THE Script

VOL. 55 NO. 5 | MAY 2025

IN THIS ISSUE

BOD Strategy Meeting 3

2025 Research Award 4

SEC Webinar 4

April *TAJ* Published 5

Strategies for Reading *TAJ* Articles 6

Changes in *TAJ* Team 7

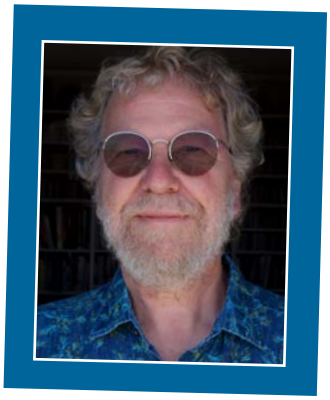
On Ethics 8

IBOC News 9

Rebranding TA? 11

2025 WTAC 13

Keith Tudor To Receive the 2025 Eric Berne Memorial Award



We are pleased to announce that the winner of the 2025 Eric Berne Memorial Award is Keith Tudor, TSTA (P), for his work on "revitalizing and advancing the critical and social edge of transactional analysis and critiquing TA from within and without." The specific works cited for the award are his 2010 article "The State of the Ego: Then and Now," his 2020 article "Transactional Analysis and Politics: A Critical Review," and Chapter 17, "Claude Michel Steiner: Death, Life, and Legacy," from the 2020 book he edited entitled *Claude Steiner, Emotional Activist: The Life and Work of Claude Michel Steiner*.

The nomination group for this award includes Mandy Lacy (nomination coordinator), Trudi Newton, Giles Barrow, Seán Manning, Marco Mazzetti, Bill Cornell, Karen Minikin, Michele Novellino, Chitra Ravi, Günther Mohr, Izumi Kadamoto, Jan Grant, Tatjana Gjurkovic, and Danijela Budiša Ubović.

Keith Tudor's work represents critique, historical review, and the introduction of new thinking, concepts, and theory in transactional analysis. The three publications cited for the award highlight an extraordinary and significant contribution to transactional analysis (TA) through originality and innovation that not only represents a major contribution to the history of TA, significantly advancing new theory and practice, but has also revitalized and advanced the critical and social edge of TA. They demonstrate Tudor's commitment to valuing independent thinking, independent minds, and the freedom/liberation of people.

Tudor's (2020b) article "Transactional Analysis and Politics" offers a critical literature review of TA and politics, two subjects that have rarely been paired. The article presents Eric Berne's own relationship with politics and persecution during the McCarthy era, which resulted in Berne taking an apolitical stance. Tudor provides a detailed synopsis of Berne's publications on political views, which shows interest and commitment to crusades in what Berne summarized as the "'Four Horsemen": war, pestilence, famine and

itaa INTERNATIONAL TRANSACTIONAL ANALYSIS ASSOCIATION

death (p. 5). Tudor thoroughly investigates the TA literature (some 150 publications), finding only two references to politics. However, on further investigation he finds TA literature aligned more to social psychology wherein politics is addressed in other ways (e.g., through discussion of social issues, social applications, conflict, social responsibility, gender issues, nuclear disarmament, etc.). He concludes that "overall, it does appear easier and less controversial in TA to refer to the 'social,' as distinct from the 'political' " (p. 11).

Radical psychiatry is put forward with particular emphasis on Berne's thinking, with Steiner's practice of it being the critical analysis of power and oppression that became the cornerstone of the theory and practice. Tudor states that radical psychiatry was informed by TA and TA was informed by radical psychiatry, and in doing so he provides a historical reference to politics and TA. Tudor also presents the terms "social psychiatry" and "social psychology" and distinguishes between these and the influence of radical psychiatry on TA. Tudor gently and firmly proposes a valid place for politics in TA today and in the future. He hopes that through providing details about Berne's life and his ambivalence and activism in politics that we too, like Berne, will understand the importance of "our duty as citizens (to interest ourselves in world events) so that we are not overwhelmed by them to the point of passivity, quietism and inactivity" (p. 17).

