

Psychotherapeutic Counseling in Promoting Personal Development

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Abstract: *The article presents a theoretical and methodological analysis of psychotherapeutic counseling support of the process of personal development of the client. Psychotherapeutic support of the process of personal development as a complex integrative and dynamic process is considered. An attempt to substantiate psychotherapeutic counseling is made. Psychotherapeutic counselling is considered for the first time as culturological training providing personal growth of both the client and the counsellor. The relationship between psychological counseling and psychotherapy is considered. The requirements for the personality of the consultant are defined as the main criterion of the effectiveness of psychotherapeutic counseling. The correspondence of psychotherapeutic technology of personal development to the model of a holistic and self-sufficient person is reflected. The significance of the issue of the theory of personality change on the optimization of personal functions of self-development in the context of the integration of psychotherapeutic and counseling practice is emphasized. It is offered to carry out the psychotherapeutic process of development of an integral personality in neuropsychocorrective support, in combination with modern psychotherapeutic methods. Contemporary methods of psychotherapy and psychological counseling for the personal development of the client are reviewed.*

Keywords: *Personality integrity and self-sufficiency; psychological approaches; psychological culture; client; personal resource; positive change; personality crisis; self-development; psychological problem.*

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Introduction

The socio-cultural environment of modern man is permeated with such situational contradictions, which often cause his internal conflicts, the chronic unresolved which "layered" all the new personal problems associated with identity crises and neurotic states. In this connection, psychotherapy (longer than psychological therapy and focused on the therapy of personality disorders and promotion of personal development) is a socially demanded means of returning to a state of well-being and harmonious relations with the environment. The request of psychotherapeutic (psychological) services, unfortunately, is not always for the individual due to his financial capabilities and features of psychological culture, a conscious way to solve subjectively significant problems, which can actually improve the quality of life. At the same time, both the cultural space of human interaction in the system of communicative relations and educational technologies, and today's labor market make serious demands on the personal potential of the individual and provide ample opportunities for personal development.

The problem of psychotherapeutic counseling support of the process of development of the personality of the client, as well as the relationship and correlation of psychotherapy and psychological counseling in theoretical and methodological and empirical and practical knowledge of psychosocial activity is extremely relevant. In this connection, our article is a study of the problem of the influence of psychotherapeutic counseling on the personal development of the client. Novelty and practical significance of the article - an attempt to define psychotherapeutic counseling, an in-depth understanding of the specifics of psychotherapeutic counseling as a means of personal development; highlights the role of modern methods of counseling in psychotherapy and psychology in the experience of foreign and domestic professionals; reflects the compliance of psychotherapeutic technology of personal development model holistic and self-sufficient personality; it was proposed to carry out the psychotherapeutic process of development of an integral personality in neuropsychological support, in combination with modern psychotherapeutic methods; psychotherapeutic counseling is considered for the first time as cultural training, which ensures personal growth of both the client and the counselor.

Theoretical and methodological analysis of psychotherapeutic counseling support of the process of personal development of the client

Personal development is accompanied by mastering the internal (psychological) means of personal self-development, the acquisition of psychological properties and qualities as a dynamic, creative, individually unique, integrative process, which in combination with psychological culture and a system of personal characteristics provides the psychological conditions of self-regulation, personal structural levels. Psychotherapeutic accompaniment of the process of psychological counseling should be considered a successful psychological "tool" for activating personal development.

The personality is a complex self-developing system, that is, it models and implements its own genesis and has the following meaningful (key) attributes: integrity, uniqueness, activity, expression, openness, self-development and self-regulation, which are complex and internally contradictory (Maksymenko, 2015; Olaru, 2018; Stroyanovska et al., 2020; Stroyanovska et al., 2021). Personal self-development is a conscious, purposeful and self-governing activity of an individual, the purpose of which is self-changing in a positive direction for the person, providing personal growth, self-improvement. Content analysis of the phenomenon of self-development confirms the idea of it as an ambiguous, multidimensional process of personal change, manifested in various forms, dimensions, aspects, having its own dynamics, motives, methods, subjective and objective results, as well as individual characteristics (style) and occurs at different levels of structural organization of psyche - from psychophysical to social and psychological, subject-notional, spiritual - in the context of vital activity of the individual through its self-reality (Kuzikova, 2015).

