

## Sharon Livingston

**Sharon:** This is Sharon Livingston, and I'm here with Dr. David Van Nuys, who is a psychologist and...are you a Yeong Yan psychologist, David?

**Dr. David:** Well, yes. I would say that I'm of the Yeong Yan persuasion. At least in part, I'm of mini persuasions, but I've been influenced quite a bit by the Yeong Yan outlook.

**Sharon:** And we're interviewing David here today because of his involvement with our Iconicards. David, what made you interested in Iconicards to begin with?

**Dr. David:** Well, you should also mention that like you, I'm also a market researcher, so I wear 2 hats. And so I'm interested in the Iconicards from both points of view, both as a university professor who has taught and may continue to teach from time to time a class that I've taught over the year called Myth, Dream, and Symbol, and then as a market researcher, I'm very interested in the whole issue of projective test that we use in market research applications of depth psychology to kind of get beneath the surface of people's reactions to product ideas, and service ideas, and so on.

**Sharon:** I remember that you were very excited to see Iconicards, particularly after you had been working with the taro, and I wonder if you could explain why.

**Dr. David:** Well, when I first saw them, I sort of hit myself upside the head and said, "Duh, why didn't I think of this?" I was so jealous that you had come up with this idea, but I didn't go that extra step that you've gone. So the thing that's really got me excited was that you had captured the magic of the archetypal approach that tarot is so good at eliciting.

**Sharon:** And I wonder if you've had the chance to use them yet?

**Dr. David:** Well I've tried to use them on my self a little bit.

**Sharon:** Oh tell me about that.

**Dr. David:** And I'm all set to have you use them on me if you'd like to, and also shared them with a couple of my depth psychology colleagues with whom I'm in a dream group with, and we meet pretty regularly to share dreams and talk about what's going on in our lives, and they're both 2 women friends who have had a lot of experience with depth psychology and with various Tarot decks.

They were very excited to see these. They thought they would have a lot of applicability.

**Sharon:** So David, how do you see them being used specifically?

**Dr. David:** Well, talking about my psychology teaching, psychotherapy, or market research.

**Sharon:** One of each.

**Dr. David:** [Laughs.] Okay. Okay. Well, I definitely could see them being used in psychotherapy because they just give much as you've suggested, you've given great guidelines in the 2 little cards that you provide by way of an instruction booklet, if you will. And you've done that with wonderful economy, I think, because it really takes only those 2 little cards to give a person an idea of how to approach using them. I can tell you one of the ways that I've used Tarot my teaching, and I've used a lot in both teaching and in personal growth, workshops that I've done in the past, and sometimes, I'll have people draw cards blindly, but more often, I'll lay out a whole deck, let's say, on the floor in a room, and then ask the group to wander around the room, and to be open to a card choosing them. Not so much them choosing a card, but a card choosing them.

**Sharon:** Oh I love that.

**Dr. David:** Yeah, that may sound a little bit paradoxical, but I'd just say, "Be open to it try to disengage from the rational source of considerations that you might have." Sometimes there might be some kind of a set that also is involved. For example, if I'm talking about if we've been doing work with Joseph Campbell's The Hero's Journey. For example, I might have people be open to a card that represents what Campbell calls "The Call". So that might be one that we would use. And so people would walk around the room. Generally, I'd lay the cards out in a circle or a couple of concentric circles so that everybody can walk around and find the card that calls to them, and when they find that card, then they are to pick it up, and to go back to their seat, and to dialogue with the card. And sometimes, people will say, "What if somebody takes my card?" And my response to that generally is, "Well, that wasn't your card." Let's assume that there's something...you know, I'd get away with this in psychology. I don't know if you can get away with this in the market research world, but...

**Sharon:** Oh, I think you can. I think it's interesting because you have different approaches to how you may deal with that. I mean, you might say that you could both have the same card like having been being twins with the same parent.