> ***It is possible that without Tudor's work, radical psychiatry in TA might have died.***

In Tudor's 2010 *Transactional Analysis Journal* (*TAJ*) article, he considers ego state theory in TA, hypothesizing that there is confusion in the TA literature based on different and differing structural models of ego states. We consider this article to be aligned with Tudor's critiquing TA from both within and without. Typically and robustly, he begins with Berne followed by the work of subsequent TA theorists. He notes the distinctions between the two sets of structural ego state models with regard to the definitions of ego states in relation to theories of human development, the concepts of integration, and views about the goal of theory. Although the article primarily contributes to the clinical field, Tudor suggests that clarifying the two sets of models and the differing views of the Adult has implications for all applications of TA. He contributes to a thorough examination of TA ego state development from its origins to the current day and offers new thinking and theory to consider and integrate into the evolution and advancement of TA ego state theory and practice. This article also demonstrates Tudor's own view of being radical in that he is willing to challenge and thoroughly examine the history and then suggest new thinking and theory.

The final article encapsulates both revitalization of the critical and social edge of TA along with critiquing TA from within and without. In recounting the personal and professional life of Claude Steiner, Tudor offers a critical review and again takes us to the edge of social TA. By many accounts, including Tudor's own reports, Steiner was both radical and controversial, and although Tudor disagreed with some of Steiner's ideas and practice, he maintained a long-term, meaningful relationship with him. Tudor relays in detail Steiner's history, adversities, and contributions to TA along with the radical and political issues surrounding Steiner's life, death, and legacy. The chapter and book demonstrate Tudor's commitment to honoring TA elders as well as presenting new thinking. It is possible that without his work, radical psychiatry in TA might have died.

Keith Tudor will receive his award plaque during the World TA Conference in Montpellier, France. Congratulations may be sent to Keith at keith.tudor@aut.ac.nz .

References

Tudor, K. (2010). The state of the ego: Then and now. *Transactional Analysis Journal, 40*(3–4). 261–277. https://doi.org/10.1177/036215371004000311

Tudor, K. (2020a). Claude Michel Steiner: Death, life, and legacy. In K. Tudor (Ed.), *Claude Steiner, emotional activist: The life and work of Claude Steiner* (Chapter 17). Routledge.

Tudor, K. (2020b). Transactional analysis and politics: A critical review. *Psychotherapy and Politics International, 18*(3), e1555. https://doi.org/10.1002/ppi.1555

the SCRIPT

Newsletter of the International Transactional Analysis Association
ITAA, 2700 E. Foothill Blvd., Suite 209, Pasadena, CA 91107 USA
email: info@itaaworld.com
website: www.itaaworld.com
Editor: Laurie Hawkes
Managing Editor: Robin Fryer
Desktop Publishing: lockwood design

Send all copy to: robinfryer@aol.com

Deadlines—15th of the month prior to the month of publication (e.g., 15 May for the June issue)

Publication of articles and advertising in *The Script* does not imply endorsement by the newsletter, the editors, or the ITAA.

The Script (ISSN 0164-7393) is published monthly by the International Transactional Analysis Association. For information on membership, visit www.itaaworld.com or contact the ITAA at the above address.

© 2025 International Transactional Analysis Association, Inc.

ITAA on the Path to Becoming a Professional Association

by Thorsten Geck and Marguerite Sacco

The current ITAA Board of Directors met in person for the first time for a much-needed strategic planning meeting. Board members traveled from Japan, New Zealand, South Africa, the United States, and Europe to take part in this important gathering.

The transition of the ITAA from a nonprofit organization to a professional association is progressing. **We thought it was time to take a look at the future of the ITAA:** Where do we want to go? What do we want to achieve for members and with members? We are very interested in the individual questions that members bring to us. We also welcome ideas about what we as the ITAA can do for the development of TA.

We believe **it is now essential to align the professional association more closely with the evolving professional needs of our membership.** Improving access to diverse dialogue spaces has been a recurring theme raised by members, and moving forward we aim to reflect this more intentionally in our publications. The strategic planning meeting was a step in this direction. **We revisited our vision and mission and asked: What strategic directions emerge from these?** Ideas included aligning certification with other standards, recognizing existing qualifications within a broader professional framework, and forming strategic partnerships with other institutions. We also discussed how to attract new members who wish to apply TA in their professional settings and how to enhance our visibility in the social sciences. **We want to be the point of contact for psychotherapeutic work, life counseling, education, and the efficient design of organizational systems.**



ITAA Board of Directors at the strategy meeting (from left): Marguerite Sacco, Mark Chapman, Elvin Aydin Kelles, Thorsten Geck, Keiko Hoshino, Paula Rodríguez, Vanessa Williams, Alva Ramírez, Anne Tucker, and Sophie Bruas

What does this require? We have thought about this and defined fields of action. Together with the ITAA Foundation, **we will work on this as a board of directors and present our ideas and actions to you at the Annual General Membership meeting in Montpellier on 7 August 2025.**

