

CURRICULUM VITAE 2013

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BSc, PhD, Dip Psychotherapy, FBPsS, AcSS
Chartered Psychologist; Fellow of the British Psychological Society;
UKCP accredited family therapist
AFT accredited family therapy supervisor

Current Presentations

Current Invited Keynote papers

- Methodological Diversity in Psychotherapy and Counseling Research: Society for Psychotherapy Research.* Universidade Autónoma Lisbon, September 2010.
Indicating therapeutic change through patient reports of life at home: the SCORE project.
- Psychology Department, University of Bergamo.* June 2010 Practice based evidence: when research and clinic really meet.
- Relate Conference on Children, Young People & Families:* Birmingham 7th May 2010
Improving your Practice by Engaging with Research
- 4th Hellenic Conference On Systems Therapy.* Crete April 2010: Ecosystemic Consideration Of Levels Of Context In Intrafamilial Abuse.
- Systemische Forschung in Therapie, Pädagogik und Organisationsberatung*
Universitätsklinikum Heidelberg. 4 March 2010: [SCORE as a collaborative endeavour of European systemic Therapists.](#)
- Die Wirksamkeit der Psychotherapie –was denkt der Patient darüber?* Berne Dec. 2009.
Comparing indicators of patient satisfaction with measures of therapeutic change.
- Psychotherapy as Ethics: Postmodern Responsibility in Clinical Practice.* Episteme Centre, Turin. October 2009: Research tells you when psychotherapy is ethical, but ethics tells you what research to do.
- International Seminar on high quality training models in clinical psychology and psychotherapy.* Catholic University of Milan July 2009. Using systemic therapy as a basis for training: verbal approaches to experience through dialogue.
- Family and Parenting Institute, Parent Child 2008 - Getting it right for families.* Nov. 2008.
Creating good parents: A story and recommendations from research
- EFTA/AFT Conference, Glasgow Oct. 2007.* Humour, learning and creativity in therapy. A practical constructivism.
- Psychotherapy Research, University of Jyväskylä, Finland Feb07:* Matching psychotherapeutic skills to what creates change for clients: ideas from systemic family therapy.
- National Family & Parenting Institute, London Nov.06:* Changes in the family during therapy & views of family members about aspects of therapy
- Robin Skynner Memorial Lecture, IFT London Nov06:* Adding value from research: political, theoretical and practical contributions to systemic family therapy
- IFT Conference Children in Adversity London Nov06.* Research about children as a resource in ameliorating their adaptations to adversity.”

Inauguration of Health4Life Research Institute, Dublin City University June 06: Current approaches in using mixed methodologies to involve practitioners, managers, and clients in health research.

Recent Conferences, Workshops and Presentations.

- Peter Stratton, Julia Bland, Judith Lask. Changes in Clients' Relationships as a Route to Researching the Effects of Psychotherapy. Society for Psychotherapy Research, Annual Conference, Bern, Switzerland, July 2011
- Sheila Butler Peter Stratton , Liz McDonnell, & Marilyn Fitzpatrick Translating Research into Practice: Themes, trajectories, reflections and ways forward. Society for Psychotherapy Research, Annual Conference, Bern, Switzerland, July 2011
- Liz McDonnell, Peter Stratton. Exploring the interface between psychotherapists and research issues: results of a survey and subsequent action plan. Society for Psychotherapy Research, Annual Conference, Bern, Switzerland, July 2011
- Peter Stratton. What is systemic therapy for? Does SCORE measure it? AFT Derby Branch. Derby May 2011.
- Peter Stratton. What lasting changes in family interaction must therapy achieve? Research findings to prompt discussions. UKCP Systemic college launch. IFT, London May 2011
- Emma Silver, Natasha Nascimento and Peter Stratton. Patterns of Family Therapy Outcome Research: A review of the past 10 years. Tavistock Institute, May 2011
- Peter Stratton. Families in therapy as a prime source of information about problems and resiliencies in the face of life pressures and emotional complexity. BSA Annual Conference, LSE London, April 2011
- Peter Stratton.. Making the most of SCORE. And Can humour help to make therapy more creative? AFT Nottingham Branch. March 2011
- Peter Stratton & Julia Bland Researching the effects of counselling and psychotherapy through changes in relationship processes. BACP/SPR Research conference, Liverpool, March 2011.
- Peter Stratton. From child abuse to commercial research and on to measuring families. Fachhochschule, Nordhausen, Germany. November 2010.
- Peter Stratton. A qual-quant journey from child abuse to changing BP's culture and back . The Family Therapy and Systemic Research Centre, Tavistock clinic, October 2010.
- Peter Stratton. Mixing methods to relate process and outcome. Methodological Diversity in Psychotherapy and Counseling Research: Society for Psychotherapy Research. Universidade Autónoma Lisbon, September 2010.
- Peter Stratton. Qualitative and quantitative methods in psychological research: a comparison through two example-studies. Postgraduate Seminar. University of Bergamo. June 2010
- Peter Stratton. Using research to make family therapy more effective. Birmingham University MSc in Family Therapy. May 2010
- Peter Stratton. Research instruments as an aid to better therapy. Episteme Institute, Turin May 2010
- Peter Stratton. Recording outcomes of psychotherapy– What outcomes? SPR Ravenscar March 2010