**Dr. David:** Sure.

**Sharon:** So...

**Dr. David:** Yes, I...

**Sharon:** ...or you might. Go ahead.

**Dr. David:** Yeah, and certainly, that is one way that you can deal with that. I think I've done that sometimes, but more often, I'll say, "Let's assume that there are no such things as chance in this particular universe in which we're entering, and so that wasn't your card." And people go along with that. Then I'll ask them to dialogue with the card, and sometimes, I structure that dialogue because both in traditional tarot and in your cards, there is a human figure there, and so I might ask them to take out a pad and paper, and to, on paper, dialogue with the figure in the card, and maybe give them some suggested questions, for example, what is your strength? You ask that figure in the card, "What is your strength? Or what is your weakness? What is your gift to me? What's your vulnerability?" Things along those lines. Or we might use that figure to ask them to tell a story, and kind of have that figure be in the narrative of a story. And then typically, I would have people get together in pairs or in small groups to share what came up for them.

**Sharon:** Have you ever asked them why are you here like you might ask that in a dream?

**Dr. David:** To ask of that figure? Yes. Yeah. I think the way that I put it is, "What is your message for me?"

**Sharon:** Yeah.

**Dr. David:** Which I think maybe is a variant at what you're getting at.

**Sharon:** Yeah. Yup. That's great. I can see applicability to marketing research, and instantly with what you've just said, to look at...you know, when you're trying to understand the market category and the role of the consumer, or the doctor, or whomever in brand choice, even with the brand itself, "Why are you here, and what's your message for me?" I love it. I just love it.

**Dr. David:** Oh good.

**Sharon:** I think...

**Dr. David:** Yeah, yeah. I think it could be used that way. And also, it could be maybe a bit of an icebreaker. I know that in groups, sometimes in the market research, in focus groups, but certainly in other kinds of groups that I do, I always find that breaking people up into pairs and small sub-groups, and then building up from there is really very effective in terms of breaking the ice, getting people to feel comfortable and so on. Because often, people as you know, people sometimes feel self conscious in a somewhat larger group. But one on one, most people feel very comfortable, and they're more inclined to open up.

**Sharon:** I totally agree with you, and I could see it in both contexts. I love the idea that maybe sharing in pairs and then introducing the other or...I mean, there are so many ways that you could use that wonderful little exercise you just described.

**Dr. David:** Yes.

**Sharon:** So that's terrific.

**Dr. David:** Well, I mentioned that there was an issue that I've been struggling with, and so I wanted to...I thought you might want to take me over the hurdles with it.

**Sharon:** Okay.

**Dr. David:** So I'll share that with you, and we'll see where it goes.

**Sharon:** And Glenn, help out. Okay.

**Dr. David:** And...

**Glenn:** How do you want me to help, sweetheart?

**Sharon:** Well, you might get an idea in case I get stuck, so feel free to jump in.

**Glenn:** Oh, sure. Okay. I'll jump in, sure.

**Dr. David:** Okay, so I'm in my typically ambivalent and difficult making decisions way of being. I set out to choose just one card to represent each side of my dilemma and came up with multiple cards. So here's the dilemma or question that I'm dealing with. I mentioned this course that I've taught in the past called Myth, Dream, and Symbol.

**Sharon:** Uh hmm.

**Dr. David:** And about 3 years ago, I retired from the university, and have not taught that course then in the past 3 years. Well recently, the university has approached me and said, "Hey, we'd love to have you come back and teach this course again." And so I said, "Okay. I'll do it." But I have freely been ambivalent and have been thinking of backing out of having said that I would do it. And so, I've chose a bunch of cards that kind of represented the positive side of that, and a grouping of cards that represent for me the negative side of that. Would you like me to share that with you?

**Sharon:** Yes.

**Glenn:** I'd like you to choose one more card before you do that. Is that okay?

**Dr. David:** One more, yes.

**Glenn:** Yeah.

**Dr. David:** Okay.

**Glenn:** If there were one card that represented the ultimate respect that you had for your ambivalence, that saw the ambivalence as a gift, which card would that be?

**Dr. David:** Hmm, the ambivalence as a gift. You really want me to take the time to look through the almost 90 cards that are left here? Let's see. Maybe I'll come up with one pretty quickly here.