Thorsten Geck, ITAA President (president@itaaworld.com) and Marguerite Sacco, ITAA President-Elect (deputy-president@itaaworld.com)

Welcome to New Members

MARCH 2025

Susanna Bianchini, Italy
Sofya Charlina, Kazakhstan
Wang Cheng Cheng, China
Ben Churchill, United Kingdom
Kelly Clark, Hong Kong
Jane Eastwood, United Kingdom
Daniele Farina, Italy
Jenny Flinkert, Netherlands
Charlotte Foulkes, United Kingdom
Iva Gospodnetić, Croatia
Pierluigi Imperatore, Italy
Gabriella Jozsa, Hungary
Kek Hoe Koh, Malaysia
Renata Križanić, Croatia
Inna Malinochka, Ukraine
Kristina Mlinarić, Croatia
Uroš Pavlović, Serbia
Emily Peach, United Kingdom
Marijana Pesic, Serbia
Kristina Ristic Popov, Serbia
James Russell, United Kingdom
Tatyana Shitikova, Russia
Sisira Sreenivasan, India
Vicky Strowger, United Kingdom
Ágnes Szabó-Kiss, Hungary
Helein Treuhaft, United Kingdom
Diego Vásquez, Guatemala
Favio Vega Galdós, Peru
Wang Huijian, China
Runxin Wang, China
Christopher Zimmerman, United States

Roland Johnsson Honored With ITAA Research Award



We are delighted to announce that **Roland Johnsson, TSTA (psychotherapy), of Sweden, has been granted the 2025 ITAA Research Award** for his "longstanding contribution to research in transactional analysis, including the dissemination of TA within the academic and scientific communities and its highly valuable impact on TA psychotherapy practice."

Roland will receive his award during the Montpellier conference, and we will publish a longer article about his award in the June *Script*.

Meanwhile, congratulations to Roland, who can be reached at roland@livsterapi.se .

Next SEC Webinar Scheduled for 6 May

The ITAA Social Engagement Committee (SEC) had planned for a **three webinar series on the theme of "Avoidance & Engagement in a Disturbed World."** The first two of the series were presented last year on 23 January and 22 April. **We are proud to invite you to join us for the final part of this series on 6 May 2025 at 8am UTC.** In this 90-min webinar, we will explore the community self: "Building Stronger TA Community Bonds to Hold Difficulties Together" with two inspiring speakers: Marina Rajan, TSTA-E, and Keith Tudor, TSTA-P. Don't miss your chance to engage in meaningful discussions and contribute your thoughts on fostering unity and support within our communities. To register, go here.



The April *TAJ* Is Available Online

The latest issue of the *Transactional Analysis Journal* (*TAJ*) was published online on 2 April 2025. In her "Letter From the Coeditor," Moniek Thunnissen offered her reflections:

As coeditors of the *Transactional Analysis Journal* (*TAJ*), we strive to publish articles written by authors from all over the world. This is not always easy. In their January 2025 *Script* article, entitled "Is the *Transactional Analysis Journal* Elitist?" two coeditors, Trudi Newton and Helen Rowland, described how we struggle with inviting authors to publish in the *Journal* while still maintaining our standards. They wrote:

> The *TAJ* is a scholarly journal, and so we cannot justify providing a publishing platform that is not properly researched, evidenced, and located in the current field of knowledge, nor can we publish articles that ventilate outdated or personal opinions without any theoretical backup. At the same time, we publish a wide range of papers in the *TAJ*, some with quite individual voices and approaches, which, to some extent, can be considered a challenge to academic norms. We often publish papers that are personal or colloquial in their style or focused in practice without emphasizing a theoretical base. (p. 3)

This means that sometimes we refuse articles, but in many more cases we cooperate intensely with authors—sometimes over many months—to develop articles together, and often this leads, in the end, to publication in the *TAJ*.

This is certainly the case for many of the research articles sent to the *TAJ*. As the main coeditor for research on the editorial team, I am glad about the number of research articles from different parts of the world that are offered to us for publication. Although in the Western world it is an exception when transactional analysis is part of a university master's program, this is much more common in countries such as Turkey and China. This means that in those areas much more research is focused on validating TA concepts or the effects of training or therapy with TA as a method.

However, these research articles also pose certain challenges. One is that it is not easy to translate complex research questions or statistics into readable articles. Another is that for many of these authors English is not their native language (or sometimes they do not speak English at all). Those who speak English fluently, or have English as their mother tongue, often do not realize how much effort it takes to write in a language that is not your first language. In addition, often these authors do not have easy access to professional literature in English. So I am proud that, despite these obstacles, we are able to publish many research articles, including two in this issue.

