for the program that Mary recommended. I completed that program and published my Master’s thesis and sold hundreds of copies. I often write to learn what I am thinking, and writing has become an important part of my life. Permission works.

You can see many of my other publications on my author’s page at Amazon.com. [www.Amazon.com/author/laurieweiss](http://www.Amazon.com/author/laurieweiss) and at [www.laurieweiss.com](http://www.laurieweiss.com)

*Eric Berne Award: Pat Crossman, 1976; “Permission and Protection,” TAB, 5(19), 152-154 (1966)*

## LITTLE PROFESSOR WANTS TO KNOW: WHERE DO YOU WANT TO BE IN 2016?



Take charge of your training and career in 2015. Opportunity is “TAP,” “TAAP,” “TAPI”ng at the door.

USATAA is here to help.

*Introducing the “Little Professor Wants to Know” segment to the NET. In each edition, we pose a question to our readers and invite you to answer. Your answers may be as brief as a sentence or two, or much longer. Then, we’ll compile the answers you send to us for the next edition. Send your answer to [net@usataa.org](mailto:net@usataa.org). Is your Little Professor curious about something? Feel free to offer questions as well!*

Do you have a question about TAP training? Would you like to know how to get started, or how to move forward? You may be eligible for TAP certification right now. Send

your questions to [net@usataa.org](mailto:net@usataa.org) by March 15, and we will answer them in the April 15 edition of the NET.

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## **First Class Mail**

### **Save the Date**

## **Journey on down the Path to TA**

A TA Gathering  
in Abilene, Texas

**March 28, 2015**