PUBLICATIONS

Current journal articles

- Silver, E. Nascimento, N. Stratton, P., McDonnell L. Powell, G & Nowotny, E. (submitted). Couples and Family Therapy in the Previous Decade – What Is the State of the Evidence? Submitted to J. Marital and Family Therapy

- Stratton, P., & Lask, J. (in press, 2013) The Development of Systemic Family Therapy for Changing Times in the United Kingdom. *Contemporary Family Therapy*. DOI 10.1007/s10591-013-9252-8.
- Stratton, P., Lask, J., Bland, J., Nowotny, E., Evans, C., Singh, R., Janes, E., & Peppiatt, A. (in press, 2013) Validation of the SCORE-15 Index of Family Functioning and Change in detecting therapeutic improvement early in therapy. *Journal of Family Therapy*
- Fay, D., Carr, A., O'Reilly, K., Cahill, P., Dooley, B., Guerin, S & Stratton, P. (2013) Irish norms for the SCORE-15 and 28 from a national telephone survey. *Journal of Family Therapy*. 35, 24-42.
- Stratton, P. (2012) Quello che la ricerca puo insegnarci sull'etica in psicoterapia. Chapter 16 pp 233-239 in M. Bianciardi & F. P. Sanchez, *Psycoterapia Come Etica*. Antignoni Edizioni, Turin.
- Stratton, P., Bland, J., Janes, E., und Lask, J. (2012) Entwicklung eines Indikators zur Einschätzung des familiären Funktionsniveaus und eines praktikablen Messinstruments zur Wirksamkeit systemischer Familien- und Paartherapie: Der SCORE . pp 355-377 in Matthias Ochs, Jochen Schweitzer (Eds.) *Handbuch Forschung für Systemiker*. Vandenhoeck & Ruprecht GmbH & Co. KG, Göttingen
- Stratton, P., & Harris, T. (2012) Cultivating and Customising the Therapy Relationship. *The Psychotherapist*. 51, 4-6.
- Stratton, P. (2012) Realistic relationships between psychotherapy and research: Implications for training and practice. *The Psychotherapist*. 51, 6-8.
- McDonnell, L., Stratton, P., Butler, S, & Cape, N. (2012): Developing research-informed practitioners – an organisational perspective, *Counselling and Psychotherapy Research: Linking research with practice*, 12, 167-177. DOI:10.1080/14733145.2012.682594
- Stratton, P., Reibstein, J., Lask, J., Singh, R., & Asen, E. (2011) Competences and occupational standards for systemic family and couples therapy. *Journal of Family Therapy*. 33: 123–143
- Pilling, S., Roth, A. D. & Stratton, P. (2010) The competences required to deliver effective systemic therapies. www.ucl.ac.uk/CORE
- Stratton, P. (2010) Systemic Family And Couples Therapy. Chapter 5 pp 57-71. In: Del Loewenthal & Richard House, Editors, *Critically Engaging CBT in an Age of Happiness: Modality Perspectives*, OUP.
- Stratton, P, Bland, J., Janes, E & Lask, J. (2010) Developing a practicable outcome measure for systemic family therapy: The SCORE. *Journal of Family Therapy*. 32, 232-258
- Cahill P, O'Reilly K, Carr, A, Dooley B, & Stratton P. (2010) Validation of a 28-item version of the Systemic Clinical Outcome and Routine Evaluation in an Irish context: The SCORE-28. *Journal of Family Therapy*. 32, 210-231.

