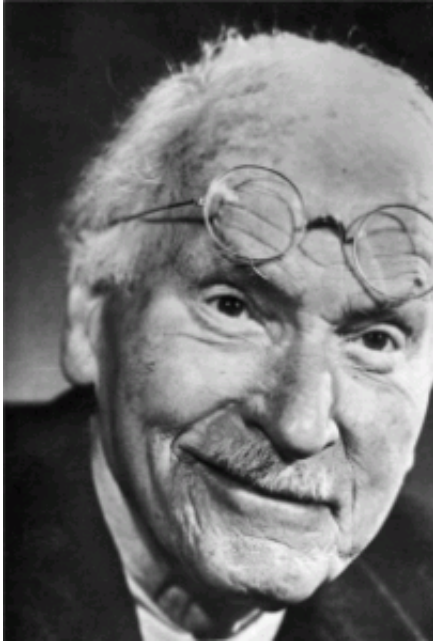


## Carl Jung, leadership and communications

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TCR -- My mother's maiden name was Young. And her sister's called Carol. So, I know it's a bit of a stretch, but I feel quite proprietary about Carl Jung.

Jung and Freud are also set to be the subject of a saucy film about their relationship with a Russian emigree. It will be out next spring and star Keira Knightley. So I'm sure we'll all feel a but different about Carl and Sigmund soon.

Today though the subject is Carl Jung, leadership and communication. Jung's view on human behaviour, motivations and character types has been fully adopted into our world view. Western societies (at least) just assume his views to be true.

Which is remarkable when you consider how mad they were at the time. And even how controversial Jung and Freud's lives were seen to be even after they had died. If you talk to business leaders about MBTI (as I don't really like to do) or about the transition curve, performance management, reward, promotions, and the like they'll often spout something about *enlightened self-interest* or *leading with the need* which all owe some debt of gratitude to my errant Swiss relative.

What radical ideas on business are we creating today that will be a commonly held belief by the time my grandchildren are retiring?

It's worth thinking about.

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