**Sharon:** Yeah, we can edit so we have time.

**Dr. David:** Yes. Okay.

**Glenn:** You feeling ambivalent about which card you to choose?.

**Dr. David:** Yeah. Yes, very much. Oh boy. Say it again. What am I looking for?

**Glenn:** Well, if we understood that probably both sides of the ambivalence were real, and that the solution for you will probably be some type of a reconciliation between the positive and the negative, I think that there must be an archetype that would facilitate that reconciliation.

**Dr. David:** Okay.

**Glenn:** If it's too hard you can do it the way that you planned it. Sharon asked me to jump in, and I had this creative idea.

**Dr. David:** Yes.

**Sharon:** Okay.

**Dr. David:** It was a creative idea. It is a creative idea, and I certainly want to rise to the challenge.

**Sharon:** Are these...?

**Dr. David:** I'm going to take the first card that...it was kind of the first card that came up, and then I thought, "Well, I'm going to keep going." But I think I'll just go with it because it came up so quickly, and I'm just going to think that it has some relevance here, and that's the card that says mystique.

**Sharon:** Great.

**Dr. David:** So maybe we'll...shall I tell you the cards that were my positive and negative, talk about them a little bit, and then we can come back to this sort of uniting cards.

**Sharon:** Sounds good.

**Dr. David:** Okay, on the positive side, I've got 7 cards. And the cards I've chosen are artist, cheerleader, wizard, seer, magician, detective, healer. And let me just step through those and tell you what about each of those feels like part of what's good about this to me. Magician, I feel like when I teach this class, I kind of get to be the magician and turn students on to these magical tools for understanding the dreams and exploring their depths. So that's a really good feeling to be in that role. Artist, I guess is similar to in terms of plying my art, if you will, the sort of thing that I described of having people work in small groups and getting together in larger groups, and so on. I really know how to manage group dynamics, and am somewhat of an artist in that way in terms of having people go through a process and come out the other end, and feeling really good about it. Cheerleader. There is watching people grow, and helping them grow, and being kind of on the sideline. Not being the star. Mostly, even though I chose magician and so on...

**Sharon:** Hmm.

**Dr. David:** My approach to teaching is mostly to step a bit to the side. And so, I am in that role of cheerleader. I guess the wizard is very much like the

magician. It's the same idea, and probably so is the seer. The seer is actually using the vehicle of the dreams to figure out what they mean to help students, both for me to help them figure out and what I can see in there. And the detective is very much like that as well. It talks to the same thing. And then the last card that I have on the positive side here is healer. And I believe that dreams and the sort of exploration of the unconscious can be a healing force. I think that dreams come to us in the service of health and healing, that they're part of our homeostatic process, if you will. So all of that's on the positive side.

**Sharon:** Cool. So let's hear the negative side, and then I know what to do with it.

**Dr. David:** Oh, okay. Good. On the negative side, we have coward, and what's that about is, believe it or not, after a long and successful career of being a teacher, there's always been this underlying fear. I had anxiety dreams about teaching usually at the end of each summer just before the semester begins and so on. So there's always some sort of fear there about not being sufficiently prepared. I could have prepared more. I could have prepared better. I could have known more. And so, as I look at going back, it's like, "Oh, why should I subject myself to that again?" I retired, for heaven's sakes. Prisoner. Now I'm having trouble remembering why I chose prisoner. Maybe...

**Sharon:** What might you have?

**Dr. David:** Maybe it would be a little bit of being a prisoner to the past, of going back and repeating material that I've done so many times that I'm kind of tired of it. Judge. I'm not sure why I chose that one either unless it relates to that inner judge that says, "I'm not prepared enough. I don't remember enough, and I don't know enough, and so on..." And then an actor. And I can't remember if I have actor in the positive side or the negative side as I was kind of taking the cards out today, they were kind of lumped together, and I put them on the neck of at that side. It's got some elements of both. But there is that sense that I have to be an entertainer, that I have to keep this kids entertained and not bored, and that when you're teaching, I have to be a bit of Johnny Carson, which I both enjoy and can do. But having done it for so many years feels a little burdensome. So there's the good and the bad, the up and the down.