The April issue features the following:

"A Relational Transactional Analysis Approach in Learning and Education: Some Explorations" by Trudi Newton

"Shame: The Bane of Supervision" by Valérie Perret

"Life Positions and Employee Subjective Well-Being: Predictive Power Beyond Attachment Style, Core Evaluations, and Regulatory Focus" Habibe Tuğba Erol-Korkmaz

"Development and Validation of the Perceived Partner Stroke Scale in Chinese Married Individuals" by Jingjing Le, Shu Zhang, Mengjia Chen, Qi Zhang, and Hui Meng

Beyond Language in Relational Psychotherapy: The Selected Works of Helena Hargaden, by Helena Hargaden *Reviewed by Moniek Thunnissen*

Reference

Newton, T., & Rowland, H. (2025). Is the *Transactional Analysis Journal* elitist? *The Script*, 55(1), 3–4.

Reading *TAJ* Articles: Prioritizing Interest, Time, and Content

by Karen Minikin

Continuing our series about writing and reading *Transactional Analysis Journal* articles, this piece reflects on how we read. It invites us to consider: What do we seek in a *TAJ* article? What captures our attention and sustains our interest? How does a piece further our intellectual and professional growth? Most importantly, how does it enrich our internal worlds and sharpen the way we apply our knowledge, skills, and subjectivity to enhance the social and psychological experiences of others?

In an era dominated by social media algorithms, sound bites, and echo chambers, our attention spans risk becoming shorter. We may unconsciously prioritize quick answers over thoughtful exploration, favoring efficiency over depth. Although there is value in these fast-paced methods of gathering information, it is equally crucial to cultivate patience, to embrace a slower, more reflective approach to learning. This deeper engagement allows us to internalize new ideas, processes, and narratives.

Skimming with Purpose

Paradoxically, I begin with advice on efficient reading—not to rush, but to navigate content strategically. When I guide learners through original texts, I encourage them to first identify what draws them to an article. Often, it is the author's reputation or a compelling title. Next, the abstract serves as a roadmap, outlining the main focus and intellectual trajectory of the piece. Whether you are conducting research or reading for personal enrichment, the abstract reveals the core themes under exploration in an article. Finally, skimming the subheadings and conclusion helps determine whether the article aligns with your interests and objectives.

Depth Over Breadth

Once you have surveyed the landscape, the next step is to engage deeply. One of the most transformative lessons I learned during my TA training was the power of reflecting on a single idea. Immersing yourself in a single paragraph—allowing it to resonate both personally and professionally—fosters retention. The articles that moved me in this way have stayed with me, shaping my subsequent thinking and creativity. Thus, the motto becomes: prioritize quality over quantity.

Critical Evaluation

There are some members who have specific requirements regarding qualifying in a profession. Many people training in the organizational or educational fields are already recognized consultants or practitioners. For some counselors and psychotherapists, their education



in TA may also serve as preparation for professional recognition. One example of this is the United Kingdom, where some contractual trainees in the psychotherapy field have needed to write their CTA at the master's level. This demands a sophisticated level of metacognition. In other words, they need not to just absorb ideas but critically evaluate them, identifying gaps in research methodologies, questioning academic arguments, and recognizing one's own unconscious biases. Developing these analytical skills strengthens not only our writing but also our intellectual agility. For those aspiring to contribute to the *TAJ*, honing this capacity fuels well-rounded thinking, mentalizing, and the kind of nuanced processing that generates impactful, consciousness-expanding writing.

Writing as Empowerment

History teaches us that oppressive regimes often seek to control education—dictating what is taught, how it is taught, and who is allowed to learn. These restrictions highlight the power of knowledge and the written word. Writing for the *TAJ* may sometimes feel constrained by rigorous academic standards, but writing is also liberating—a way to process our emotional and intellectual landscapes and share them with others. Our goal with the *TAJ* is to foster a writing culture that is both supportive and expansive, upholding scholarly rigor while nurturing creativity and boldness. As the activist Steve Biko (1978) famously wrote, "I write what I like."

Reference

Biko, S. (1978). *I write what I like: Selected writings by Steve Biko*. Heinemann.

Karen Minikin is a TAJ coeditor and can be reached at karen@insights-sw.co.uk .

