

# TYPE AND ARCHETYPE IN TANDEM

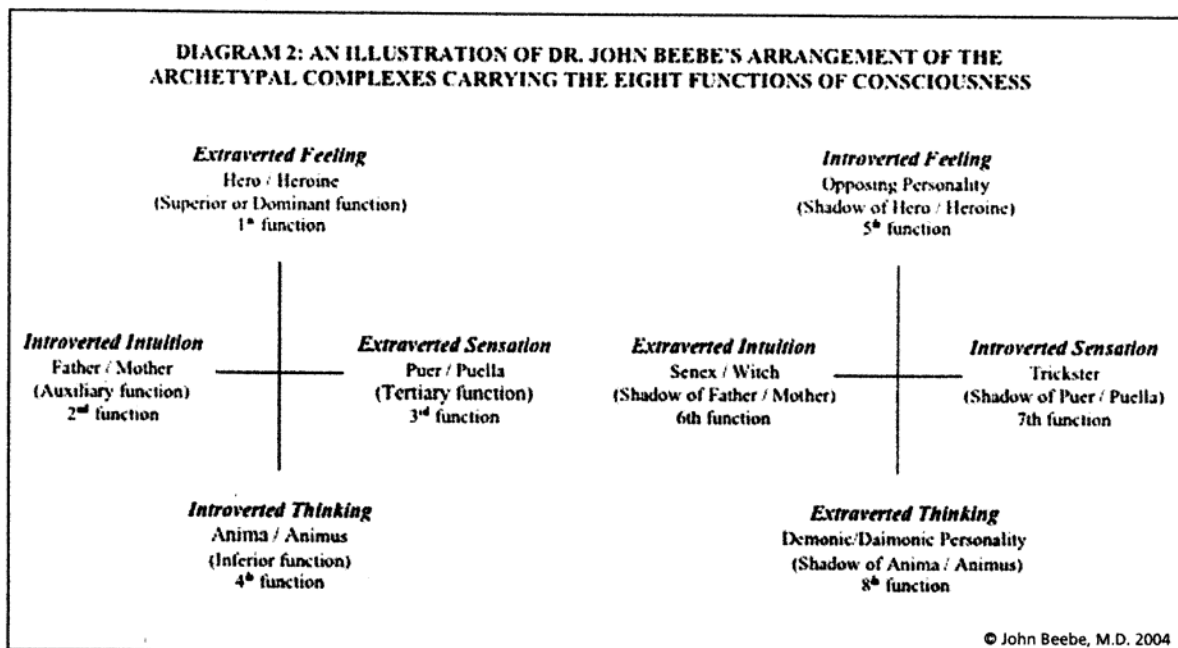
Eight Paths of Self to Recognise and Develop

*Type Users Workshop: March 1-2, 2007*

Much of the research into Type during the past decade has involved gaining a greater understanding of the dynamics of the eight function-attitudes originally described by the Swiss psychiatrist and analyst C.J. Jung in his pioneering work *Psychological Types* (1921).

John Beebe, a contemporary Jungian analyst, has been a pioneer in elucidating the character and dynamic interactions of these eight types of consciousness. He has directed our attention not only to the more "conscious" (ego-syntonic) but also to the "shadow" (ego-dystonic) quaternity of functions. He has clarified the shadow relation of functions used in different attitudes (extraverted vs. introverted). He also advanced a new view of the different roles the cognitive functions play in a personality by showing that their positions correspond to various mythic archetypes, which colour and flavour the functions with which they are associated. Those that have learned to apply this model have found that it results in a deeper understanding of how their typology impacts others and that, as a consequence, it can enhance their ability to be effective and ethically responsible in their dealings with other people.

## SAMPLE ENFJ PROFILE



**Who:** Sponsored by EM-Power (UK) Ltd.  
Facilitated by Dr. John Beebe

**When:** March 1-2, 2007

**Where:** The University Women's Club: Mayfair

**What you will Learn:** To define and understand the eight archetypes that correspond to the different functions in their different positions and attitudes.  
To apply this knowledge of archetypes in understanding your strengths and potential challenges.  
To expand your use of type with clients.

**Time:** Day One: March 1, 2007 - 10:00 am - 6:00 pm  
Day Two: March 2, 2007 - 9:00 am - 5:00 pm  
Optional Dinner March 1, 2007 - 6:45 pm - 9:30 pm

**Audience:** Internal and External Consultants who wish to deepen their knowledge of the eight function-attitudes.

**Investment:** £395.00 per person (plus VAT) which includes course materials, morning coffee and biscuits, three course buffet lunch, and afternoon tea.  
(£40.00 per person (plus VAT optional dinner with John Beebe on March 1<sup>st</sup>.)

**John Beebe, M.D.** is a past president of the C.G. Jung Institute of San Francisco. He is on the Clinical Faculty of the Department of Psychiatry at the University of California, San Francisco. The founding editor of *The San Francisco Jung Institute Library Journal*, he was the first U.S. editor of the *Journal of Analytical Psychology*. An overview of his contributions to type theory, "Understanding Consciousness through the Theory of Psychological Types," can be found in *Analytical Psychology*, edited by Joseph Cambray and Linda Carter. A popular lecturer in the world of Psychological Type, Dr. Beebe has shared his model with audiences all over the world.



Numbers are limited to 30 so if you would like more information about the programme or you would like to register:

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