**Sharon:** And then how would you describe the mystique?

**Dr. David:** Well, to me, the mystique is some kind of trusting the intuitive to bring it all together, to just follow the path. I've never been good at seeing what's ahead or having a big overall grand plan. And yet, it feels to me like there has been a thread of guidance throughout my life, and that when I look

back, it all seems very magical, and it would appear planned. If I could plan it, it would appear that I planned it pretty well, but I don't have any conscious sense of planning.

**Sharon:** So, you want to have a talk with mystique?

**Dr. David:** Sure.

**Sharon:** And maybe the mystique has more of a plan for what's coming, which may or may not have anything to do with teaching this class.

**Dr. David:** Right.

**Sharon:** And so, would you like to do a little dialogue with the mystique?

**Dr. David:** Sure. I could try doing a dialogue with the mystique.

**Sharon:** Okay.

**Dr. David:** Right now? Right now?

**Sharon:** Sure.

**Dr. David:** On the spot? Well I'm looking at this card, and it has a picture of a young man, as I see it, and then a ghostly-looking young woman who has her hand on the young man's heart. And that's a nicely evocative picture to me. So, I don't know how good I'm going to be at dialoguing at this, but I guess there are 2 figures here to dialogue with, and I identify with the male that we see here, and do kind of tend to go along with the female as the intuitive side of things here. And I like the fact that she's touching my heart. And so I would ask, "Well, how do I come to some resolution of this issue?" And she says to me, "Well, you know, you teach class on dreams. Why don't you look to your dreams?" And I say, "Well, I've been trying to do that. I've been recording my dreams. But it's not always clear to me. And it seems to me that my dreams have maybe been commenting on this issue. But it's not always clear to me whether the dream is saying yea or nay." And she says, "Well, just don't be afraid to go with your inner urging." And I have to say that right now, my inner urging has been to not do this class, that there's less on the excitement side of it as I think about doing it. There's not a lot of excitement and energy, and so on about doing it, just because I've done it for so long, and done it so many times. And there's, on the fear side, there's a monetary issue. It's like, well I would get paid to do the class. And in this uncertain economy, this would be a sure thing. But I think the intuitive side is saying not to be driven by that fear, and to just trust that things will work out if I stay open to something new.

**Sharon:** So could you find one more card?

**Dr. David:** Okay. Rather than take up a lot of time, do you want me to purposely find one or draw one at random?

**Sharon:** I want you to purposely find one.

**Dr. David:** Okay.

**Sharon:** That's just because that's more of my framework.

**Dr. David:** Then am I looking for anything in particular? Is there a mindset?

**Sharon:** Yes. I want you to find one that expresses David's excitement.

**Dr. David:** Okay. Once again, I'm getting a lot of possibilities here, but I'm looking for one that will do it.

**Sharon:** It's okay to have a couple.

**Dr. David:** In a big way.

**Sharon:** Allow yourself to have a couple rather than a whole bunch.

**Dr. David:** Sure.

**Sharon:** Or just one.

**Dr. David:** It's falling off my desk here as I'm trying to...

**Sharon:** You're getting excited.

**Dr. David:** Oh my goodness. There are so many things here. Okay, here's one that pops for me.

**Sharon:** Good.

**Dr. David:** Out of so many. There are actually many that popped, but this one really had more energy for me, I must say.

**Sharon:** Good.

**Dr. David:** And without a whole lot of rational basis, but it's a juggler.

**Sharon:** Interesting. Good.

**Dr. David:** Yeah, because...

**Sharon:** Describe the...

**Dr. David:** Because...

**Sharon:** Yeah.

**Dr. David:** Well juggler could be negative. It could be about taking on too many things and so on, but I've always...you know, the downside is I sometimes had been critical of myself for being what I call a dilatant, but I'm more and more, I'm trying to embrace that side of myself, and to just realize, "Hey, that's my role. It's to have a bit of interest and a bit of enthusiasm for a lot of things, and to be able to move between different worlds, and bridge different worlds."