Books:

Stratton, P. (ed) (1982) <i>Psychobiology of the Human Newborn</i> 456pp. John Wiley & Sons, Chichester.
Browne, K., Davies, C. & Stratton, P. (eds) (1988) <i>Early Prediction & Prevention of Child Abuse</i> . 315pp. John Wiley & Sons, Chichester.
Stratton, P., Munton, A.G., Hanks, H., Heard, D.H. & Davidson, C. (1988) <i>Leeds Attributional Coding System (LACS) Manual</i> , 133 pp.LFTRC, Leeds.
Stratton, P., Preston-Shoot, M. & Hanks, H. (1990) <i>Family Therapy: Training & Practice</i> , 156 pp.Venture Press, Birmingham.
Roy, J., Sparham, L., & Stratton, P. (1996) <i>Essential Exposure: A Comprehensive Research Initiative on Young People</i> . 286 pp. TPB, Leeds.
Hayes, N & Stratton, P. &. (2003). <i>A Student's Dictionary of Psychology</i> , 4th Edition (first published in 1988) 360pp.Arnold, London.
Munton, A., Silvester, J., Stratton, P., & Hanks, H. (1999) <i>Attributions in Action</i> . 209 pp.Wiley, Chichester.

Browne, K, Hanks, H, Stratton P, & Hamilton, C (2002) *Early Prediction And Prevention Of Child Abuse: A Handbook*. Wiley, Chichester.

Editorships:

Editor, *Human Systems: The Journal of Therapy, Consultation and Training*. 1990 – present.

Joint Editor, *Journal of Reproductive and Infant Psychology*. 1982-1990

Editorial Board, *Journal of Family Therapy* 2004 - present

Chapters in books

Stratton, P.M., (1977) - Criteria for assessing the influence of obstetric circumstances on later development. In . (Eds. T. Chard and M. Richards) *Benefits and Hazards of the New Obstetrics*. 139-156, SIMP, London.

Stratton, P.M., (1982) - Significance of the Psychobiology of the human new-born. In P. Stratton, (Ed.) *Psychobiology of the human new-born*, 1-19. John Wiley & Sons, Chichester.

Stratton, P.M., (1982) - Rhythmic functions in the new-born. In P. Stratton, (Ed.) *Psychobiology of the human new-born*, 119-45. John Wiley & Sons, Chichester.

Stratton, P.M., (1982) - New-born individuality. In P. Stratton, (Ed.) *Psychobiology of the human new-born*, 221-65. John Wiley & Sons, Chichester.

Stratton, P.M., (1982) - Emerging themes of neonatal psychobiology. In P. Stratton, (Ed.) *Psychobiology of the human new-born*, 391-414. John Wiley & Sons, Chichester.

Stratton, P.M., (1985) Biological pre-programming of Infant Behaviour. In S. Chess & A. Thomas (Eds). *Annual progress in child psychiatry and child development* (1984) Brunner Mazel, New York.

Stratton, P.M. (1985) - The role of the family in childhood risk: The origins of competence. In T. Garling & J. Valsiner (Eds) *Children within environments, towards a psychology of accident prevention*, 129-144. Plenum.

Stratton, P.M., (1986) - Recent advances in understanding aggression: Implications for dealing with violent families. In I Thompson (Ed), *Violence in the family*. 1-12. Edinburgh, SHEG.

Hanks, H. G. I., & Stratton, P. M. (1988) Family perspectives on early sexual abuse in K. Browne, C. Davies, & P. M. Stratton (Eds.) *Early Prediction And Prevention Of Child Abuse*, pp 245-266. Wiley, Chichester.

Stratton, P. (1988) Parents' conceptualisation of children as the organiser of culturally structured environments. In J. Valsiner (Ed.), *Child Development Within Culturally Structured Environments*. 5-29. Norwood, New Jersey: Abbx.

Stratton, P. (1988) Understanding and treating child abuse in the family context: An overview. In K. Browne, C. Davies and P.M. Stratton (Eds.), *Early Prediction and Prevention of Child Abuse and Neglect*. Chichester: Wiley. pp 193-202.

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Stratton, P., & Siviter, R. (1993) New technology, new paradigms, and the attributional cloak. In *Qualitative Research: A Critical Review of Methods and Applications*. Amsterdam: ESOMAR.

Stratton, P. & Hanks H. (1995) Assessing Family Functioning in Parenting Breakdown, in *Assessment of Parenting*. P. Reder, & C. Lucy, (Eds), 21-38, Routledge, London.

