



# From Couch to Corporation: Becoming a Successful Corporate Therapist

*Iris Martin*

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## **From Couch to Corporation: Becoming a Successful Corporate Therapist** Iris Martin

The complete blueprint for making the transition to the most exciting new growth area in psychotherapy today—corporate therapy "For any psychologist and consultant seeking to apply his or her skills to the great challenges of the corporation, this book is invaluable. Lucidly written, concrete, specific, and practical."--Nathaniel Branden, PhD Psychologist, Management Consultant and author of *The Six Pillars of Self-Esteem* "One of the few books that looks at organizational change through the prism of personal change. Transformation, that overused word, is given new meaning in this book as the integration between personal growth and deep cultural change."--Dr. Warren Bennis Distinguished Professor of Business Administration at USC and author of *Creative Collaboration* "The job of a therapist is to create a context for change. One immensely important and often overlooked arena to help people in this era is to transform large corporate systems. Iris Martin draws a beautifully detailed map from the therapist's door into the corporate terrain. Sometimes poetic and always rich in examples, she helps readers shape their talents to transform corporations. Reading this book will greatly expand a sense of potential and provide specific guidelines for the journey."--Stephen and Carol Lankton Corporate consultants and authors of *The Answer Within; Tales of Enchantment; Enchantment and Intervention in Family Therapy; and Practical Magic From Couch to Corporation* The business world is experiencing the shock of rapid, unprecedented, all-encompassing change. It is a time of new paradigms and roles, and the accompanying emotional and psychological upheaval. Increasingly, corporations are finding that conventional change management consultants are incapable of dealing constructively with the larger psychological issues that underpin successful change and ultimately impact the bottom line. As a consequence, more and more business executives are coming to rely upon the services of consultant psychotherapists. Trained both in systemic and individual interventions, sensitive to developmental transitions, and skillful in maneuvering the system/psyche dynamic, the well-trained therapist is ideally suited to help organizations successfully maneuver through rapid corporate change. But the transition from couch to corporation can be a harrowing one; complete with unforeseen pitfalls, unfamiliar rituals, and different values and priorities than private practice or traditional consulting. *From Couch to Corporation* is designed to help therapists and nonclinically trained change consultants make the transition comfortably and successfully into this new role. It provides psychotherapists with a complete blueprint for becoming successful corporate therapists. Authored by the founder of one of North America's most prestigious psychologically based international consultancies to the Fortune 500, this book uses case studies and extensive real-world examples to illustrate what it takes to succeed in the corporate environment today. *From Couch to Corporation* helps you expand your professional skills and take advantage of lucrative opportunities now available in the field of organizational consulting. As corporate executives recognize the impact of the pressures of the 1990s (downsizing, restructuring, and merging), they are turning with increasing frequency to psychologically skilled professionals for support and guidance. This book will arm you with the insights you need to enter this rapidly growing consultant specialty.

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