IDTA Newsletter

Volume 8 Issue 2

June 2013

Welcome to this issue

This second issue for 2013 comes out just before EATA Conference in Oslo—and just before the issue of the next IJTAR—see below.

Read on for the usual update from IDTA Council, plus a comprehensive article by Dmitry Kasyanov in Russia, who has been using Julie Hay's Working Styles Questionnaire over several years and produced some interesting findings.

We also have an update from the Editors of the TAJ about new benefits now that Sage have taken over publication.

Contents

IJTAR is the EATA online publication about research relating to TA.

Access is free—just go to www.ijtar.org and register.

Sign up now and receive an email notification as soon as the July issue is available.

IJTAR

International Journal of
Transactional Analysis Research

Volume 1, Issue 1 – July 2010

Report from IDTA Council

New Council Member

During the AGM that we held in Cheltenham, we elected a new IDTA Council member – Bill Heasman. Bill is PTSTA Organisational, based in Devon, and served on Council a few years ago. We are very pleased to have him back

ITA/IDTA Joint Conferences

The joint conference in Cheltenham was a very successful event – plenty of great workshops, several online events including the Keynote that were logged into by about 300 extra participants who were not attending the conference – and it also made a profit which is valuable contribution to IDTA funds.

The next joint conference is now being planned for Blackpool in 2014. IDTA Council member Lynda Tongue has volunteered to be our part of the Scientific Committee that assesses workshop proposals and we are expecting that once again there will be a good coverage of developmental TA topics.

Keith Morton has been the IDTA person on the organising group for two years now and is hoping that someone else will volunteer to take over that role – so, if that might be

you, please go ahead and contact Keith on treasurer@instdta.org so he can tell you what will be involved. This is a great way to up your TA profile, to make a significant contribution, and of course to get plenty of strokes.

ITA becomes UKATA

The ITA has changed its name and is now UKATA—the UK Association for Transactional Analysis.

This change prompted IDTA Council to consider whether there was some way of operating even more closely with ITA under the UKATA banner. However, we then realised that there would be a significant problem about fees, in that IDTA fees are much lower because we do not have to cover the costs of all the work that needs to be done with the UK Council for Psychotherapy.

UKATA are also considering becoming a direct College within UKCP, instead of being part of the HIPS section as they are now. We know from previous experience that this process will be time-consuming and costly; another reason against too much of the close connection at this time.

However, we will continue to consider what options there might be. We will also continue to undertake joint activities, such as the annual conference, whenever our two associations can see obvious mutual benefits.

!TAPA Schemes

The TA Proficiency Awards go from strength to strength. As mentioned in the last newsletter, these have 'gone international' and successful schemes have been completed in South Africa and Taiwan. Across Europe, schemes have been run in Armenia, Austria, Germany, Italy, Macedonia, Slovenia, Turkey and the UK.

In just the last month, there have been award ceremonies in Turkey that have

included the first ever group of caregivers/ parents to receive the TAPACP (TA Proficiency Award for Caregivers & Parents).

The recently completed award in Taiwan has demonstrated our international links because the portfolios produced by the young people in Taiwan went for assessment to moderators in mainland China. In the same way, the National Organiser in Croatia, Martina Smolcic, agreed to be the National Organiser for Serbia as well; she then worked with three others in Serbia to assess the portfolios produced by the young people in Serbia.

EATA Matters

We are still awaiting the EATA definition of a Special Interest Group, and still seeking to clarify whether TSTA attainment can be extended over 14 or 28 years.

Lynda Tongue continues to lead an EATA task force very seeking to update the competencies for the Organisational field – let Lynda know if you have any views on this.

UK TA Associations

The Chairs of 4 UK TA associations affiliated to EATA – ITA, IARTA, IDTA, STAA – continue to discuss options about the remit and election of UK delegates to EATA and also on a process for decision making amongst our associations. These discussions proceed slowly but surely.

WTCC Draft Constitution

You may have received an email from EATA about a new body being set up to coordinate the accreditation systems for TA internationally. This will replace the Training and Certification Council (T&CC), which was the way that EATA, ITAA and WPATA (Western Pacific Association for TA and now renamed as FTAA - Federation of TA Associations).

Please respond if you have any comments to make, either directly to Sabine Klingenberg as indicated in the email, or to admin@instdta.org if you would like us to collate your comments with those of others and pass them on.

Using the Hay Working Styles Questionnaire in Assessment and Recruitment

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Summary

This article describes the results of using Working Styles questionnaire as designed by Hay and adapted in Russian for the purposes of recruitment, placement, assessment and development of people in companies and organizations, as well as individual counselling.

In my TA studies I remember I always consciously avoided much discussion of 'driver' theory. It sounded hopeless to me and in the domain of psychopathology, that my happiness and behaviour are predetermined by so-called 'drivers', originally identified by Taibi Kahler (1975). At the same time I felt there was something mysterious and attractive in them.

In the year 2000 we founded our consulting company and I was searching for a reliable and easy tool for assessment and recruitment. So we completed the Process Communication questionnaire by Kahler (his extension of his own TA driver theory). Our 'Success Profile' booklets amazed us by their clarity and true description of our strong points as well as potential risks. The quality was good as well as the price.

We checked and tried several other driver questionnaires related to the clinical field until I was lucky to be at Julie Hay's workshop in St. Petersburg where I first became acquainted with her 'Working styles' theory. I was triggered by the concept and started to adapt her Working Styles questionnaire (Hay 2009) for organizational purposes.

After several years of using it, I think the theory and questionnaire is working. I designed and run a 1 day workshop on how to use questionnaire for recruitment, selection and express-assessment purposes as well as for personal development. It is fun to see how a person enters the office, by listening to their first words and observing their behaviour, putting down what I guess to be their two major working styles, and then checking it against the results of the questionnaire and job interview. It works.

Therefore, after adaptation of the questionnaire into Russian we have been using it widely to give feedback to training participants after workshops, during assessment and development centres, counselling projects in companies and even assessing candidates during promotion through the internet.

Structure of the method

The questionnaire contains 25 statements which reflect typical behavioural characteristics. The task of the assessed person is to evaluate given statements against their own behavioural patterns. Each statement is evaluated on a scale from 0 to 8 points, where 8 - means 'full agreement' with the statement, while 0 - complete disagreement with the statement. There is no time limit set by Hay but we allow 5 minutes for individuals to fill in the questionnaire.