Binson and Lev-Wiesel (2017) examine psychotherapeutic exposure, particularly art therapy, in facilitating personal growth along affective, cognitive, and behavioral dimensions. Their findings may inform the development of an effective, flexible, creative experiential learning model for academic therapy programs in general and in art therapy. Schöller et al. (2018) examined personality development in psychotherapy, in particular how therapeutic interventions contribute to positive changes in personality traits and mental states and noted that individuals with neural mechanisms (Astrand & Sandell, 2019) highlighted the significance of the issue of psychotherapy's impact on the development of professional subjectivity.

Psychotherapeutic support of the process of development of the personality is a complex, lively and mobile process. In order to understand the basic mechanism of this process, it is necessary to understand and feel the wholeness of the concrete person and the wholeness of the mental, psychological, interpersonal and other processes existing in it. The notion of integrity implies that they are in a direct systemic and structural relationship, an interaction. And the essence of these changes leading to psychological freedom is individual relations. The technology of psychotherapeutic support of the process of development of the personality consists in the aid of the creation, maintenance and cultivation of these patterns - individual relations, first of all, with oneself (and not for the sake of social definition), other people and the world (Kurpatov & Alekhin, 2007).

Psychotherapy (Greek psyche - soul and therapeia - treatment) - branch of psychology that studies mechanisms, methods and techniques of professional psychological aid in order to solve problems, relief from psychosomatic symptoms or actualization of reserves of personal growth. The goal of psychotherapy is to assist in the formation of a full-fledged personality capable of taking an active and creative stance with regard to themselves and their life activities, coping with traumatic situations and experiences, making decisions and acting productively, out of pattern and with dignity in appropriate socio-cultural conditions. Psychotherapy occupies a special place among varieties of professional assistance to the individual (Mikhalchenko, 2018).

In the modern psychological literature, there are several approaches that characterize the relationship between psychological counseling and psychotherapy: psychotherapy and psychological counseling are different in content and tasks; psychotherapy and psychological counseling are identical and have identical theoretical and practical foundations, but differ in detail; psychological counseling deals with interpersonal problems, while the psychotherapist deals with intrapersonal problems; the main difference between psychological counseling and psychotherapy is in the treatment of the individual as an object of influence. The object of psychotherapeutic influence is the whole person with all his qualities, opinions, desires and values (Mikhalchenko, 2018).

It is difficult for a professional to establish whether he or she is engaged in psychological counseling or psychotherapy. Both in counseling and in psychotherapy the same professional skills are used; the requirements placed on the personality of the client and the psychotherapist are the same;

the procedures used in counseling and psychotherapy are also similar. In this connection, some practitioners use the concepts "psychological consultation" and "psychotherapy" as synonyms, arguing their point of view that the activity of the psychotherapist and the consultant-psychologist are similar (Kochunas, 1999).

The theoretical and methodological basis for our study were the following works of foreign and domestic researchers. Thus, Mikhhalchenko (2018) deeply revealed the essence, subject, object, theoretical foundations, methodology, methods, structure, functions and tasks of psychotherapy and the essence of human personality development at different stages of ontogenesis. Kurpatov and Alekhin (2007) in turn considers the original theory of human personality, a detailed analysis of the processes of formation and development of personality and technology of their psychotherapeutic support, as well as models of the crisis of personality development. The collective monograph edited by Maksymenko et al. (2015) reviews in detail the theoretical and methodological foundations of the study of contemporary problems of personality psychology, outlines the sociogenetic and spiritual aspects of functioning, formation and self-development of personality as an integrity in all the diversity of its manifestations.

The work of Khomych and Tkach (2004) reveals the methodological foundations of psychological counseling. Merry (2020) in his work detailed the influence of personality-centered counseling on personal development, in particular personality-oriented values, personal qualities, the conscious attitude of the client to himself, others and the world. Donati (2002) empirically examines the problem of personal development in counseling psychology training. Bager-Charleson (2012) also looks in detail at personal development opportunities in counseling and psychotherapy.