Transactional Analysis Bulletin Available Online

We are happy to report that the *Transactional Analysis Bulletin* is available and searchable online through the Eric Berne Archive at the University of California San Francisco. These publications, from 1962-1969, were the precursor to the *Transactional Analysis Journal* and offer a fascinating look into the early days of transactional analysis. They include reports from Berne's early San Francisco Social Psychiatry Seminars and articles by Berne, Steiner, Karpman, and other TA luminaries. This invaluable collection is accessed via Internet Archive or Calisphere.

Good-Bye and Hello: Changes in the *TAJ* Team

Last fall we reluctantly, although with deep gratitude, said farewell to Trudi Newton as a coeditor of the *Transactional Analysis Journal*. She had served in that role since 2020 and before that had been an occasional reviewer, resource, and, of course, highly respected author. Known for her outstanding contributions to the educational field of transactional analysis, Trudi was honored with the Eric Berne Memorial Award in 2023 for her work in establishing a new metaperspective that reframes transactional analysis as positive psychology.



Trudi Newton



Andy Williams

During her tenure as a coeditor, **Trudi was an invaluable resource** not only for authors of articles on educational applications and theories of transactional analysis but also for the rest of the team as she offered her sage advice and long-time experience not only as an experienced author but also as someone with broad understanding of the TA community worldwide. She has taught and presented in many countries and cultures and has been supportive of a whole generation (or more!) of transactional analysts.

Trudi will be deeply missed by the other coeditors on the team not only as a colleague in our bimonthly meetings but also as someone to turn to when expertise, experience, and wisdom are needed. **We wish Trudi all the best** in her next endeavors and thank her for her years of extraordinary service.

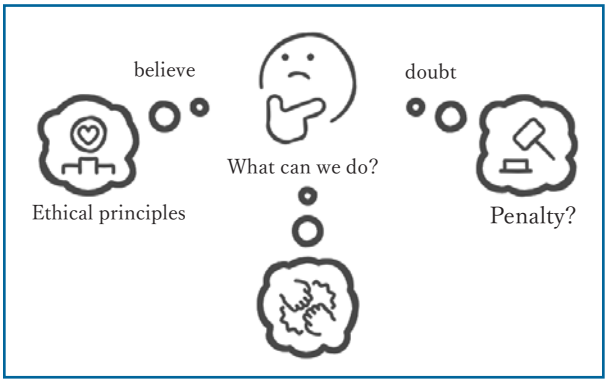
As we said good-by to Trudi, **we were excited to welcome the newest member of the coeditorial team, Andy Williams.** Andy is a Teaching and Supervising Transactional Analyst (psychotherapy) who practices in Leeds, West Yorkshire, North United Kingdom. His original degree in zoology and ecology has become more relevant due to his passion for eco-TA and climate crisis issues. Before engaging solely in private practice, he worked as a psychotherapist in the UK's National Health Service (NHS). For the last 15 years, he has run his own TA training organization and is deeply involved in clinical supervision. Andy is doing doctoral research (DProf) at the University of Chester and is a member of the UK Association for TA Research Committee. His research interests include clinical supervision fit-for-purpose in a sociopolitical context and the supervision of therapists working with clients at risk of suicide. Andy has already become a valuable part of the *TAJ* team, contributing cogent and insightful input into discussions and important feedback on manuscript submissions.

We welcome Andy and thank him for his willingness to join in helping to produce the *TAJ* for the worldwide TA community.

What Is Ethics? And What Can We Do Next?

by Keiko Hoshino

Since joining the ITAA Ethics Committee, I have found myself increasingly asking, "What is ethics?" I belong to several organizations, each with its own ethical principles and code of ethics. When I read each of those, I notice that the principles, including the organization's philosophy, are abstract, whereas the responses to members' negative behaviors are specific. For example, "The person who violates will be subject to the following penalties." Am I the only one who perceives this as binary? What lies between these abstractions and the specifics? In other words, at what point do we decide someone has deviated from the ideal, and who defines that?



There was a story broadcast in Japan (Uoto, 2024) that explored the heliocentric theory and religious views. The bipolar concepts of "geocentrism" and "heliocentrism" presented in that story inspired me to reflect on how people in various positions define these concepts, how the era perceived them, and how it responded to them.

In the dialogue between the characters in the story, there is a conversation that goes something like this: "Can doubt and belief coexist, despite being contradictory?" "They can coexist." "How?" "Because that's what it means to be human. That's why we can embrace contradictions, ambiguity, and confusion. In fact, that's where reason catches its breath. … Ethics lie in the midst of our confusion."