The questionnaire includes five factor scales:

Hurry Up scale measures the characteristics of a quick and hurry up person;

Be Perfect scale measures the characteristics of a person seeking to achieve excellence and perfection in all;

Please People scale measures the characteristics of a sympathetic, attentive and caring person, a good team member;

Try Hard scale measures the characteristics of a proactive, enthusiastic, easy-going person, readily engaging in new projects;

Be Strong scale measures the characteristics of a solid person, who remains calm under stress and pressure and tends never to show weaknesses.

Results of research

Standardization sampling was random. The study involved 861 people aged from 20 to 55 years, having different status and educational background (mostly with higher University education), who work in Western and Russian companies and organizations in St. Petersburg and other regions of Russia. There were 451 women, and 410 men. For those who like statistics, we show these for the complete sample (in Table 1).

We also calculated the 'patterns' for a number of professions/roles as show in Table 2.

Our conclusions based on our sample of 861 people are that in order to be successful on the job, or at least to have a job, one needs to have at least 'good' Be Perfect style (mean = 29, conditional norm = 25-33), i.e. ability to think, make decision;, and at least an average Please People style.

Also the higher the position, the higher the responsibility and hence the need for Please People qualities (see Sales managers), i.e. ability to think, listen to others and co-operate.

Verbal Interpretation of Working Styles and general recommendations

The following is how we explain the styles to candidates and what we recommend they consider.

Hurry Up

Strengths:

People with strong style Hurry Up do everything quickly – they can do a lot of things in a short period of time, so they are effective in their activities. They like a lot of work to do, they want to bring work to the end and can simultaneously deal with several matters. Their peak of energy is under stress and tense atmosphere; they prefer high tempo performance in communication and behaviour, quick thinking and talking, quickly solving problems, choose the most optimal ways, thereby saving time for other issues, meeting with people, other jobs, etc.

Weaknesses

By assigning a number of different meetings, they may be late. They do not give the necessary time to prepare and address issues and in this regard quality of work may suffer. They may delay the start of work until it becomes urgent, and then quickly do the job and make mistakes. Hence there is a loss of time associated with making corrections. The ability to think fast can lead to the appearance of impatience towards slower colleagues – they may speak too quickly, interrupt, finish sentences for others, which leads to confusion and needless disputes and arguments. Can be too quick to establish contact with other people, not paying enough attention to the process; they want to "take the bull by the horns" - and immediately begin to act – to do things.

If your style is Hurry Up:

- plan the work by stages, setting intermediate dates

- pay attention to the development of the skill to listen attentively to others without interrupting or disrupting them

- use relaxation techniques

- realize that it's not worth hurrying all the time, and everything has its own time (the process of implementation requires its specific time)

- pay more attention not only to speed but also accuracy of performance.

Be Perfect

Strengths:

People with a strong desire to Be Perfect strive to maintain the reputation of doing everything correctly and accurately. They like to believe that they work without errors, that they are the first and best whatever they do. By establishing high standards for themselves and others, they carefully examine all the details, double-check the results. They may be critical, insisting that everything must be done correctly. As a rule, they are not surprised by problems because they plan their work effectively and develop strategies to overcome potential difficulties.

Weaknesses:

Not good at prioritising work. They fail to do the work in time, as they double check themselves and others, carefully looking for mistakes. Constantly making minor changes to the project. May amaze clients by giving them a lot of specific information and details. Their reports may be too long, their speech (written and oral) is abundant with introductory words. It may be hard for their opponents to track their thoughts. They carefully select words and phrases and often use unfamiliar words or technical terms. People with this style may seek to do the work themselves out of fear for the correctness of its implementation by other people. High standards prevent them from

Table 1: General statistics of sampling (N = 861 people).

Statistics	Hurry up	Be Perfect	Please People	Try Hard	Be Strong
Mean	21	29	26	25	23
Median	21	29	26	25	23
Mode	20	30	28	24	23
Standard deviation	5,3	4,5	5,2	5,0	4,2
Minimum value	0	12	6	8	6
Maximum value	39	40	40	40	37
Total	18128	24735	22499	21681	19544
Percentile 25% *	17	26	23	22	20
50%	21	29	26	25	23
75%	25	32	30	29	25

Table 2: Working Style 'Patterns' by Professions/Roles

Profession/Roles	Hurry up	Be Perfect	Please People	Try Hard	Be Strong
Engineers (all categories	20	28	25	24	22
IT	19	28	25	25	23
Programmers	20	28	25	25	23
PR	22	27	25	26	23
Marketing	22	28	24	27	21
Secretaries	21	29	26	22	24
Sales Persons	20	29	26	24	24
Sales Managers	22	30	28	26	23
Sales FMCG	21	32	31	27	22
Heads of Regional Sales Offices	21	28	26	24	24
Chief Accountants	21	29	25	24	22
Accountants	21	29	27	24	23
Economists	23	31	27	26	20
HR-Specialists	23	28	26	26	22
Recruiters	21	29	27	25	23

recognizing the fact that in many situations it is acceptable to have lower standards and norms. Therefore, it is difficult for them to delegate responsibility, and they are often perceived as overly critical. They really are not inclined to forgive others' errors, and may get upset because something goes wrong. On the other hand, when 'perfectionists' admit their errors in work, they may feel their worthlessness, and imperfection, while others will be happy with their performance and the state of affairs.

If your style is Be Perfect:

♦ set realistic standards for quality and accuracy of work

♦ each time an error occurs, ask yourself about possible consequences

♦ begin to tell others that mistakes are not fatal ('to err is human')

♦ recognize your own right to make a mistake - an opportunity not to be perfect. Otherwise you it will be hard for you to live with yourself and with others, especially in our ever-changing world.

♦ admit the importance of the work performed, not only for accuracy and precision, but also for its implementation in time and its depth.

Please People

Strengths:

People with this style are usually good team members. They like to talk to people and show interest in them. Their goal is to love (help, sympathize) others without asking them about it. They guess what others need and show it through their behaviour. This working style shows everyone that they are good people who can understand and be compassionate. Also, they use their great intuition, carefully noticing non-verbal features of

the opponent, his body language and other signals that are not recognized by other people.

They like harmony and peace in the group and work that brings together members of the team. They tend to engage silent members of the team into discussion so that they can express their opinions. This is especially important when someone may otherwise be psychologically excluded from the group. They care about the feelings of others and will not discount or diminish their role.

Weaknesses:

This style has several drawbacks, because such people avoid the slightest possibility of upsetting anyone. In an attempt to get approval at any price they can worry so much that they will never question or disagree with the point of view of an opponent, even if they know it is wrong. They can be so sensitive to the possible criticism that they do not talk about what they actually think. Their ideas and suggestions may seem so vague and indistinct that they themselves may not believe in them.