Stratton, P. (1995) Systemic interviewing and attributional analysis applied to international broadcasting. In *Psychological Research: Innovative methods and Strategies* Haworth, J. (Ed). Routledge, London.

Hanks, H. & Stratton, P. (1995) The Effects of Child Abuse: Signs & Symptoms *The Child Protection Handbook* K. Wilson, & A. James, (Eds), Bailliere Tindall, London.

Stratton, P. (1996) Influences on food choice within the family. In G. Smith (Ed.) *Children's Food: Marketing and Innovation*. Chapman & Hall, London.

Stratton, P. (1997) Attributional Coding of Interview Data, In N. Hayes (Ed.) <i>Doing Qualitative Analysis in Psychology</i> . Psychology Press, Hove, East Sussex.
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Stratton, P. (2003) A theory of the psychological processes of humour, and its application to explain the processes by which systemic family therapy achieves positive outcomes. In J. Henry (Ed) <i>Proceedings of the First European Positive Psychology Conference</i>
Gough, B., Lawton, R., Madill, A., & Stratton, P. (2003) Guidelines for the supervision of undergraduate qualitative research in psychology. LTSN, York.
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Full papers in refereed journals 1968-2009

Connolly, K.J., and Stratton, P.M. (1968) - Developmental changes in associated movements. <i>Developmental Medicine & Child Neurology</i> .
Connolly, K.J., and Stratton P.M. (1969) - An exploration of some parameters affecting classical conditioning in the neonate. <i>Child Development</i> , 40, 431-441.
Stratton, P.M., (1970) - The use of heart rate for the study of habituation in the neonate. <i>Psychophysiology</i> , 7, 44-56.
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Roussounis, S.M. Gausson, T.M. and Stratton, P.M. (1987) - A 2-year follow-up study of children with motor co-ordination problems identified at school entry age. <i>Childcare, Health and Development</i> . 13, 377-391.
Hanks, H. G. I., Hobbs, C.J, Seymour, D., & Stratton, P. M. (1988) Infants who fail to thrive: An intervention for poor feeding practices. <i>Journal of Reproductive and Infant Psychology</i> , 6, 101-11.
Stratton, P. (1988) Spirals and circles: potential contributions from developmental psychology to the practice of family therapy. <i>Journal of Family Therapy</i> , 10, 207-231.
Stratton, P. M., and Swaffer, R. (1988) Maternal causal beliefs for abused and handicapped

