

## Technology of personal growth

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*The article gives information about the world-famous training workshop of Werner Erhard — an outstanding American expert in the field of management and communication, which he held in 1990 in Moscow. This workshop aroused great interest among scientists and business people of the Soviet Union, and then Russia. The training workshop was a holistic concept rejecting its adherence to any single philosophical or psychological school, although traditional philosophy, religious teachings (Christianity and Buddhism), psychology, psychoanalysis, general semantics, existentialism, and so on, were its sources. The main goal of W. Erhard's workshop was a powerful increase in the efficiency of human activity in all spheres, based on the achievement of personal growth: in politics, business, interpersonal communication, gender relations, parents and children relations, etc. Another task of the workshop was achieving sharp increase in human efficiency through the emancipation of the personality, liberation of its richest intellectual and creative potential, constrained by traditional training, upbringing and stereotypes of thinking.*

**Keywords:** training workshop, “there is always hearing already”, breakthrough, problem, fear, racket, language, choice, management

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