Most of the time they smile and agree with others, showing consent with them. Ideas are expressed exclusively in the form of questions, and they quickly retreat if their opponents do not like them. Their faces are stuck with a question, eyebrows slightly raised, a smile strained. Others may see them as unsure of themselves, people who lack courage and commitment. Criticism by others is perceived as personal and they are upset even at constructive remarks and comments.

They do not tend to say no, so others can interrupt them. They will do what they are told instead of focusing on their own priorities. They have difficulty in asking questions, because they feel they must somehow predict the response. The desire to read the thoughts of others often leads to the fact that they feel misunderstood.

If your style is Please People:

♦ Instead of guessing and reading the thoughts of others, start asking people what they want

♦ Please yourself more and ask others for what you need and want

♦ Begin to decisively tell others that they are wrong (when they are)

♦ Learn to accept criticism - take from it the most valuable and useful for yourself

♦ Recognize the fact that the opinion of others about your behaviour does not directly relate to whether they like you or not

♦ Take strokes not only for how good you are but for the fact that you can be confident and decisive.

Try Hard

Strengths:

This working style relates to our desire to put a lot of force into the execution of a task or goal, so people with this style do everything with enthusiasm. The peak of energy they experience is when they need to do *something new*. At the same time, others like such a motivation, as well as their attitude toward work. People with this style are popular among colleagues in other fields as well as with customers and clients for their creative and lively approach to problem solving. Managers especially appreciate these employees as they often volunteer for new tasks. Due to their interest in everything new and unusual, such people are often appreciated for their thorough analysis of all options: for example, consideration of different alternatives and consequences of a new start-up project. These people pay attention to all aspects of the task which may be overlooked by other employees.

Weaknesses:

However, beside their commitment and trying hard, they lack succeeding, finishing a task or case, because the initial interest and enthusiasm fades away long before the end of the task. Therefore their leaders begin to realize that, despite the fact that they have not completed any of the given assignments, they are still eager for the fight, agreeing to voluntarily take on a new challenge. Colleagues may not like them for their desire to undertake the initial phase of a fascinating project and then shift all routine and boring work for its implementation to others. If they feel bored by hard work, they may decide to resign in order to participate in a new exciting project.

They may also not finish a task since they spread their activities over too wide a sphere. This interest in an unduly wide range of issues complicates and lengthens their work. Even when they complete a task, they may still think about how to solve the very problem in another way, unwilling to accept the fact that the job is done. Thus the performance of simple tasks may results in hard work and trials due to the need to finish the job on time. Therefore deadlines may suffer and reports may abound with too much detailed information. One gets an impression that they do not want to finish things and be successful while they continue to try hard to do something.

Communication with others can be painful and hard, as they frown a lot, trying to understand others. Their thoughts jump from subject to subject, so their opponent finds it difficult to keep track of ever changing topics of conversation, as well as to decide whether the conversation is over or not. Sometimes they put a few thoughts into one question, thus inviting an opponent to independently 'try' to answer

the question. Direct questions are answered indirectly, elusively, a technique used by some politicians, which is not effective if used without awareness.

If your style is Try Hard:

♦ Cease to be a volunteer and undertake all the tasks allocated already

♦ Make a plan, which includes the completion of a task and stick to it until it is finished

♦ Specify the task given so that you do only what is expected from you

♦ Ask for strokes not only for your enthusiasm, but also for the ability to successfully complete tasks and assignments

♦ Stop keep trying and trying hard - just do it.

Be Strong

Strengths:

People with this style of working remain calm, regardless of stress or pressure. They draw energy from an idea to do some work, solve a problem. Due to their ability to work effectively under stress and pressure these people are irreplaceable in times of crisis. In complex situations they think logically and make rational decisions, while others are in panic. At first glance, they seem to remain emotionally uninvolved (excluded) in a situation and that helps them to solve difficult issues related to personal life and problems with difficult and aggressive people. They can also take unpopular decisions without torturing themselves with guilt about the consequences of their decisions related to other people.

Due to coolness and ability to resolve any working issues, such people are believed to be reliable and considered as ideal

employees. Their keen sense of duty allows them to work consistently, even performing unpleasant tasks and assignments. As leaders they manage staff firmly and fairly, and they tend to give honest feedback and constructive criticism. Staying calm all the time, they therefore let others know what is expected of them.

Weaknesses:

Their problem is that they cannot admit that they may have any weaknesses, unable to do something, fail - they are self-sufficient. Therefore they load themselves with work and are not inclined to ask others for help. They may hide and not talk about work issues, have a fairly clean desktop while piles of working papers may be hidden away in a drawer. They can be extremely critical of their own shortcomings, treating them as a weakness, if you ask them about it.

Colleagues may feel uncomfortable because of their lack of emotions. This is particularly evident when most people are under stress or tension. At the same time they can be blamed for the fact that they seem like robots instead of people. It is difficult to understand them because they seem to lack any feelings and emotions. Sometimes a person with this style seems to be cheerful and friendly, but it is just a mask that does not allow others to know their real nature behind the flow of superficial anecdotes and jokes.

Their style of communication can serve as an additional barrier to their understanding as they use impersonal sentences such as "It seems..." instead of "I think that ...", "People often ..." instead of "I often...". However their speech is monotonous and unemotional, and their faces have no emotions at all. An outside observer will note that their smile is rarely open. At heart they are afraid that nobody likes them, and therefore avoid asking others about anything, being afraid of rejection.

If your style is Be Strong:

♦   Make a list of to do things and deadlines so that you can control your workload

♦   Ask others for help

♦   In your spare time do what really brings you joy

♦   Ask for strokes not only for your self-sufficiency and ability to do everything independently, but also for the fact that you can ask for help and support

♦   Be open and talk freely about your wishes and desires.

Diagnostics of Individual Profiles

In our practice we have come across the following typical individual profiles, as shown in the following charts:

1.   'Over-expression' profile with one or two styles being more pronounced than the others or exceeding the norm values

2.   'Blurred' profile with all working styles being more or less the same

3.   'Low values' profile with all working styles values being low or less than the norm.

4.   'Averaged' profile with all working styles being of average values.