**Sharon:** Aha.

**Dr. David:** So I've got a bunch of different projects, and in part, teaching that class would pull energy away from my various podcasting projects and market research projects, and so on, and I find that I feel most alive when I'm handling a bunch of different stuff.

**Sharon:** And your editor views.

**Dr. David:** Yes, I'm also an editor of a magazine for marketing research professional, Slick Magazine.

**Sharon:** Journal?

**Dr. David:** Yeah, journal. That's right. And I'm looking for the next thing, and I guess I want to leave enough space for something new to come in that's got some new energy, and this class just doesn't have new energy for me.

**Sharon:** Might you ask the mystique to check out what the juggler is juggling and what might be thrown to him next with her intuition that might be very exciting, and dare to be totally wrong, which really fine?

**Dr. David:** [Laughs.] I don't know if I can leap quite that far about what might be next. I mean, you're asking me to have her tell me something that I can't even see yet, so that feels a little challenging because I don't know what I can't see.

**Sharon:** Well, it's a possibility. It's a possibility rather than the reality that might not be necessarily an exact thing, but it has a texture, and a flavor, and a smell.

**Dr. David:** Okay, well...

**Sharon:** You might get glimpses of it or kind of tune in a little bit to what it might possibly be. Just for fun.

**Dr. David:** Well, I'm just open to that my podcast might turn into something bigger. One fantasy would be to get picked up by NPR or something like that. I just heard from another, actually a mental health site that is interested in me doing podcast interviews for them, so that's still in the exploration phases, and I don't know if that's it or not, but that's a brand new thing that just came on to my radar screen 2 days ago.

**Sharon:** How exciting!

**Dr. David:** Yeah.

**Sharon:** Is it too early for me to possibly give you an interpretation?

**Dr. David:** No, go ahead. Am I free to accept or reject it?

**Sharon:** Absolutely.

**Dr. David:** Okay.

**Sharon:** One of the things that I notice in the positives about the class...

**Dr. David:** Yes.

**Sharon:** What might my by some be construed as a possible negative, and that was stepping a bit to the side.

**Dr. David:** Uh hmm.

**Sharon:** So it's all about them even though you get a lot of satisfaction out of it. It's all about them. And very often, you refer to them as well as the kids.

**Dr. David:** Yes.

**Sharon:** And I was thinking, like empathizing as much as I could, that you were in a place where you were getting to be the star like with the podcasting, and I'm not surprised that where you went to was the NPR picking up when you're serious...

**Dr. David:** Yeah.

**Sharon:** I mean you were becoming the star. You were becoming the one who without having to take care of other people although you still do. In a way, you still do because when you're interviewing, you're an incredibly gracious host.

**Dr. David:** Well I'm still stepping to the side in the same way. I guess that's one of my long-standing character issues here because...

**Sharon:** But...

**Dr. David:** ...isn't it my guest who's the star? And you're right, in some ways, it's made me the star. I have an audience...

**Sharon:** Yes

**Dr. David:** ...that's very...

**Sharon:** Exactly.

**Dr. David:** That's very appreciative, and I really like that.

**Sharon:** Yes. So even though you're not like the idol, you were the one who people are listening to because you bring all these interesting people into their homes, into their heads, into their MP3 player...

**Dr. David:** Yes.

**Sharon:** ...and so. But you are the consistent star in that sense doing that, and you're with adults, not kids. You're with people of your own level rather than with having to bring along younger people.

**Dr. David:** Yes.

**Sharon:** Anyway that was what I thought I heard.

**Dr. David:** Yeah, yeah. Yeah, that's true. That's makes a lot of sense.

**Sharon:** And maybe it's time for you to be the star.

**Dr. David:** Yeah, and of course, not all my students are kids either, I should point out. The bulk of them are college age; and therefore, quite young. And so there is some sense of, "Yeah, I've done that." And I want to move on to a different audience.

