

The work focuses on qualitative research of possibilities and limits of the use of picture cards symbols (including Tarot) that would serve the clients in coaching and therapy as a projective technique leading to their deeper self-knowledge and personal development.

Respondents told their life story based on picture cards. We show here under what conditions this projective technique brought them new information and inspiration for their self-development, in what forms the method can be applied and what methodical procedures are most effective.

The simple clients' description of the selected images did not bring them much substantially new. It began to be more inspirational for them when a consultant added targeted questions, his reflections and hypothetical interpretations, or even explained standard meanings of symbols. Then this technique started to speak to clients more and brought them new impulses. Even more inspiring for them it became, once an element of chance was incorporated - when they pulled out some cards at random.

The thesis finally formulates detailed recommended general methodology for projective technique application for personal growth and discusses possibilities and limits of the use of projective methods in coaching, therapy and personal development seminars.