children. <i>Journal of Reproductive and Infant Psychology</i> , 6, 201-216.
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Munton, A.G., & Stratton, P. (1990) Concepts of causality applied in the clinic: Interactional models and Attributional style. <i>Journal of Cognitive Psychotherapy</i> . 4. 197-209.
Stratton, P., & Hanks, H. (1990) The role of an ethical committee in child abuse research. <i>Child Abuse Review</i> .
Wright, S.J., Brownbridge, G., Fielding, D. and Stratton, P. (1990). Family attributions and adjustment to dialysis in adolescent end-stage renal failure. <i>Psychology and Health</i> , 5, 77-88.
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Stratton, P. & Bielawska-Batorowicz, E. (1991) Zak Takyc teorig z praktyka: z eloswioulkein LFTRC. <i>Przegląd psychologiczny</i> . 24.
Cecchin, G., & Stratton, P. (1991) Extension of Systemic Consultation from Families to Management. <i>Human Systems</i> , 2, 3-14.
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Silvester, J., & Stratton, P. (1991) Attributional discrepancy in abusive families. <i>Human Systems</i> . 2. 279-296.
Stratton, P. (1992) Integration of Developmental Concepts with Systemic Techniques for Intervention with Families. <i>Journal of Educational and Child Psychology</i> 8, 28-41.
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Stratton, P. (1995) Causal Processes Determining the Effectiveness of Direct Response Television Advertisements, <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 4, 212-222.
Hanks, H. & Stratton, P. (1995) Failure to thrive in Young Children: Incorporating the Child's Perspective, <i>Human Systems</i> 6, 241-254.
Sparham, E., Roy, J. & Stratton, P. (1995) Youth: The Voice of a lost generation <i>Human Systems</i> 6. 295 - 308.
Stratton, P. (1998) Culture in Systemic Practice. <i>Human Systems</i> 9, 1-4.
Stratton, P. & Bromley, K. (1999) Families' Accounts of the Causal Processes in Food Choice. <i>Appetite</i> . 33, 89-108.
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<i>Marital and Family Therapy</i> . 28, 129-144.
Allison, S., Perlesz, A, Pote, H Stratton, P., and Cottrell, D (2002). Manualising Systemic Family Therapy: The Leeds Manual. <i>Australian and New Zealand Journal of Family Therapy</i>
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Stratton, P. (2003) Causal attributions during therapy II: reconstituted families and parental blaming. <i>Journal of Family Therapy</i> 25, 159-178.
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Stratton, P. (2003) A model to incorporate individual psychological processes in accounts of participation in family systems: implications for attributions, blaming and therapeutic processes, and for the relationships between them. <i>Journal of Applied Systems Studies</i> . In Press.
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Stratton, P., McGovern, M., Wetherell, A. and Farrington, C. (2006) Family therapy practitioners researching the reactions of practitioners to an outcome measure. <i>Australian and New Zealand Journal of Family Therapy</i> . 27, 199–207
Stratton, P. (in press 2007) Systemic perspectives on how simultaneous dialogical relationships create the self of the therapist. <i>European Journal of School Psychology</i>
Hanks, H & Stratton, P. (2007) On learning from the patient. <i>Child Clinical Psychology and Psychiatry</i> 12, 341-348.
Stratton, P. (2007) Dialogical construction of the selves of trainees as competent researchers. <i>Journal of Family Therapy</i> . 29, 342-345.
Maule, J., Stratton, P., Cameron, L., Todd, Z., Maslen, R., Sandberg, T., & Stanley, N. (2007) How UK Muslims And Non-Muslims Think About Terrorist Risk. <i>Chatham House ISP/NSC Briefing Paper Islam and Security</i> . 07/01. 6-8.
Stratton, P. (2007) Formulating research questions that are relevant to psychotherapy. <i>Mental Health and Learning Disabilities Research and Practice</i> . 4. 83-97.
Stratton, P. (2007) Systemic perspectives on how simultaneous dialogical relationships create the self of the therapist. <i>European Journal of School Psychology</i> . 4(2). 417 – 424.
Stratton, P. (2007) Enhancing Family Therapy's Relationships with Research, <i>Australian and New Zealand Journal of Family Therapy</i> 28. 177-184.
Stratton P., & Winter, D. (2008) Editorial: Making research useful for the practicing psychotherapist. <i>The Psychotherapist</i> . 38, 1.
Stratton, P. (2008). PRN in Action: Constructing an outcome measure for therapy with relational systems. <i>The Psychotherapist</i> . 38, 15-16.
Stratton, P. & Hanks, H. (2008) From therapeutic skills to research competence: Making use of common ground. <i>Human Systems</i> . 19. 153-171
Stratton, P. (2008) The Elusive Concept Of Play: Making The Undefinable Usable In Therapy And Education. <i>European Journal of Psychotherapy, Counselling & Research</i> . 10, 1-6
Stratton, P. (2009) Lessons from Research About Therapeutic Ethics. <i>Human Systems</i> . 20, 72-88.

Descriptive Biography

Research and the Leeds Attributional Coding System

Peter Stratton's various roles all involve active research. Much of this has centred on applications of systemic interviewing combined with attributional analysis to generate an intensive and rigorous form of qualitative research.

Using these methods his University and Company research teams have investigated: family processes especially around food; the causes and consequences of disturbed and abusive family relationships; youth culture with specific reference to raves and associated drug usage; the impact of advertising on children's diets; the use of qualitative research data as a basis for public relations and advertising campaigns; a comparison of ethical beliefs of young business people from Hong Kong and Britain; attitudes of young people to harassment and date rape; the ways that families deal with health issues and illness, and many aspects of family and sibling interaction. More broadly he has applied the set of techniques in studies of team and organisational culture; in research into child maltreatment; to construct sensitive measures of drug (treatment) effects; of recruitment criteria; tracking consumer attitudes to companies; employee attitudes; and international audience perceptions of broadcasters in 15 countries. Most recently he has investigated combining attributional analysis with metaphor analysis in the context of communications about terrorism.

