



New Online Seminar on Transformational Leadership and Analytical Psychology with Steve Myers

TypeLabs, a leading provider of online personality type resources and training, today announced the launch of a new online seminar “Transformational Leadership and Analytical Psychology” presented by Steve Myers, creator of the Management Team Role-indicator. “Research consistently shows that Transformational Leadership is more effective than other forms of leadership,” Myers said. “This new seminar is designed to show why practitioners need to move beyond psychological type to the alchemy of the unconscious in order to transcend the realms of Transactional and Transformational Leadership.”

The seminar will be presented live on January 26, 2010 at 1:00 p.m. -- 2:00 p.m. EST. The seminar is affordably priced at a special reduced price of \$79 per attendee.

“At TypeLabs, our goal is to provide our customers with exceptional value through access to on-demand expert content and resources,” said Kris Kiler, President of TypeLabs. “This seminar will be of interest to any type practitioner looking to get deeper into understanding transformational leadership.”

During the last 30 years James MacGregor Burns’ Transformational Leadership has become the most important and widely used leadership model in organisational, political, social and cultural development. Whilst making no assumptions about participants’ prior knowledge of Transformational Leadership, Steve Myers will introduce a distinctive perspective based on C.G. Jung’s analytical psychology, which will make this webinar of interest to all levels of experience. The webinar will begin by introducing and examining the concepts of transformation in Burns’ and Jung’s theories. Steve will show why practitioners need to move beyond psychological type to the alchemy of the unconscious in order to transcend the realms of Transactional and Transformational Leadership. He will discuss the unique insights offered by analytical psychology that suggest the use of strategies complementary to those used in mainstream transformational leadership development. He will include practical examples and discuss implications for practitioners in leadership coaching and development.

Objectives:

- To establish a basic understanding of the concepts of transformation in Burns’ and Jung’s theories
- To position psychological type and Jung’s approach to alchemy within the framework of transactional and transformational leadership
- To explore the process of transformation within analytical psychology and how it affects and is affected by relationships between leader and follower(s)
- To identify practical steps that can be taken to promote transformation in individuals and organisations through leadership development

To sign-up for this online seminar, visit <http://www.typepractitionerblueprint.com>

Recap:

Title: Transformational Leadership and Analytical Psychology

Presented by: Steve Myers

Date: Tuesday, January 26, 2010

Time: 1:00 p.m. – 2:00 p.m. EST

Cost: \$79 (Special Price) / \$119 Regular Price

About TypeLabs

TypeLabs is a think tank that strives to create, develop and invent technologies that will lead to a greater understanding of human personality differences. We translate these technologies into value for our customers through our Internet services, products, training solutions and consulting businesses worldwide. Our success is measured by the integrity of our relationships, commitment to our values, impact of our technologies, and contribution to our communities. For more information, please visit: <http://www.typelabs.com>



About Steve Myers

Steve Myers has 30 years of experience both as a leader and an independent consultant in team, leadership and organisational culture development. He is first and foremost a practitioner who has worked on projects as diverse as improving relationships between a group of PAs to overcoming cultural barriers to improve cooperation between the leaders of multinational corporations. Steve also has a particular interest in the work of C.G. Jung, having recently completed a Masters in Jungian and Post-Jungian Studies at the University of Essex, and currently undertaking a related PhD (on Mythology for Christians: The Advancement of Consciousness). Steve has also developed a number of psychometric instruments for use in team and leadership development and aimed at improving business performance. For more information, please visit: <http://www.steve-myers.com/>