
Dealing with People using Transaction Analysis

A one-day introductory programme

Transaction analysis is a theory of personality which can be used by both an organisation and the individuals who work there as a vehicle for growth and change. TA helps you to understand why other people behave as they do and why organisations have "Scripts" that they follow. Using TA in business enables you to work in closer harmony with your colleagues. An understanding of TA is essential if you are working as part of a team or task force or in a selling or customer service situation, TA develops better ways of dealing with other organisations and individuals.

Key elements of transaction analysis

Transaction analysis is both a theory of personality and a system for the improvement of personal and social functioning, within the humanistic tradition. TA identifies three ego states: the Parent, Adult, and Child. It enables us to clarify our life experiences, thoughts and feelings, examining how we learned our beliefs and values from our parents and other parent figures, and how being in different ego states can influence our behaviour and relationships.

Analysis of transactions examines both social and psychological forms of human communication using the ego state model to diagram the types of transactions. Transactions may be open and clear, or combined with ulterior messages. Their analysis provides a way to understand our 'stroking' patterns: how we exchange the level of contact and recognition that all humans need in order to thrive.

Script Analysis offers an approach to the question: "How do we get to be the people we are?" The origins relate to the history of our childhoods, families, and our culture and life experiences. A 'life script' develops without our being aware of it, for purposes of survival, approval, and security rather than for self-realisation. By analysing our scripts, we can reconsider the decisions we made when we were too little to realise what options existed.

The programme enables participants to:

- Understand the theory and the development of TA as a business tool
- Appreciate the concept of ego state models Parent, Adult, and Child
- Be aware how organisations have developed scripts that they act out
- Learn how to use TA in business situations such as team building
- Learn how to deal with difficult people more effectively
- Develop your own lifestyle plan to move relationships forward

Learning outcomes:

People will learn about how to understand other people's behaviour, and more importantly their own behaviour. They will have the opportunity to test the theory against their own experience and test and measure how much child, parent and adult make up their own egos. With this information we will guide them to formulate action plans to deal with those relationships which are not working and reinforce and build those relationships, which are already successful.

Programme Agenda

What is transaction analysis (TA)?

Key ideas of TA
Ego states
Scripts

Dealing with difficult people

Mind set
Games in the workplace
Rackets and Stamps

TA to develop management styles

Times and people are changing
Organisations can change
TA and authority
Job enrichment

TA in customer service

Appreciating the customer's view
Knowing the customer is not always right
Turning problems into excellent service
Some customers are best being let go

Typical delegates are:

People whose work brings them into contact with other people with whom they need to establish a relationship. This programme is especially for people who work in teams or depend upon their selling or customer contact relationships to be successful.

How does TA operate?

Transactions
Strokes
Time Structuring
Discounting, redefining and symbiosis

TA in building teams

A teams development
Teams roles and their impact
Managing the team

TA in selling

Understanding organisations
Identifying who makes decisions
Understanding the pressures on buyers
Selling effectively and honestly