References

Hay, J (1992 2009 2nd edn) *Transactional Analysis for Trainers*. Hertford: Sherwood Publishing

Kahler, Taibi (1975) Drivers: The Key to the Process of Scripts *Transactional Analysis Journal* 5:3 280-284

Overexpression profile
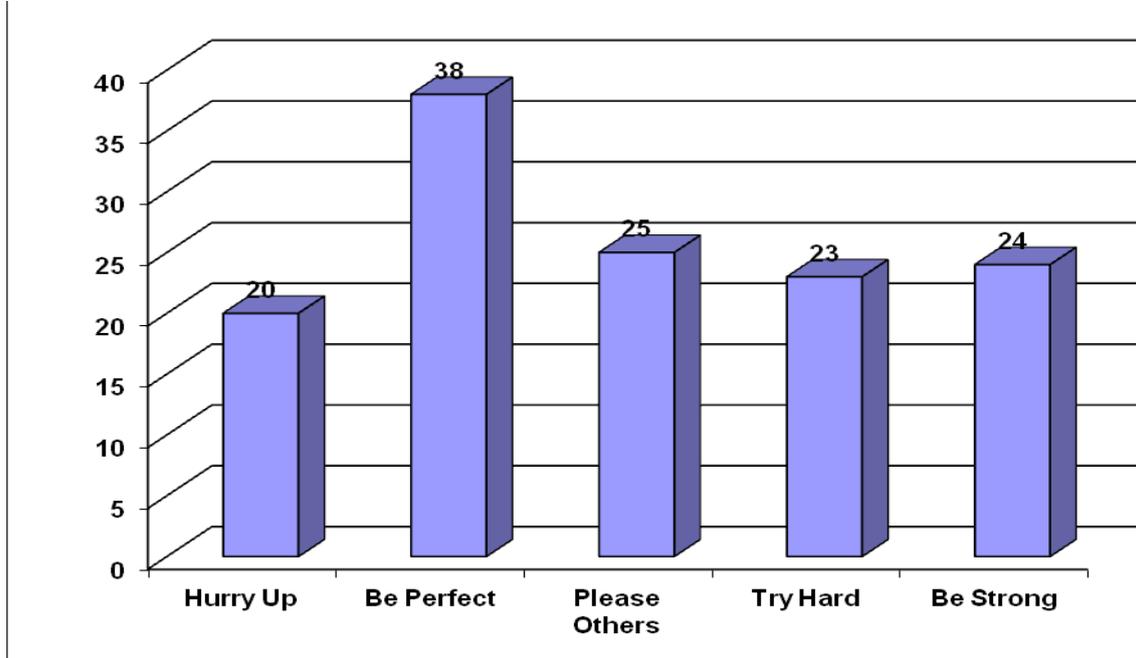
Note: Here we see a person with dominant Be Perfect working style, a professional, fully involved in data analysis and problem solving. The latest example is from St. Petersburg, Russia, a genius mathematician, scholar, who leads a secluded life and is not hooked by money or international prizes or titles. So all power and energy is in the Adult ego-state with the exclusion of Parent and Child.

Blurred profile
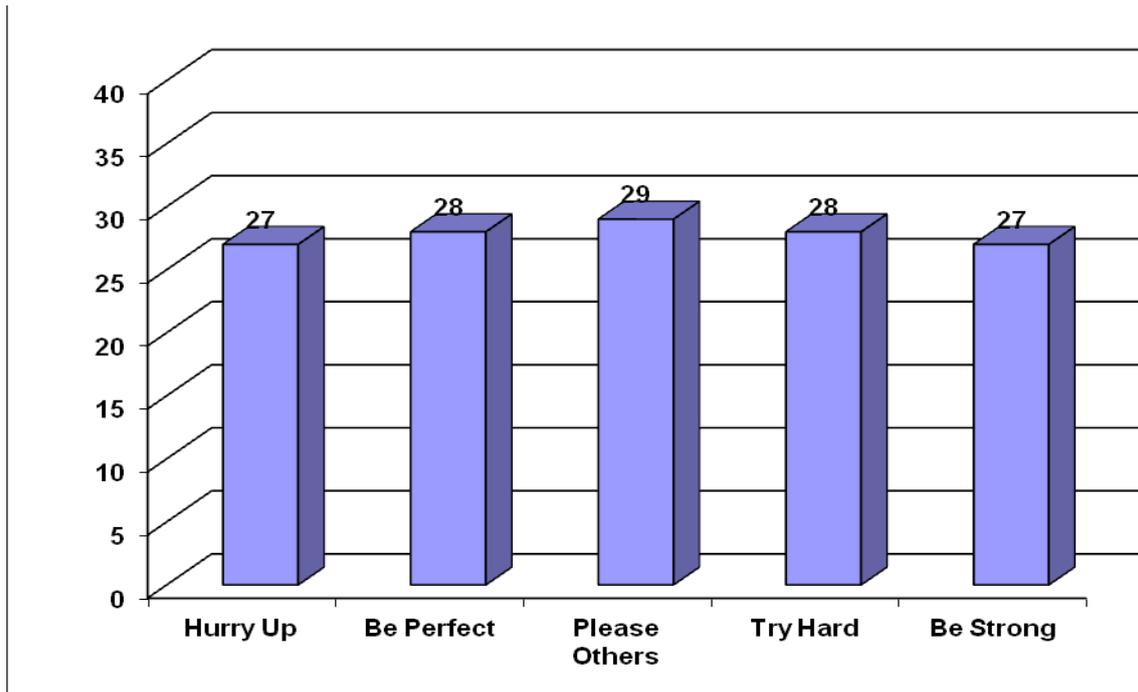
Note: Here we see a person with quite high values on each working styles. According to our experience and further feedback from participants, such people experience an enormous stress due to different reasons. Theoretically and practically a person can't have all the engaged working styles at one time, with all their strengths and weaknesses. In this case stress management and counselling was recommended.