Family Therapy, training, and the Leeds Family Therapy and Research Centre:

Through his combination of activities Peter Stratton has an exceptionally broad perspective on child development and family interaction. His core discipline is developmental psychology; his pioneering work in child abuse and as a family therapist has provided an arena in which developmental theories must be made to work in practice. His commercial work has shown that his research techniques are not only powerful but reliably produce highly practical results. His specialism as a developmental psychologist ranges from psychobiological aspects of development through to the relationships between social behaviours (attachments) and cognitive development. As a therapist he has worked psychodynamically with individuals, but has always concentrated on leading family therapy teams with a concentration on problems of family relationships. As a trainer his main commitment has been as Course Director of the Leeds Certificate, Diploma, and MSc in Family Therapy. Other teaching experience includes, in addition to teaching developmental psychology, family therapy, child abuse and research methodology at all University levels: secondary school teaching; running parents' groups in a charity (Leeds Community Health Project) of which he was a founder member and trustee; training the three armed forces in how to deal with adolescent recruits; and various aspects of health education. Setting up the family therapy courses has benefited from a substantial involvement in the running of the Masters (now Doctorate) in clinical psychology soon after arriving in Leeds.

The Leeds Family Therapy and Research Centre (LFTRC) was founded in 1979 by a group which included as Director Peter Stratton and Clinical Director Helga Hanks. At that time there were no other family therapy teams working in Leeds. The motivation was to establish a base in which to develop skills in treating families. Within two years the team had extended to include clinical psychologists, psychiatrists and social workers, and had established a research team with overlapping membership from the clinical team.

To start with we worked as co-therapists and tried out a variety of models of family therapy. We were strongly influenced by the appearance of "Paradox and Counter-Paradox" in 1981, and by an advanced workshop to which we were invited by the Kensington Consultation Centre (KCC Foundation), and which was attended by teams from Milan, the Ackerman

Clinic, the Cardiff team, and several London groups. From this time we have worked in a predominantly Milan style, and have had frequent contact with Gianfranco Cecchin and Luigi Boscolo. Over the years we have also had training from people such as Peter and Susan Lang, Ros Draper, Peter Bruggen, John Burnham, Phillipa Seligman, and Charlotte Burck and we worked regularly with the family therapy team in Shipley Child Guidance.

Although firmly rooted in current versions of systemic family therapy, LFTRC has always incorporated psychodynamic concepts in its thinking and has a strong interest in the use of attachment theory as a basis for understanding and working with families. We were fortunate to present our attachment research at an early stage to John Bowlby and his comments and those of John Byng-Hall influenced our subsequent work. Dorothy Heard has been a long-standing member of the research team. The research group has concentrated on ways of analysing family and therapeutic processes within the sessions, and most of its work has concentrated on the causal beliefs and explanations through which families guide, and restrict, their actions.

Throughout its operation LFTRC has provided a training base within its teams, and has also provided short courses in family therapy and in systemic approaches to child abuse. We have also provided short intensive courses for professional groups such as speech therapists, residential care workers, psychotherapists and clinical psychologists. In many senses our training activities are the testing ground in which the experience gained in therapy and research are integrated and evaluated. As family therapy has become more familiar and accepted in the Region, demand for training has increased and led to establishing new courses in systemic family therapy. The courses were developed in collaboration with David Cottrell when he took up the chair of Child and Adolescent Mental Health. At an early stage Paula Boston joined the department of Psychology specifically to teach on the new courses. Since Peter retired from full-time University employment, Paula Boston has taken over as Course Director of the full range of family therapy training.

Commercial Research and The Psychology Business

Peter Stratton first worked in Market Research in 1965. Since that time he has regularly provided research consultation and facilities for the industry while pursuing an academic career concentrating on research into families and issues of social relationships. Through the '80s he developed a comprehensive system of rigorous and intensive qualitative research, for application to family and social issues. In 1989 he founded a company, The Psychology Business Ltd, to make psychological research techniques available to industry. In 1999 he co-founded Research and Psychology Training (RAPT) which publishes a Newsletter and provides training and consultation in qualitative research methods to industry and Government agencies.

As The Psychology Business developed it became apparent that the Leeds Attributional methodology was extremely powerful and versatile, and the entire history of the Company has been a progressive exploration of the scope of the method. Starting from enhancing standard qualitative market research through use of the core LACS techniques, TPB has progressively taken on more demanding and substantial projects (see list of grants, above). It now has a fully specified research methodology covering recruitment, interviewing, coding, analysis, model building and implementation, with training procedures in the core activities to ensure quality and consistency.

In 1991 Peter Stratton won the Market Research Society's David Winton award for best technical paper. The Psychology Business was the winner of the BPMRG John Wheeler Award for 'the most innovative, practical and relevant industry research project' in 1993, and a booklet written by Peter Stratton for General Accident won first prize in the product providers section of the IFA 1993 Clear English Awards.