If we believe that our Adult awareness and problem solving arise from experiencing the contradictions and confusion between ideals, ethical principles, and specific actions (such as punishments), what can we do?



Keiko Hoshino, TTA-E, can be reached at keihosh@gmail.com .

I believe that what humans can do is dialogue: listening to and discussing each other's differences. Bridging the gap between polar opposites will likely take time. What experiences do you have regarding thinking together about ethics and engaging in dialogue while being confused? I would love to hear how the philosophy of TA has helped you before a problem arises, while it is unfolding, and after it has occurred.

Reference

Uoto. (2024). *Chi: About the motion of the Earth.* Production Committee, NHK Broadcasting Corporation.

Exploring Ways to be Inclusive, Sensitive, and Accommodating

by Haseena Abdulla and Nicole Lenner

We have gathered several important ideas from our previous workshop for CTA written exam evaluators. These are essential for exploring additional ways to be inclusive, sensitive to diverse cultures, and accommodating of various academic and nonacademic expressions of competencies for a transactional analysis practitioner.

Competencies can be both challenging and advantageous. Significant contextual factors may be overlooked when viewed in isolation, thereby complicating understanding. It sometimes feels as though we are hiding behind theoretical frameworks, hesitant to express authenticity. Additionally, evaluations often reflect a rather Western perspective on TA theory and its application. What is expected of us when we assess the written exam of a nonnative English candidate who, for example, communicates in a neurodivergent manner? What constitutes a valuing and accounting approach to conducting this assessment? These questions examine the interpretation of the terminology used in the rating scale.

In our Written Exam Workshops in May (and in November), we will explore these topics to support the cultivation of a community of evaluators through dialogue, curiosity, and discovery. We invite CTAs, PTSTAs, and TSTAs to register at their convenience. **This is the link for your registration:** https://forms.gle/9YSBT7HYTq9hu3mw8

Additionally, **we aim to initiate conversations with colleagues who are principal supervisors for CTAs and**

IBOC Exam Calendar

Type	Exam Date	Location	Application Deadline
CTA	9-11 Oct 2025	Online	9 Jul 2025
TSTA	9-11 Oct 2025	Online	CLOSED
CTA	5-7 March 2026	Online	5 Dec 2025
TSTA	5-7 March 2026	Online	5 Sept 2025
CTA	1-3 Oct 2026	Online	1 July 2026
TSTA	1-3 Oct 2026	Online	1 April 2026

IBOC TEW Calendar

Type	TEW Date	Location	Application Deadline	TPO Deadline
TEW	28–30 Nov 2025	Online	28 Mar 2025	28 May 2025
TEW	24–26 Apr 2026	Online	24 Aug 2025	24 Oct 2025
TEW	27–29 Nov 2026	Online	27 Mar 2026	27 May 2026

Note: Written exams can be submitted anytime throughout the year.

Please send applications for exams and TEW to the IBOC administrator: iboc@itaaworld.org . For the EATA exam calendar, please refer to: https://eatanews.org/exams/#coc-calendar and for the EATA TEW calendar, go to: https://eatanews.org/tew-calendar/?highlight=TEW%20calendar

PTSTAs who will take their exams with the IBOC, discussing options to support candidates in thriving and preparing for oral exams and looking at requirements outlined in our standards. We also will discuss the slight differences in the requirements for oral exams between EATA and ITAA. Moreover, these conversations will provide an opportunity to address the effort it sometimes requires to understand the contexts of our supervisees and the issues that arise from these differences. We invite sponsors to share their insights on these matters with us.

Haseena Abdulla (iboc_co-chair1@itaaworld.com) and Nicole Lenner (iboc_co-chair1@itaaworld.com), IBOC Cochairs

Conferences & Events Calendar

8–10 August 2025
World TA Conference
Montpellier, France

20-21 September 2025
SAATA Conference
Chennai, India

31 January–8 February 2026
NATAA Gathering
Frenchman's Cove,
Port Antonio, Jamaica
programs@nataa.net

July 20–26 2026
NATAA Gathering
Villa Maria Del Mar, Santa Cruz,
California, USA
programs@nataa.net

New Free-Access Article Available From the April 2025 *TAJ*



From the April 2025 *Transactional Analysis Journal*, the free-access article is "A Relational Transactional Analysis Approach in Learning and Education: Some Explorations" by Trudi Newton.