Low Values profile
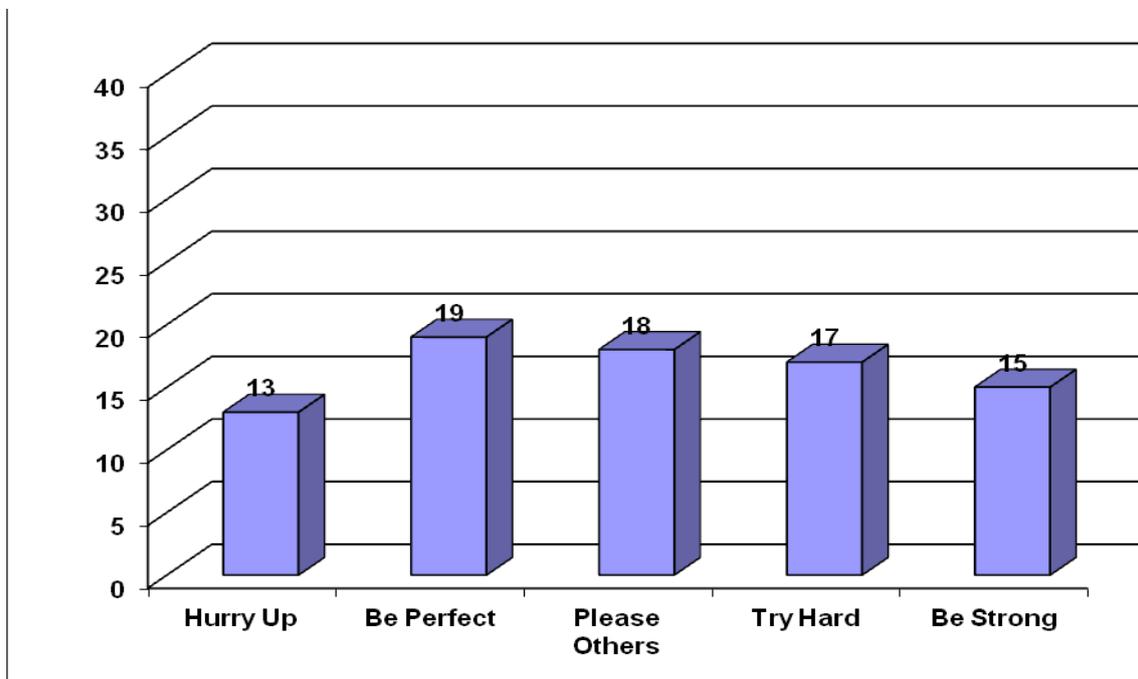
Note: According to our experience such a profile is typical for young, immature people with low energy who have not yet decided who they are and what to do in life. A low value on Hurry Up scale is sometimes an indication of a melancholic character or a chronic illness.

Averaged profile
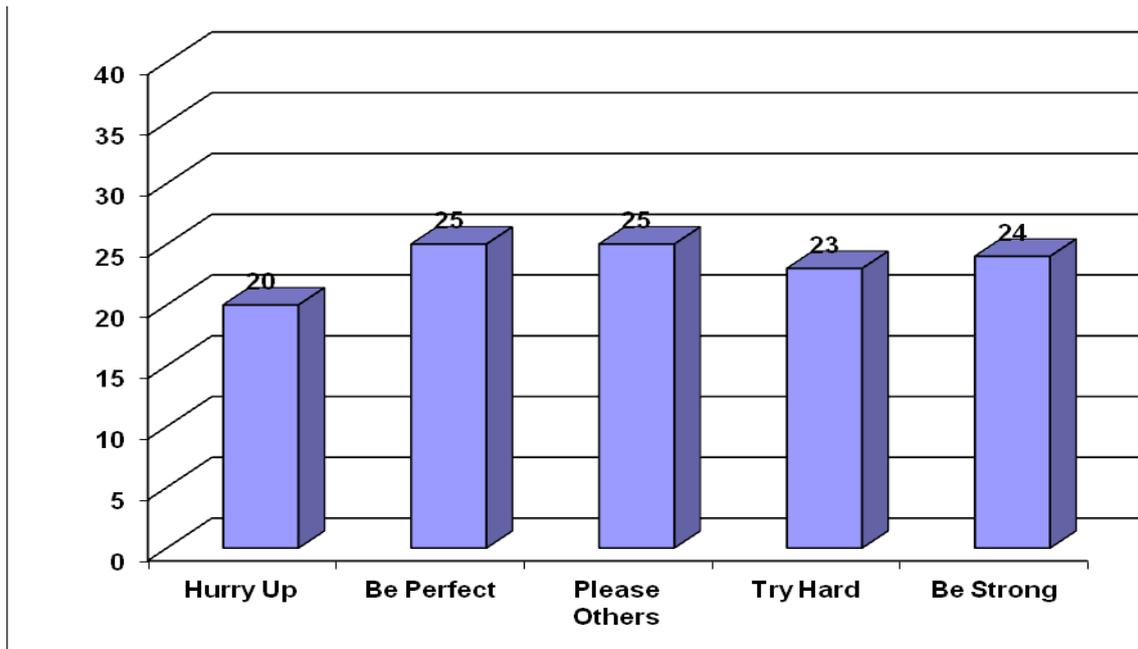
Note: There are people who are scared during the procedure and/or try to outwit the test by consciously providing mean values. However, in other cases, according to our experience, people are just tired of fulfilling familiar responsibilities. They do the job using all the working styles to some extent and apparently need some change, either in their duties or position, so as to engage and focus on one or two styles at a time.

Ideal Department Profile

In our research we had one idea in mind – to find an 'ideal' profile of a perfect and reliable employee and ideal profile of a department and company. Here are the results.

**Service Department of a Multinational Company**
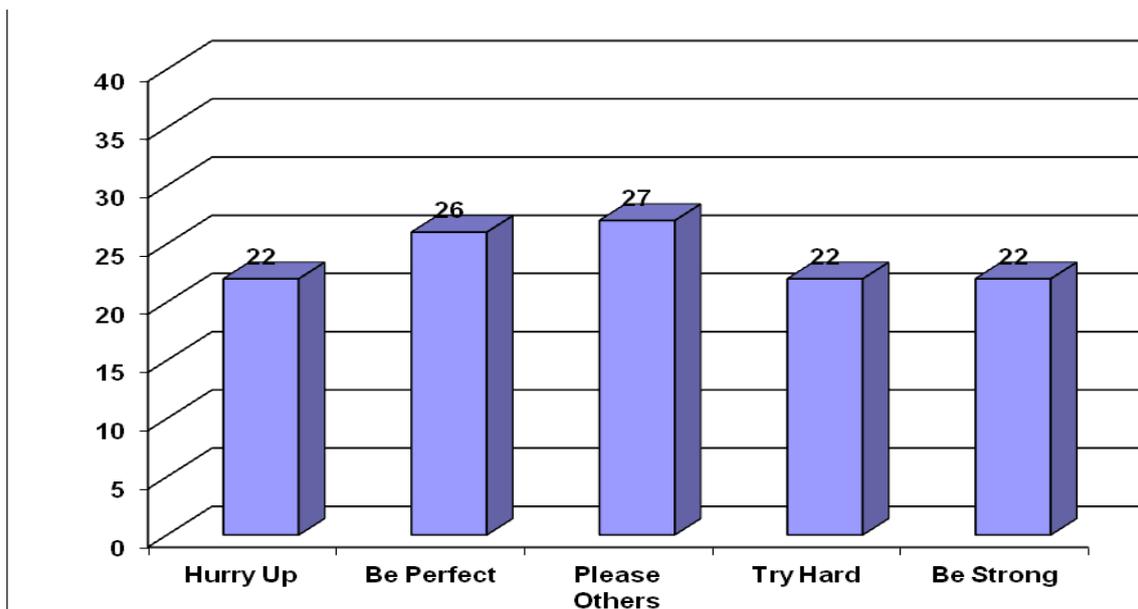
Note: Here is shown a profile of a service department of a multinational company. The duties of about 20 employees include talking to sales representatives and customers via telephone, accepting data for next day deliveries, listening to complaints. As you can see, the survival or success profile here requires at least an average Be Perfect and some Please People style.