**Sharon:** And some kids are big kids like I have people who see me as mom who are older than me. So you can be parent to an adult kid.

**Dr. David:** Sure.

**Sharon:** But they're still kids.

**Dr. David:** Sure.

**Glenn:** David, was this experience uncomfortable for you?

**Dr. David:** A little bit. [Laughing.] I'm more often in the position of the person who is directing somebody else, but not terribly uncomfortable because my whole approach to teaching has always been to model and put myself in there just as you two did so wonderfully on the Iconicard website, and I really admired the way that both of you were willing to kind of put yourselves out there in a way that I could tell what's totally unrehearsed. So that's a quality that I admire and certainly strive to implement in my own life and teaching.

**Glenn:** I appreciate that. You want to know what the irony of that all was?

**Dr. David:** What?

**Glenn:** It got me all excited that we got a cat. We got a gear. We went out and found one. We ordered it.. took 8 weeks to grow. I fell in love with it. I had it for a week. And I was so allergic that we couldn't keep it.

**Dr. David:** Oh no. Oh no.

**Glenn:** The cat also.

**Dr. David:** That's right. One of the things I really like about that was how it showed your tenderness, how you were willing to kind of be that vulnerable, and talking about your own tenderness, and the importance of a cat to you.

**Glenn:** Thanks, David.

**Dr. David:** You know...

**Glenn:** Thanks.

**Dr. David:** Titan of industry, but he's got a heart.

**Glenn:** I'm not even sure I'd put the Titan but, but I appreciate it. I appreciate it.

**Dr. David:** Yeah.

**Sharon:** And so, how do you see the value of the exercise we just did?

**Glenn:** Can I ask one more question before he answers that?

**Sharon:** Of course.

**Glenn:** If the mystique were to give you a direction today, what would she say?

**Dr. David:** She would say, "Go ahead and move ahead on your intuitive feeling right now because you can go back and forth eternally." And so it brings to mind something that one of my wise mentor said to me a long time ago when I was struggling over a major life decision, and basically, it came down to, he said, "David, you're acting as if there is a right way to go and a wrong way to go, but the fact is, that you can make either direction the right way." That's been a useful insight to me that I have to remind myself of every now and then.

**Glenn:** Wonderful.

**Dr. David:** Yes, I think I have to move. I have to do something in the process of moving ahead and the way that I feel drawn to move, yeah.

**Glenn:** Do you think that I'm aware that the process of making any decision where there's a lot of ambivalence isn't comfortable, and I'm wondering if its true that there is some way that you can use cards, make it easier to get through that discomfort or to get to a decision that you're comfortable with more quickly even though the experience might have been uncomfortable?

**Dr. David:** I think so. I mean, I just sort of articulated to the world here that I think I've made a decision and that I'm feeling more resolve to go ahead with it. So yeah, I think so. I think it helped to clarify and it has helped me to nudge myself just a little bit over that.

**Glenn:** I sure want to make a list about the things I'm feeling ambivalent about if Sharon takes me through this.

**Sharon:** Okay. Maybe you could do the same for me then. I love it.

**Dr. David:** Sure.

**Sharon:** Excellent. So...

**Glenn:** What I like about David's mystique is that his mystique gives you balls. I've got to borrow her.

**Dr. David:** Yeah.

**Sharon:** You know what was so interesting about that? I thought the mystique was the guy.

**Dr. David:** Interesting. Really?

**Sharon:** Uh huh.

**Dr. David:** Well you know...

**Sharon:** Yeah.

**Dr. David:** I guess that would make sense.

**Sharon:** That he was in touch with some other worldliness of a different kind of spirit...

**Dr. David:** Yeah.

**Sharon:** ...that he allowed into his heart.

**Dr. David:** Yeah.

**Sharon:** But he was the mystique because he allowed it to happen.

**Dr. David:** Uh huh. Oh, that's interesting, yeah. I would say, ideally, the two began to merge here. They looked like they fit.