The article describes how relational transactional analysis is a fairly new term, but in education and learning theory its antecedents are long and influential. Connections between experiential learning theory and eight principles of relational transactional analysis are explored to identify the latter's place in the educational field and ask what educational transactional analysis can contribute to the further development of the relational approach. The original version of this article appeared in January 2012 in *Actualités en Analyse Transactionnelle* (No. 141) with the title "L'A.T. Relationnelle dans l'éducation et les processus d'apprentissage; Invitation à l'exploration." It is published in the *TAJ*, revised and updated, with the kind permission of the Institut Français d'Analyse Transactionnelle (IFAT).

We encourage all *TAJ* readers to read this article and to use this important opportunity to encourage your colleagues and friends to learn more about contemporary transactional analysis. You will find the free-access article from the April issue available on the Taylor & Francis *TAJ* website (accessible via the ITAA website). Look for the green checkmark in the lower right corner.

TAJ Theme Issues

"Research in the Social Sciences: Contexts, Challenges, and Worldviews"
Coeditors: Helen Rowland and Andy Williams
Deadline: 1 August 2025

"Radical Psychiatry: Revisiting and Revitalizing TA's Critical Tradition for Contemporary Challenges"
Coeditors: Keith Tudor and Karen Minikin
Deadline: 1 February 2026

Please follow the submission requirements posted here.
Submit manuscripts to *TAJ* Managing Editor Robin Fryer at robinfryer@aol.com

Rebranding Transactional Analysis: A Conversation Worth Having

by Srinath Nadathur

Transactional analysis (TA) has transformed countless lives and organizations. But the name itself has been a challenge for years. When you tell someone you work with TA, how often do you get a blank stare? Or worse, how many people assume it has something to do with finance or business transactions? In a world where branding and communication shape how ideas are received, we need to ask: Does the name "transactional analysis" still serve us in the best possible way?

Eric Berne coined the term "transactional analysis" in the 1950s, a time when psychology was developing structured, analytical approaches to human behavior. The name made perfect sense in that era. But today, the world has changed. People now seek personal growth, relational awareness, and systemic understanding through coaching, therapy, leadership training, and organizational development. Although TA offers powerful insights in all of these areas, its name does not always communicate its relevance.

In explaining TA to someone unfamiliar with it we often find ourselves saying something like "It's not about financial transactions but human interactions—how we think, feel, and relate to others." If we always have to clarify what TA is not, perhaps the name itself is getting in the way.

TA has evolved significantly since Berne's time. Some key developments include:

(1) relational TA, which emphasizes the cocreated dynamics between people rather than just analyzing individual transactions;

(2) organizational applications, where TA is used in leadership, management, and workplace culture; and

(3) integration with contemporary practices as TA concepts increasingly intersect with coaching, neuroscience, and psychotherapy models.

These shifts reflect a broader, more systemic understanding of human interaction. A new name could help align TA with these developments and make it more accessible to modern audiences.

Rebranding would not mean discarding TA's legacy but finding a name that clarifies and amplifies its value. Here are three potential names that reflect TA's core principles:

- Theory of Human Interaction: Decoding Human Behavior & Communication
- The Interpersonal Dynamics Model: Mapping the Science of Self, Relationships, and Systems
- Relational Human Systems Framework: Rooted in TA, Built for the Future

Each of these names highlights different aspects of TA: interpersonal relationships, systemic understanding, and personal growth.

Rebranding TA is not about imposing a single "correct" name—it is about exploring what best serves the field today. I invite you, the TA community, to share your thoughts: Does the name "transactional analysis" still work in today's world? If not, what kind of name would better reflect its essence? How can we ensure that TA remains relevant and widely understood?

Srinath Nadathur can be reached at srinath.gn@gmail.com.

Some Responses

I was intrigued by Srinath's ideas about rebranding TA. I have had similar experiences with the word "transactional," but I haven't found a term that left out the "commercial" tone sometimes evoked by it yet kept me clearly related to my dear letters "TA" and the name "transactional analysis." Being a transactional analyst has become a strong part of my identity, and I haven't found another name that would keep my self-image as a psychotherapist who uses mainly TA.

I have written several books either about TA or using TA to explain other aspects of human experience. Would these books become irrelevant? I also wonder if people who have heard about TA would still find "us" if we switched names. We might need to rebuild our whole network.

In conclusion, at this point, I would need more convincing to go in that direction, though I do appreciate Srinath raising the question.