**Sales Department of a Multinational Company**
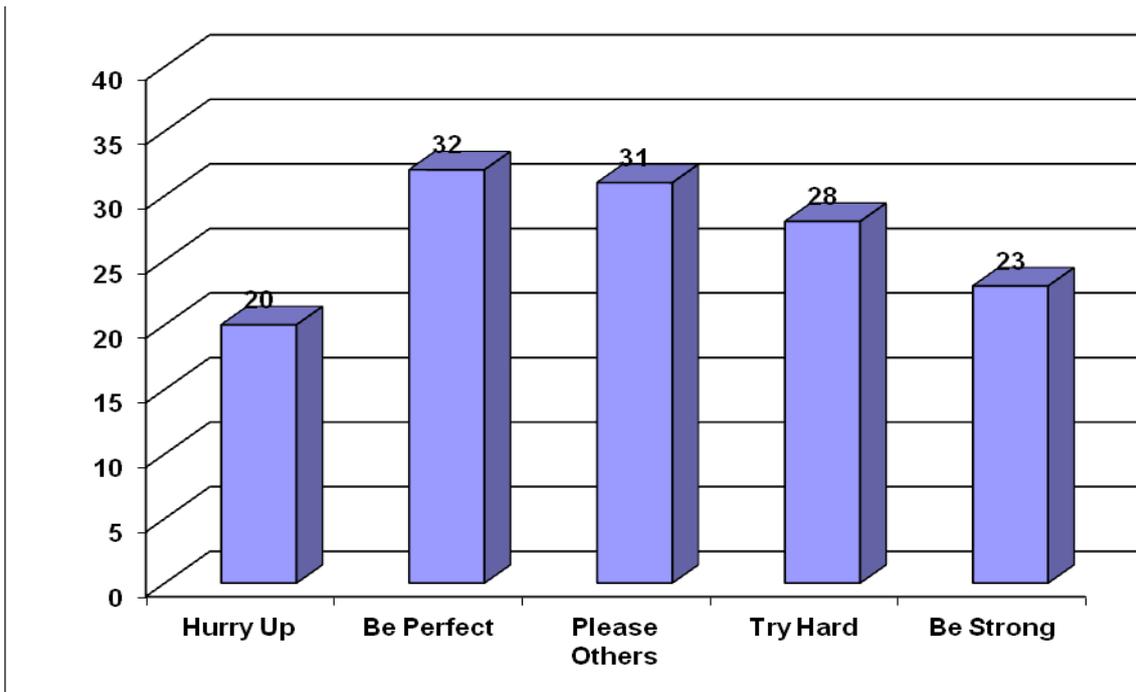
Note: This profile was compiled on the basis of the results of Development Centre with 21 sales representatives from a multinational company regional offices. The objective was to select the best and enlist them in a special training program for further promotion. As you can see, beside quite high values on Be Perfect and Please People scales, in order to survive, sales representatives need to show creativity and constantly seek for new ways of product sales and promotion, expressed by pronounced Try Hard working style.

Security Department
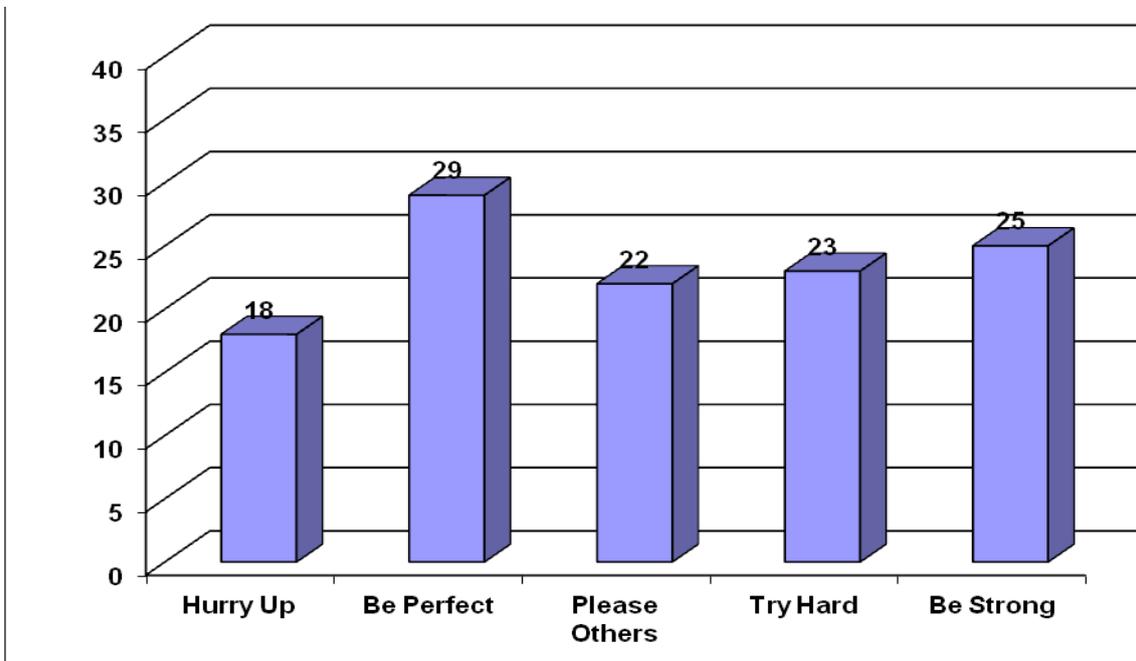
Note: The research showed that ideal guard needs to be accurate and focused (Be Perfect) and keep calm if they contact customers and colleagues (Be Strong).