**Sharon:** Right, right.

**Dr. David:** Yeah.

**Sharon:** One of the things that I've learn using these cards is that there are interesting nuances that separate out the cards. For example, yesterday, I was doing some work on a project with doctors, and they distinguished very crisply between a destroyer and a conqueror, and at first blush, those might sound alike, right?

**Dr. David:** Yes.

**Sharon:** But they were very different.

**Dr. David:** And so that helped you to...

**Sharon:** It helped with positioning of the brand.

**Dr. David:** Aha, interesting. Yeah, that's great. Yeah, I just see so much potential here in these cards. I'm wondering, I guess one place I'd like to see you move it, if possible, or maybe I could figure out a way to do it, but I do a lot of my market research is done online.

**Sharon:** I knew you're going to say that.

**Dr. David:** Yeah, so I'm looking forward....

**Sharon:** We've been working on it.

**Dr. David:** ...on online application.

**Glenn:** Those are just within a few weeks.

**Sharon:** It's in the works.

**Dr. David:** Wow.

**Glenn:** Just a few weeks, and we're ready.

**Sharon:** We'll have it...

**Dr. David:** Alright.

**Sharon:** Yeah, we're working on it. It's so exciting.

**Dr. David:** You two are such a dynamic duo.

**Sharon:** So, I was wondering another, in terms of applications, we have the cards, and I was wondering, we've thought of a few other things to do with them, the online software for sure, I've made for my personal use a group of stickers. I turned them into stickers...

**Dr. David:** Yeah?

**Sharon:** and I've also thought about making them into posters.

**Dr. David:** Aha. Now what will you do with the stickers?

**Sharon:** Well, for example, at the QRCA Conference this year, I had a booth, and we brought the stickers to the booth, and as people came by the booth, I'd say to them, "Which of these stickers are you today?" And they would pick a sticker, and they'd come back the next day, and put on a different sticker.

**Dr. David:** Aha. Great.

**Sharon:** And so, I mean, you can see the immediate use of the focus group like if you had people you could do a go-around with which sticker are you coming in here today, and have them do a little introduction of self via the sticker.

**Dr. David:** Yeah, yeah, that's an exciting idea. I'm picturing a class like the class that I was talking about, and having people choose a sticker and put it on their forehead, and then walk around, and interview each other based on the sticker that's on their forehead.

**Sharon:** Yeah.

**Glenn:** Like IconiCard Indian poker.

**Sharon:** Right. Does David know what that is?

**Dr. David:** Is that a poker game where you hold a card up to your head and you can't see it?

**Glenn:** Yeah.

**Dr. David:** Yeah.

**Glenn:** Yeah.

**Dr. David:** Yeah, some version of that, or another version might be that somebody sticks a sticker on your back, and then you walk around, and you talk to people, and you have to figure out what it's saying about you.

**Sharon:** Right.

**Dr. David:** And the sticker that they stick on your back says something about how they see you.

**Sharon:** Exactly. Maybe the host at the class or the party or whatever does that.

**Dr. David:** Yeah, and particularly, maybe it would be important to sort out the positive ones. I don't know, but I wouldn't want to use the negative ones unless there was an awful lot of trust already in the group.

**Sharon:** Right, yeah but I'm not sure I'd want to be called a zombie.

**Dr. David:** Exactly.

**Sharon:** I wouldn't mind a vampire. A vampire would be okay, but I wouldn't like zombie.

**Dr. David:** Well vampires are very in right now, particularly with this movie that just came out.

**Sharon:** Yeah, I read that book. I loved it.

**Dr. David:** Really?

**Glenn:** I'm going to go see that movie myself.

**Sharon:** Oh yeah.

**Dr. David:** Oh my goodness. I've been watching this series on HBO, True Blood, and I'm simultaneously horrified by it, but also, it is somewhat entertaining.

**Sharon:** Oh that's another one for us to watch, Glenn.

**Glenn:** Yeah.

**Sharon:** We love them vampires.

**Dr. David:** Really.

**Glenn:** David, what is going on with your podcast?

**Dr. David:** What is going on? Let's see. I just put out number 184 of Shrink Rap Radio, and I've been interviewing just really exciting array of people. One of the things that turns me on is that it's given me entrée to major figures in the field of psychology who wouldn't give me the time of day if I ran into them at a conference somewhere?