We consider psychotherapeutic counseling as non-medical (personally directed) professional psychological help to the client on issues of personal growth, overcoming life difficulties, personal crises, focused on work with psychosomatic and deep meaningful and life problems, in order to activate positive changes in the client by changing self- and worldview, creating conditions for the full formation of the client personality.

It is difficult to find boundaries between psychotherapy and personality-oriented (with identification of personal causes in the experience of difficulties and assistance in personal growth) psychological counseling; therefore, we use the term "psychotherapeutic" and "psychological"

counseling as synonyms. However, psychotherapy (psychotherapeutic counseling) has wider psychological means of influence on the client in various psychological approaches, combining entire therapies and personal development in the direction of achievement of deeper and more stable personal changes in the client.

Psychotherapeutic is a long-term psycho-consultation (the average duration of which is 15 or more sessions 1 - 2 times a week), which depends on the client's specific personal development, his expectations and needs, level of psychological culture and complexity of the psychological problem and willingness to cooperate with a psychotherapist (psychologist). The theoretical and methodological basis of psychotherapeutic consultation is the consultant's consideration of the theories and concepts of personality psychology, personality disorders in terms of the norm in age-specific and clinical psychology, and the available personal resources of the client according to the specifics of his or her psychological problem. The main criterion of professional psychological counseling is the requirements for the personality of the consultant (psychotherapist or psychologist), who is already personally involved in cooperation with the client on the problem of personal growth.

We also consider psychotherapeutic counseling as cultural training (psychotherapeutic cooperation with clients in the process of counseling, education, professional interaction, etc., developing psychological culture, flexibility and diversity of behavior and ways to overcome difficulties within and outside their own culture), which provides personality as well as counselor. The results of influence of culturological training on the personality of the consultant are described in the majority of psychotherapeutic works. According to Kochunas (1999), the personal characteristics of a successful counselor should be professional and personal identity, tolerance of uncertainty, developed reflexivity, openness to own experience, authenticity (sincerity, congruence). Mikhalchenko (2018) states that psychotherapist can take different positions in relation to the client and accordingly perform different roles: expert, "mirror", methodologist of common sense, behavior model, frustrator, etc. - depending on the methodological principles by which he works. We define such professional creativity of the consultant as his professionally acquired personal property, indicator of personal-professional self-development and factor of effective culturological learning and personal development - both of the consultant and the client.

An important goal of Rogers's (1994) client-centered approach within the framework of interaction of the psychologist and the client is assistance in personal growth and development, due to which the tendency to move forward to maturity becomes relevant, there appears motivation to change, the desire to reconstruct one's personality and attitude toward life. Whatever you call it - the tendency to growth, self-actualization or forward movement - it is the main driving force of life, it is the aspiration on which all psychotherapy depends. The process of personality formation is accompanied by the development of the following qualities: openness, trust in one's own body as an instrument of sensual life; internal locus of control; constant emergence of new personal qualities. In client-centered psychotherapy, knowledge or such personal changes occur: the client accepts himself and his feelings more fully; he trusts himself more, can manage himself better; he becomes more flexible, less fixed in his perception; he sets himself more realistic goals; his behavior becomes well-considered; he gives up bad habits, even outdated ones, such as chronic alcoholism; begins to be more accepting of others; he becomes more accessible to the grounds of what is going on inside and outside him; he changes the basic qualities of his personality for the better; learning becomes meaningful for the client by education.

Psychotherapeutic intervention in connection with the promotion of the personal development of the client is carried out quite often in connection with personal crises. Psychotherapeutic counseling for a personal crisis is a "complementary" psychological tool of changes in individual relationships and life of the individual after a life vicarious on his or her individual path of self-education. In the psychological literature a personal crisis is understood as an affective reaction of a person to situations or conditions of life requiring changes in the way of his being: life style, way of thinking, system of values, attitude to himself and the surrounding world (Kuzikova, 2015).

