Presentation Abstract

Surname
Toković

Name
Katarina

Other Authors
Priyanka Lenka, CTA-O written qualified

Field of Expertise
Organization

Name of National Association
UTA

Other Affiliation
ITAA

Modality of Participation
online

Type of Presentation
Workshop

Presentation Title

What decides the fate of promising spin-off through the Transactional Analysis lens in organization?

Abstract
This article explores the hidden dynamics that occur during an organizational spin-off, when an established parent company creates a new child entity. Beyond just transferring a business idea, this process involves moving intangible assets like values and habits. Specifically, the research looks at two important ideas. First, how a parent company's legacy is passed down and how the new child company tries to earn legitimacy from its creator. Second, how a parent company's "organizational script" (Berne, 1961) regarding unwritten rules about money, time, and people begins to shape the new organization. This influence often happens even if the child company works in a completely different field. By looking at the first leaders and their original "canons" (ways of working), the article shows how both sides can interact more effectively to create a healthy, shared culture. Historically, success in spin-offs was measured using theories like organizational script and the PAC model. However, this article suggests a more practical shift. It introduces a hands-on framework called "Contracting the Roots"and "Negotiating the Branches." This approach helps leaders move away from unconscious behaviors, toward awerness and Adult to Adult way of working. It identifies common traps, such as the clash between "Be Perfect" and "Try Hard" work styles, which can cause visibile and non-visible tension between the two companies. Finally, the article adds a unique global perspective by comparing how these dynamics play out in India and Croatia. By looking at these two different cultures, the research shows how local traditions change the way companies handle authority and independence. This comparison provides a practical guide for leaders worldwide, helping them respect their organization's history

while giving the new company the space it needs to grow on its own.Key words: organizational spin-off, organizational script, Contracting the Roots, Negotiating the Branches, cultural differences

Professional Picture

