

## CONTENTS

	<u>Page</u>
Part I	
<u>Transactional Analysis and Organizations: An Overview</u>	
Introduction	
Behavioural Analysis	3
Transactional Analysis	15
Applications of TA in Organizations	42
Part II	
<u>Company Experiences in TA</u>	
Introduction	
Reasons for Introducing TA	66
Selling TA to Top Management	70
Some Questions to be Answered	71
Effects and Benefits	74
TA: Ethics and Other Issues	77
Conclusion	81
Appendix 1 - TA Workshop Schedule	82
Appendix 2 - Interview Schedule	90
Appendix 3 - List of Participating Companies	91
Appendix 4 - Work in TA in a Multinational Company	92