S. B. Kuzikova defines the following principles of personal self-development in the process of overcoming the crisis: recognition by a person of the crisis as a new opportunity, good, freedom of choice, a factor of self-development and transformation of self-consciousness; orientation of a person in conditions of life crisis on the highest (spiritual, eternal, transcendental) values, including the values of religious faith; recognition of duality of the world (acceptance of opposites) as the implementation of the principle of complementarity; acceptance of reality as an opportunity to

resolve the crisis of realism; recognition of oneself in inseparable connection with this reality; striving for personalization along with processes of individualization as an opportunity to discover and accept one's authenticity; awareness and recognition of the right to accept oneself in the integrity and unity of opposing opinions, feelings, emotions, motives, desires and aspirations; striving for objective assessment of one's spiritual and social-psychological resources.

Psychotherapy is a long-term process dealing with the reconstruction of the personality and is characterized by great changes in the structure of the personality. At the core of many concepts in psychology and psychotherapy regarding positive changes in personality is the theme of developing a "productive" personality. The productive, or comprehensively developed personality can be described as follows. The productive personality has a sense of perspective. It is able to develop different strategies of behavior in this situation and to approach the problem from different winning points of view. A productive, harmonious individual does not bind himself or herself to one pattern of behavior, but acts according to the circumstances and is capable of setting himself or herself long-term goals. The notion of the productive personality is the basis of the concept of psychotherapy goals of many psychotherapeutic concepts. Productive existence occurs in the context of culture. Cultural experience and mindfulness provide the individual with three capabilities: the ability to find as many choices of behavior as possible when communicating with oneself and others; the ability to apply as many choices of concepts, thoughts, and actions to communicate with as many people and groups within and outside one's own culture as possible; the ability to formulate plans, act on opportunities in that culture, and reflect (Ivy et al., 1999).

According to Kottler and Brown (2001) psychotherapy counseling is a process that helps clients change ineffective and maladaptive behavior. For work to be effective, it is necessary to know exactly the effects of a particular theory, attitude or action so that the intervention can be replicated in the future, especially if it involves sustained positive change in a person's life. In the process of psychotherapeutic counseling, the following steps can be distinguished: awareness of the problem and the need to resolve it; a systematic examination of the context and preconditions for the problem; gathering data on what is known about the problem and attempts to solve it; a functional definition of the problem with a view to further resolution; a conclusion drawn from examples of solutions to this class of problems;

predicting results and selecting actions based on the likelihood of success; testing hypotheses about an action; evaluating results; drawing conclusions and generalizing. General counseling goals may include helping clients with the following: anticipating, planning, and responding appropriately to the challenges of life transitions; integrated congruent behavior, and expression of feelings and thoughts; adequate response to stress and reduction of its negative impact; assessment of the strengths and weaknesses of their personality, which contributes to the development of self-awareness; awareness of the integrity of life and the integration of effective life principles in the psychological, physical and social contexts; development of greater freedom of choice, skills to make constructive decisions.

Despite clearly defined requirements for the stages, structure and purposes of psychotherapy consultation, the content of the psychotherapeutic concept or psychological approach in which the consultant works - deep psychological, cognitive-behavioral or existential-humanistic - defines its specificity.

Gulina (2001) argues that the presence of psychotherapeutic effects as a result of the counseling process is not enough to dominate the medical model of "treatment. The main issue should be the model of a person's mental resource, a resource for development of changes in the process of psychotherapy and counseling (in our understanding, psychotherapeutic counseling), rather than organic mental health. In general, the sphere of psychotherapy refers to processes of personal change, while counseling refers to various supportive methods. The boundary between psychological counseling and psychotherapy is difficult to grasp (blurred), since all medical and psychological models are aimed at helping the sufferer.

Summarizing the views of different authors, Gulina (2001) defines counseling as a process in which the counselor facilitates that the client learns to connect knowledge about herself with more realistic goals so that she can become happier. At the same time, psychotherapy is often defined as dealing predominantly with re-learning rather than learning to achieve re-adaptation. Newer approaches and orientations are emerging that view psychotherapy and counseling as a theory of personality configurations.