**Glenn:** Right.

**Dr. David:** But the power of the microphone is such that they are willing to grant me an interview over the phone, over Skype. And the other thing that's thrilling to me is that I can hold my own with them. I have a PhD in Psychology, and I know enough psychology. I can meet them, and interview them at a level where they feel really good that they're talking to somebody who understands what they're about, and also, that I give them as much space as they get because ordinarily, when they get interviewed, it's just sound bites.

**Sharon:** Right.

**Dr. David:** And I really draw them out and let them say pretty much as much as they have to say and need to say about what they're into. So that whole process is just very exciting.

**Sharon:** I'm totally awed by Shrink Rap Radio. I think that it's brilliant. I think the shows are terrific. You've got a great following, and we should definitely tell people where to go, so they could listen if they'd like too.

**Dr. David:** [www.shrinkrapradio.com](http://www.shrinkrapradio.com), and rap is spelled r-a-p. And then I have another one that there's a mental health website that's hired me to do 2 such interviews a month. That one is called [www.WiseCounselPodcast.com](http://www.WiseCounselPodcast.com), and on that one, I focus more on a really heavy hitter psychotherapist and mainline, mainstream academics.

**Sharon:** So that's Wise Counsel, c-o-u-n-s-e-l?

**Dr. David:** Yes, Podcast.com.

**Sharon:** Great.

**Dr. David:** Podcast is part of the name of the show and of the web address. And of course, we've created a podcast series for the Qualitative Research

Consultants Association, and you have been the interviewer on a number of those podcast.

**Sharon:** Which had been great fun. I really, really, really took on your role model there, and it gave me courage to go and try that because of your Shrink Rap Radio, and I loved it. I was just such fun I've been having a blast with that.

**Dr. David:** Oh, that's great.

**Sharon:** So can we get back to the Iconicards, just for a couple of questions?

**Dr. David:** Sure. I'm going to need to wrap it up pretty soon because I...

**Sharon:** Okay.

**Dr. David:** Have an appointment.

**Sharon:** Good. Who should not use Iconicards?

**Dr. David:** I don't think anybody should not use Iconicards.

**Sharon:** You think anybody could?

**Dr. David:** Sure, sure. I don't see anything dangerous about them or...yeah, anybody could use them. I tend to be a strong believer in human resiliency, and so yeah, I think anybody could use them. And like anything else, I imagine there are ways that they could be misused to lay heavy trips on people, and so I would certainly want to somehow try to caution people not to do that. I think the kinds of instructions that you've offered here are just in your 2 little cards of instruction would certainly steer up people away from doing anything like that, but of course we all...I think we're all pretty well defended against that kind of manipulation. So I'm not too worried about it.

**Sharon:** And why do you think they're good to use? That's my last question. Why would you recommend them to others?

**Dr. David:** Well, you've suggested several ways that they could be used even for social gatherings almost as a kind of party icebreaker. Often it's hard to get to the next level with people. There is sort of a stereotype, particularly with men when we meet at a cocktail party or something and we talk about our jobs. So where do you go from there? How do you get to a deeper level of friendship? And I think the way that that can best happen is when we can share some of our vulnerabilities, some of our issues, some of our innermost concerns. Of course as a psychologist, I would have that bias. I think these facilitates that whether

it's for market research, whether it's for counseling or psychotherapy, or whether it's just for socializing friendship, having fun, I think this is a tool that is in a way it's both deep and it's neutral, so that it has that sort of adaptability, and that's the wonderful thing about it is the adaptability and potential range of uses that are restricted only by one's imagination and creativity.

**Sharon:** Well thank you very much, sir. That was wonderful.

**Dr. David:** It's been my pleasure.

**Sharon:** And well, I hope to hear you soon on Shrink Rap Radio.

**Dr. David:** Okay.