

# Reversal Theory: An Overview

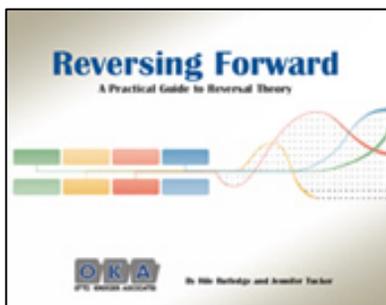
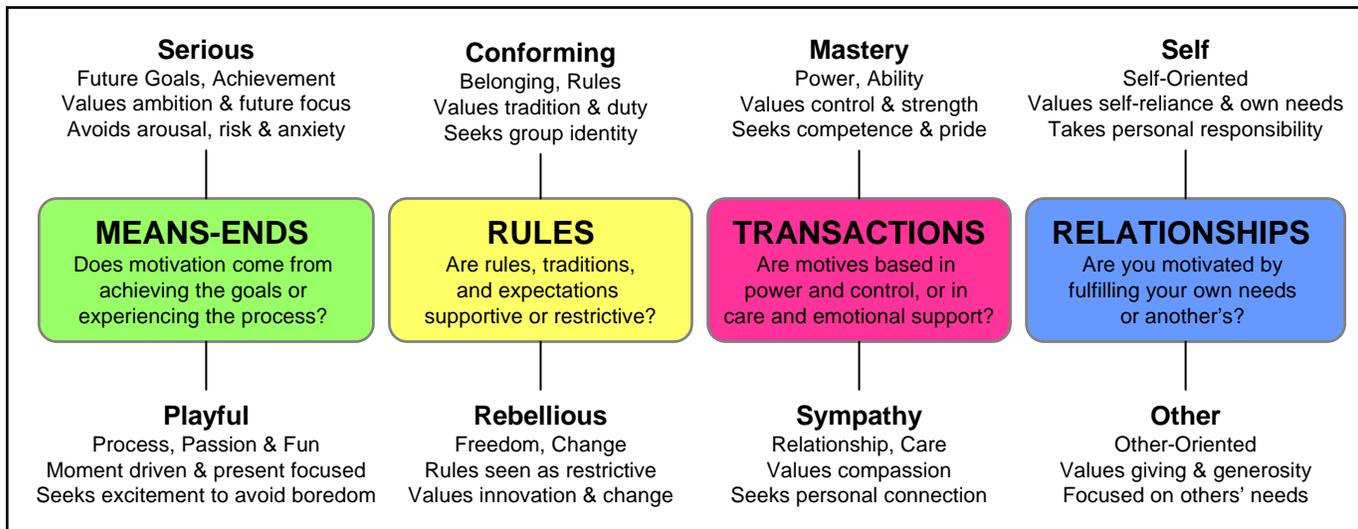
## KEY POINTS

- General theory about what motivates self and others.
- Practical tool for understanding change and your reaction to it.
- A structure for recognizing emotions and responding in new ways.
- Based on thirty years of research and applied use.

**Reversal Theory** is a psychological theory focusing on motivation and emotion. Whereas many theories of personality focus on hard-wired preferences, Reversal Theory focuses instead on an individual's changeability and flexibility.

Reversal Theory is organized into four "domains" or areas of focus; each has two opposing motivational states. You reverse between states as situations - and the meaning you attribute to them - change. Your emotions result from whether your motives are being fulfilled or not – if they are, good emotions result; if they are not, negative emotions emerge.

The power of Reversal Theory lies in our ability to recognize the need for a state reversal, and then to change our states (called reversals) to respond to our needs – and those of others.



## Want to learn more?

Designed for use by - and with - individuals, leaders, and teams, *Reversing Forward* is a 76-page full-color practical guide about Reversal Theory. It is appropriate for either self-guided learning or as a workshop support tool. Trainers and consultants: Check out the companion *Reversing Forward* slides for use with your clients! Order at [www.typpetalk.com](http://www.typpetalk.com).