For our theoretical and methodological analysis of research of psychotherapeutic counselling support of the personal development of the client, the theory of personality change which integrates psychotherapeutic and counselling practice and is key in understanding of consulting purposes and methods concerning optimization of such personal functions on the

own "Ego" is significant; self-regulation features; basic trust; integrity; tolerance for ambivalence toward self and others; ability to establish and maintain truthful levels of relationship as personal maturity; autonomy and self-sufficiency.

Thus, we consider a psychological model of psychotherapy (psychotherapeutic consultations in it) in which psychological aid is rendered to healthy people (clients) concerning improvement of quality of life, personal development and overcoming of difficult (mainly crisis) situations in connection with the problem of identity crises. Extra-medical personality psychotherapy is focused on personal and social problems, solving clients' psychosomatic and deep-seated problems in connection with personality crises and peculiarities of psychological development of a neurotic personality. Khomych and Tkach (2004, p. 15) also note that person-centered counseling in its focus, which is close to psychotherapy.

The goals and results of psychotherapeutic counseling are emotional release, overcoming a personal crisis, resolving internal conflicts, relieving stress, formulating new life meanings, and developing a coherent and self-sufficient personality. The methods of psychotherapeutic consultation for the development of personality can be from various psychological approaches - conversations, meeting groups, trainings, neuropsychocorrection techniques, etc. - depending on the psychotherapeutic case, the complexity of the subjectively significant problem of the client, his or her personal resources, feedback, expectations and needs.

Modern methods of psychotherapy and psychological counseling for the personal development of the client

In psychotherapy and psychological consultation practice, it is important to reveal the client's personal difficulties in overcoming a psychological problem, its genesis and those of his or her personal characteristics which are involved in the emotional reaction to a difficult life situation. Diagnostics, collection of information on the client's personal dysfunctions and personal characteristics as resource potentials, formulation of hypotheses concerning the nature of the problem allow the psychotherapist (client) to choose effective methods of work on the issues of personal development in the process of overcoming any life crisis. After diagnostic and interpersonal (establishment of contact and sincere and equal relations with the client), the therapeutic task of psychological consultation consists in creation of conditions for the solution of the psychological

problem and personal growth of the client, taking into account his or her expectations regarding cooperation with the specialist, manifestations of resistance and the degree of development of a crisis condition. The final stage of psychotherapeutic consultation is revelation of conformity of expectations of the client with the reached goal and the experience of the solution of the problem and provision by the specialist of professional recommendations.

Psychotherapeutic technology of personal development has a model of integrity (the integrity of mental, psychological, interpersonal and neuropsychological processes involved in the components of personality and are in a direct systemic and structural relationship and interaction) and self-sufficiency (as a complex personal formation, personality-regulatory, which has an effective system of influence on the activation of psychological self-regulation of the individual in providing subjective activity in situations of personal (Berbets et al., 2021; Demchenko et al., 2021; Prots et al., 2021; Karasievykh et al., 2021; Kosholap et al., 2021; Sarancha et al., 2021).

The type of higher nervous activity, functional features of work of the brain and properties of nervous system are the basis for manifestation of individual-personal characteristics of the client in combination with his/her emotional reaction to the personal crisis. In this connection, it is important to provide comprehensive psychotherapeutic counseling with neuropsychological support. The methodological basis for neuropsychological support of holistic personality development is the interaction of biological, social and psychological factors (accompanying the psychological development of the individual throughout his or her life). Among the new psychotherapeutic methods (for the implementation of neuropsychological tasks), we can refer to body therapy - it uses body-oriented techniques and methods with reliance on the client's existing personality potential in order to actualize the client's personal growth. Body-oriented therapy is a way of getting to know and accept one's personality through body language, in combination with one's emotions and mind, thanks to which nervous and mental tension is reduced and crisis states are overcome.

Gilbert (2019) considers an integrative, evolutionary, contextual, biopsychosocial approach to psychotherapy in different social development contexts that better integrates new understandings of our bodies as ecosystems, which should make psychotherapy methods more multifaceted (interdisciplinary, integrated) than they are now.