Strategic Planning Department
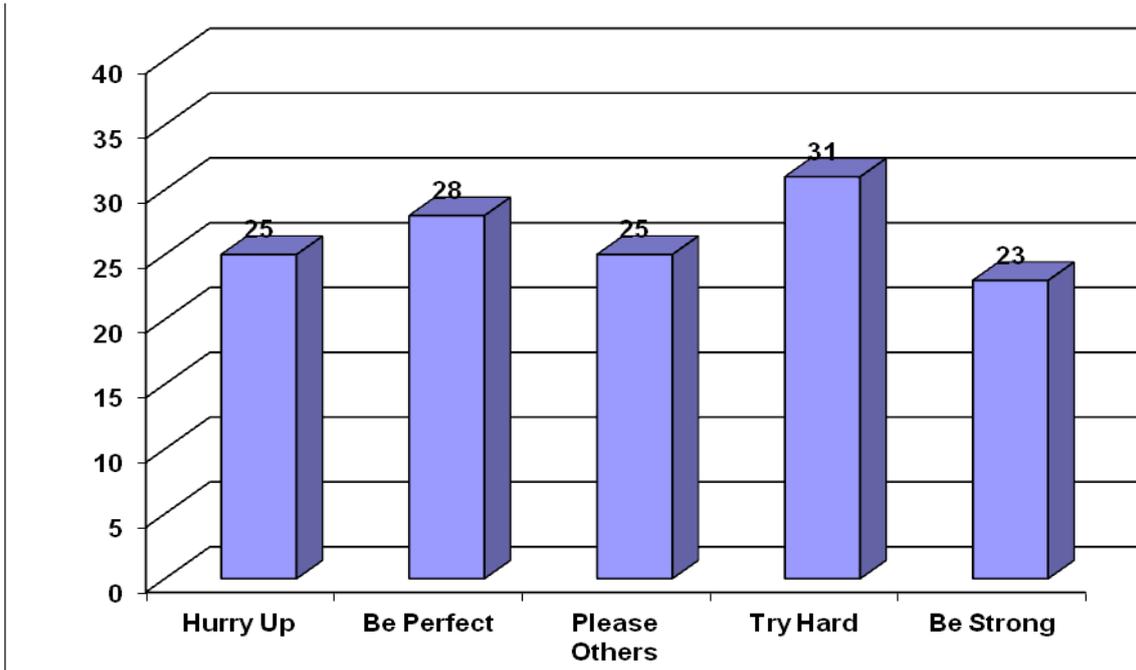
Note: At the request of a big construction company, we ran an assessment centre for 6 employees of the strategic planning department. The issue was how to manage employees effectively (and of course managing people with Try Hard style is not that simple). The duties of analysts were to seek new, non-traditional and original ways of company development and capital investment. Therefore the survival profile related to the dominant Try Hard working style.

Accounting – Finance Department
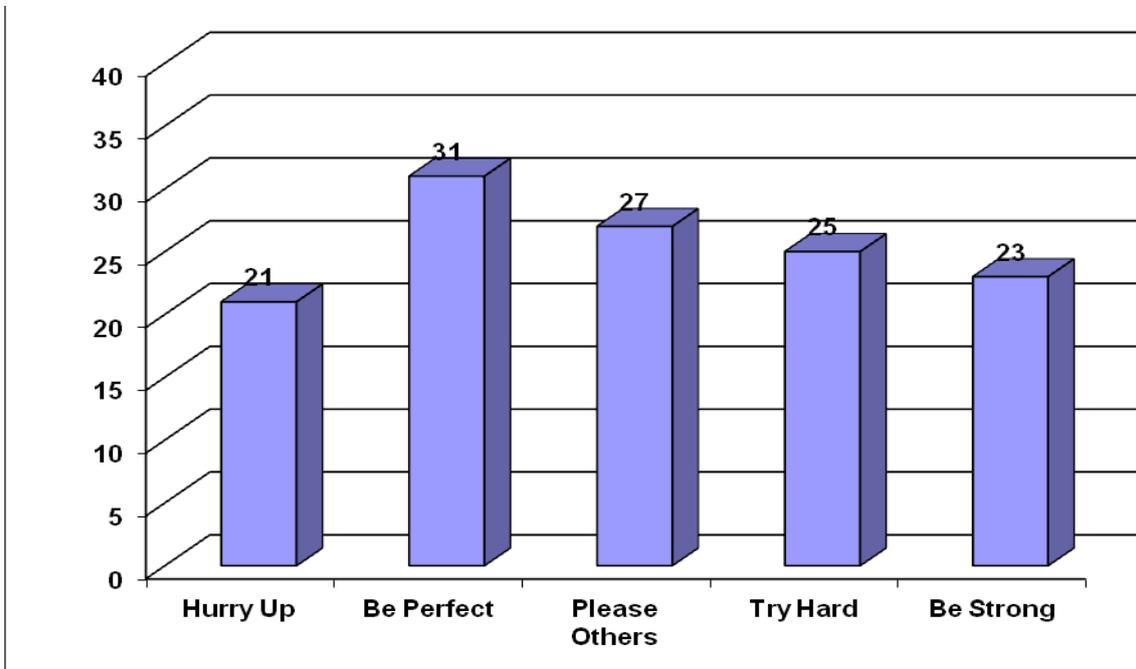
Note: The survival and successful profile for an accountant here is a pronounced Be Perfect style. High levels of concentration and analysis is required for chief accountants, especially with constantly changing legislature in this field.

Psychological Intelligence Foundation CIC
A non-profit organisation

Training and supervision that meets **EATA/ITAA requirements for CTA and TSTA,** that also meets **ICDTA requirements for professional and practitioner accreditation recognised by IDTA.** and **Middlesex University** requirements for postgraduate certificate and diploma and **MSc Professional Development** (**Developmental TA** – with application specified where appropriate e.g. DTA Coaching).

Parts of these programmes also meet requirements of the

European Mentoring & Coaching Council,

the **Chartered Management Institute**

and the **Institute of Leadership .and Management.**

We also run **Vocational and Personal Awards** that those in TA training (or qualified) can offer to their own clients e.g. **DTAVAME** is the DTA Vocational Award for Managers & Executives, **TAPDA** is the TA Personal Development Award – candidates produce portfolios of evidence of how they have applied several TA concepts

Our programmes are led by Julie Hay TSTA O & E, Visiting Professor Middlesex University, and the team includes Lynda Tongue PTSTA O, Anita Mountain TSTA O & P, Madeleine Laugeri TSTA O, Sandra Wilson TSTA O, Bill Heasman PTSTA O, Bogdan Serbanescu PTSTA O, and Anne Tucker PTSTA O. Check Amazon for books and TAJ for articles by Julie Hay and by Anita Mountain/Chris Davidson.