Laurie Hawkes, Paris, France, can be reached at lauriehawkes9@gmail.com

What an interesting discussion! I have had similar responses when describing myself as a transactional analyst: What is that? Does it have something to do with banking? And in the United Kingdom, when you say "TA" it often refers to the Territorial Army (a volunteer army recruitment organization). I often have to explain the beginnings of TA, and then I find most people are engaged and fascinated.

I heard recently that US President Donald Trump has been described as someone with a "transactional" approach, which is meant to convey a businesslike approach lacking in human nuance. I would not want to be associated with that approach.

Then I had a surprising dream in which I was speaking in a consultation group about the "preposterous" suggestion that transactional analysis should be rebranded, a message, I believe, from my unconscious and probably representative of my age, the length of time I have been around the world of TA, and the hours I have spent in ITAA meetings talking about the necessity of rebranding the ITAA so that it becomes more attractive to more people.

Srinath's ideas may be part of this recruitment drive: Let's tell more people about the power of TA and make it more understandable. For me, since the dream my mind has swung in the direction of the power of the history of TA, how it has survived and in some ways thrived through 7 decades of changes. Berne's ideas were radical and uncomfortable for many, yet his legacy of making complex psychoanalytic concepts understandable and accessible for clients and therapists alike was a powerful move and one that has stood the test of time. I believe that if something is worthwhile it is also worthwhile taking time to understand its genesis, to work out why this odd sounding name (open to misinterpretation) has in fact stood the test of time.

Membership in the ITAA may not be as large as it was in the 1960s and 1970s, but the theory keeps on going, not just in the psychotherapy field but possibly even more in organizations and educational environments that have as much impact on the social and political world as psychotherapy does in individual and group treatment. If I were to vote in this debate, I would say that our foundations are vital and the base from which we grow.

Let's keep this discussion going and be open to considering the losses as well as the gains that rebranding might bring.

Steff Oates, Montgomery, Wales, can be reached at lcfan@me.com .

Editor's Note: We would like to hear what other *Script* readers think. Please send your comments to *Script* Managing Editor Robin Fryer at robinfryer@aol.com .

Webinar Recordings Available Online

There are now five webinar recordings available on the ITAA YouTube channel.

Ethics Committee webinar:
"From the Intrapsychic to the Systemic: Evolving Ethical Thinking"
27 October 2022

Social Engagement Committee webinars:
"Avoidance & Engagement in a Disturbed World" (Professional Self) with Keith Tudor
22 April 2024

"Avoidance & Engagement in a Disturbed World" (Personal Self) with Diane Salters
23 January 2024

"What Is Your TA Work or Your Idea of Social Engagement?"
30 October 2023

"Hope & Despair: How Do We Conceptualize and Experience Them as Transactional Analysts?"
4 April 2023

WORLD TRANSACTIONAL ANALYSIS CONFERENCE 2025 MONTPELLIER
LEGACY - LEGITIMACY - IDENTITY

"Exploring Legacy, Legitimacy, and Identity: Transactional Analysis in a Changing World"

8–10 August 2025 | Montpellier, France

Dear Transactional Analysis Colleagues and Friends:

We are delighted by the enthusiastic response to the upcoming World Transactional Analysis Conference (WTAC) taking place this year in Montpellier, France! With 731 tickets already sold, we're truly looking forward to welcoming a vibrant and diverse global TA community. Participants currently registered represent 46 countries from around the world, a true celebration of international connection and collaboration in our fields.

As we approach our final preparations, we want to inform you that **ticket sales will close on 30 June 2025.** We are also considering limiting capacity to 900 participants, which means **only a limited number of spots remain**. If you haven't booked your ticket yet, we warmly encourage you to secure your place now to avoid disappointment.

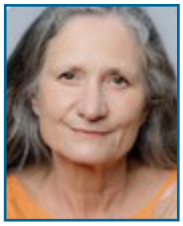
Book your ticket today: https://wtac2025.ifat-asso.org/ticket/

Don't miss this exceptional opportunity to connect, learn, and grow with transactional analysis practitioners from around the world. We can't wait to welcome you!

Warm regards,
Jean-Luc Boyer,
IFAT President & Organizing/Conference Chair WTAC 2025
and the WTAC 2025 Organizing Committee

Keynote Speakers


William Cornell


Isabelle Filliozat


Sailaja Manacha

Debate Chairs


Karen Pratt


Lucy Freedman

WTAC website: https://wtac2025.ifat-asso.org

WTAC ticketing: https://my.weezevent.com/world-ta-conference-france-2025

Accommodation Options: https://loom.ly/ELcsb6E

Gala Party Tickets: https://loom.ly/egwS_Ng