We believe that in order to carry out a successful process of counseling and activation of transformational personal changes of the client it is important to integrate the experience of professional competence of the consultant in one or different psychological approaches and integrative experience of transformation of situational and personal parameters of the personal problem of the client - as well as their interdependence and mutual complementarity as methodology of counseling.

At the present stage, several leading directions in the world theory and practice of consultation and psychotherapy have taken shape. Among them is the psychodynamic direction, which includes psychoanalysis by Z. Freud's psychoanalysis, A. Adler's individual psychology, C. G. Jung's analytical psychology, E. Berne's transactional analysis, etc.; the humanistic direction (Rogerian psychotherapy, Gestalt therapy, existential therapy); the behavioral direction (social learning, cognitive therapy, etc.) (Mikhalchenko, 2018).

Three basic phases of psychotherapy are also distinguished. The emotional phase involves establishment of contact between the psychologist and the client; the cognitive phase involves recognition of the psychological problem and psychotherapeutic diagnosis; the second phase involves work on the cultivation of the problem in the cognitive aspect; the emotional phase involves formation of a specific psychotherapeutic relationship. At the third phase, the client "grown ripe" in order to leave a special emotional relationship with the psychologist and prepares for implementation of the solution found. The concrete psychotherapeutic content of each phase of psychotherapy is determined by the methodological positions and individual features of the psychologist. Psychotherapeutic communication in all phases of therapy in the form of consultations is rich in metaphors. Psychotherapeutic metaphors give unlimited possibilities of description, structuring and transformation of human experience that are the key to therapeutic changes (Mikhalchenko, 2018).

Phenomenological analysis of conceptual models of different psychotherapeutic schools and directions allowed Berkaliev (2014) to allocate seven independent from each other groups of psychological mechanisms providing psychotherapeutic changes in the subject of crisis counseling: awareness (development and strengthening of the "Ego" by transferring the determinants of the subject's emotional reactions and attitudes from the unconscious to the conscious, which increases self-regulation and improves interaction with others); catharsis or emotional

responsiveness (also a mechanism of psychoanalysis, which by releasing emotional tension allows to change the subject's emotional state and helps to improve emotional regulation); learning (a mechanism within behaviorism aimed at modifying and controlling behavior and reactions, develops the ability to achieve self-efficacy in life); revaluation of meanings and meanings (mechanisms studied within cognitive and existential psychology and aimed at arbitrary construction of the world and determining one's place in it, solve the problem of streamlining the system of relations to the surrounding world and oneself, the occurring events, help transform and modify the system of subjective values; traditionally aimed at overcoming existential problems - loneliness, fear of death, etc.; a sense of joining, belonging with identification, inclusion and community (highlighted in humanistic psychology, allows you to feel part of the world and humanity; achieved through unconditional acceptance, understanding and empathy; gives opportunities for development, self-realization, overcoming the fear of uncertainty and unpredictability of life, freedom, partnership); emotional conditioning (promotes a belief in the possibility of positive change, own possibilities); ecstatic experience (transcendental or creative experience, a mechanism described in transpersonal and existential psychology, gives a sense of fullness and consciousness of life, a sense of inclusion and unity with the world, inner harmony).

The mechanisms that have been described in psychotherapy actually never appear separately. Some of them are leading at a certain moment, while others are supplementary. The expert should be able to recognize their presence, as well as their importance at a given moment and real psychotherapeutic potential. The speed, accuracy, efficiency and effectiveness of psychological aid necessary in crisis and extreme situations is possible with a clear understanding of the algorithm of the therapy process, precise definition of the current phase, knowledge of the essence of psychological mechanisms and the ability to use them to the fullest (Berkaliev, 2014).

Bell et al. (2020) noted research findings in counseling and psychotherapy since COVID-19 and made suggestions for engaging spiritual and existential dynamics in psychotherapy.

Gulina (2001) considers psychotherapy and counseling as a process. There are methodological differences in approaches to the problem of the personal development of the client included in this process. For the humanistic-oriented, particularly client-centered approach to counseling, the

following process characteristics can be identified: empathy, respect, attention, congruence, concreteness, coping skills, acceptance, self-awareness, positive attitudes toward oneself and others. Nash (2018) also considered the weighty role of person-centered counseling in humanistic psychology.