We run our programmes for students in various UK locations, plus Poland, Armenia, Ukraine, Russia, Turkey, New Zealand, China and also via webinars.

NEW—for those already CTA, an MSc that equates to CTA Trainer/Supervisor, with optional extension to TA Master Trainer/Supervisor that matches TSTA

For more information, go to www.pifcic.org or email pifcic@pifcic.org or call us on 01992 550246 to organise a no-obligation chat via phone, Skype or GoToMeeting – or speak to any of the team

TAJ Update

**Bill Cornell, Birgitta Heiller, & Jo
Stuthridge, *TAJ* coeditors
John Heath, ITAA President**

As you may have heard, exciting changes
are underway in the publication of the
Transactional Analysis Journal. We, the *TAJ*
coeditors and the ITAA President, are
writing to update you on these
developments and to ask for your help in
spreading to word to TA people in your
organization and/or area.

SAGE Publications is excited to begin
publishing the *Transactional Analysis
Journal* on behalf of the International
Transactional Analysis Association. As a
result of this move, the *TAJ* will now be
available not only in its familiar hard copy
version but also as a fully digital edition
online. SAGE will be complementing *TAJ*'s
existing print presence with the latest
digital publishing technologies so that ITAA
members can access new and archival
journal content via their home and office
computers as well as their mobile and
tablet devices.

ITAA members can already access every *TAJ*
article published between 2009 and 2012
via ta.sagepub.com, the journal's new
online home on the award-winning SAGE
Journals platform. During 2013 we will
continue the digitization process until
almost all *TAJ* content is available back to
the first issue in 1971. This will allow ITAA
members to access the full depth and
breadth of the *TAJ*' literature in a digital
format that is fully searchable and
optimized for discoverability via Google
and other major search engines.

The *TAJ* will continue to be a primary
benefit of ITAA membership, with both
hard copy and online access available to all
classes of ITAA members as well as to
individual and institutional subscribers. And
as the digitizing of back issues is

accomplished by SAGE, the entire archive
of past *TAJ*'s will also be available online,
with access determined by membership or
subscription level.

Level I membership includes Regular,
Certified, and Teaching Members ($160/
year), Student Members ($110/year),
Retired Members ($99/year), and TAlent
Members (fees calculated on a pro-rata
basis). Members in all of these categories
will receive the *TAJ* in hard copy and digital
formats, including access to the *Journal*
back catalogue through to 1971; *The Script*
newsletter, available as a member-only
benefit for 2 months after publication once
the members-only section of the website is
up and running; conference discounts;
listing in the ITAA online directory (in the
appropriate category); and voting rights.

Level II membership includes Associate
Members ($110/year), who will receive *The
Script,* a hard copy of the *TAJ,* and digital
access to the *TAJ* for the current year and
one year prior.

ITAA members will be able to sign in to the
Journal site using their existing
membership credentials via a link from the
member's section of the ITAA website.
Once logged in, they will not only have
access to *TAJ* articles but also the full range
of features offered by the SAGE Journals
platform. These include the ability to
search published content, save selected
citations, and sign up for email alerts so
that they can be notified as soon as new
content is uploaded to the site.

Nonmember subscribers may purchase
individual subscriptions directly from SAGE
($130/year), which will include a hard copy
of the *TAJ* plus online access for the current
year and one year prior for the duration of
the subscription (to subscribe, go to
journals@sagepub.com).

We particularly want to reach out to
TAJdisk users because that resource will no
longer be available after the end of 2013.

However, **Level I** membership in the ITAA will ensure full access to the digital catalogue of the *TAJ* from Volume 1 through the present, an excellent tool for all who want access to the TAJ literature.

As a publisher, SAGE believes that engaged scholarship lies at the heart of any healthy society and that education is intrinsically valuable. The SAGE publication team is delighted to be working with ITAA and the *TAJ*' editorial team to continue their tradition of providing rigorous, peer-reviewed research to an international community of scholars and practitioners. The ITAA chose SAGE as its publisher not only for its expertise in international digital publication but also because of its commitment to publishing journals in a wide range of disciplines, including psychology, counseling, organizational development, education, and social causes.

As a result of this new and exciting partnership with SAGE, some things about the *TAJ* will remain the same but there will also be new features added. Among the most significant is that the work of TAJ authors will gain far broader distribution, not only among transactional analysts worldwide but also to other professional groups as well as libraries and universities.

We think our new publishing structure will be of enormous benefit to ITAA members, to participants in TA communities worldwide, and to the continuing development of TA theory and practice.

ICDTA - the International Centre for Developmental Transactional Analysis

ICDTA is an international network of trainers, supervisors, trainees, students and other interested parties who want to contribute to the following aims:

♦ Maintenance and ongoing development of high professional standards in the application of developmental transactional analysis internationally

♦ Public awareness of the existence and benefits of various levels of qualifications and awards that confirm competence of application of developmental transactional analysis

♦ Accessibility to a diverse range of individuals who wish to develop and confirm their competence by attaining practitioner or vocational awards or professional qualifications in developmental transactional analysis

www.icdta.net

IDTA has a contract with ICDTA

TA Associations already operate qualifications internationally for people to become Certified Transactional Analysts and then Teaching and Supervising Transactional Analysts, both within the four currently specified fields of application. ICDTA supports and also supplements these qualifications.

IDTA recognises the ICDTA qualifications and incorporates them into the IDTA membership categories.

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We welcome submissions

- News items and articles
- Microsoft Word with minimal formatting
- Diagrams as pictures; photos as jpg's
- Academic referencing
- TA status of author as designated in EATA handbook or IDTA membership categories
- Send to: admin@instdta.org
- Send articles at least two weeks prior to the advertising copy deadline if you are aiming for a particular issue, or at any time if you don't mind when it appears
- Please note that submissions will be peer reviewed for relevance to IDTA

Advertising rates

- Full page: £50
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Send to: admin@instdta.org as word doc with pdf so we can check we achieve the layout you want, or as jpg to be pasted in ; pdf only acceptable if you have purchased a whole page

Next issue copy dates

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IDTA aims to provide networking and professional development opportunities to practitioners applying developmental transactional analysis. The purpose of this newsletter is to update members and to invite and encourage participation in the institute and to enhance the application of developmental TA generally. Views expressed in this newsletter are those of contributors and do not necessarily reflect the official policy of the IDTA.

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