Rogers (1994) also believes that the process of client-centered psychotherapy can be understood through certain permanent characteristics of the process: maturation of behavior; positive attitude as psychotherapy proceeds; changes in perception and acceptance of self; incorporation of previously rejected experiences into the personality structure; shift in source of assessment - shift from external to internal assessment; changes in psychotherapeutic relationships; characteristic changes in personality structure, behavior and physiological state.

Such procedural characteristics of counseling and, above all, of the client's personal development are realized through "awareness of experiences" or even "feeling experiences" and "feeling oneself" - it is the client's exploration of the various aspects of his experience in their sensory immediacy as they are given to him by his sensory and visceral mechanisms. without distorting them so that they correspond to his present concept of himself, the so-called "concept of self". The therapy process can be considered completed when the client shows the following changes: less defensive, more realistic, socially mature with positive self-esteem and creative behavior with more effective psychological problem solving. The stages in this psychotherapeutic process are: work on the motivation for positive change; self-expression of the client through feeling and understanding the problem; development of congruence, self-disclosure and acceptance of oneself, one's inconsistency and limitations; personal changes, openness to oneself and the world. The basic techniques of the client-centered psychotherapeutic process: establishing congruence; verbalization as highlighting in the client's statement what is most essential and stating his message as confirmation to the client that he is being heard; adequate reflection by the psychotherapist (psychologist) of the emotions the client displays in counseling, Rogers (1994).

According to Gulina (2001), some counselors, representatives of the cognitive-behavioral approach, believe that effective counseling is essentially training or retraining the client. In this connection, the following training programs have appeared: "How to effectively experience life changes,"

"How to be positive about yourself," "How to start, maintain and end a relationship".

Cooper and Dryden (2016) reviewed current methods of pluralistic counseling and psychotherapy and found that most clients value the flexibility and collaborative approach that is the foundation of pluralistic practice. The most significant methodological principles of introducing modern methods of pluralistic counseling and psychotherapy are the following: there is no one correct way of conceptualizing clients' problems - different understandings are useful for different clients at different moments in time; there is no one right way to practice therapy - different clients need different things at different times; many disputes and disagreements in the therapeutic field can be resolved by adopting an "and-and" rather than an "either/or" position; it is important that counselors and psychotherapists respect each other's work and recognize the value it can have; counselors and psychotherapists should recognize and celebrate the diversity and uniqueness of clients; clients must be fully engaged at every stage of the therapeutic process; clients must be understood in terms of their strengths and resources and their problems; it is important that counselors and psychotherapists are critical of their own theory and practice - willing to look at their own investment in a particular position and be able to detach from it.

Conclusion

Internal positive changes associated with personal growth or overcoming personal crises, can cause personal restructuring, transformation of value-motivational transformations, successful self-regulation due to the integrity of the person. Not always the criticality of the social situation corresponds to the client's personal resources as an opportunity for self-development in overcoming difficulties and to be the subject of his or her own life, having accepted new values, his or her personal essence and new life experience. The structured conflict between the possibilities and demands of social circumstances, between the real "Ego" and the ideal "Ego" as a neurotic personality problem can be solved by getting a new chance for personal growth with psychotherapeutic support.

Psychotherapeutic technology of personal development has a model of integrity (the integrity of mental, psychological, interpersonal and neuropsychological processes that are involved in the components of personality and are in a direct systemic and structural relationship and

interaction) and self-sufficiency (as a complex personal formation, personality-regulation, having an effective system of influence on the activation of psychological self-regulation of the individual in providing subjective activity in situations of personality crises.

The subject of psychotherapeutic counseling is the personal growth of both the client and the counselor in the process of cultural training. Psychotherapeutic counseling in non-medical aspects is personally directed, professional psychological help to the client on issues of personal development, overcoming personal crises and personally oriented to work with the underlying issues of meaning and life, activation of positive changes in the life of the client, his self- and worldview, which undoubtedly creates favorable conditions for his full-fledged personal development and self-actualization.

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