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What lasting contributions to psychology have been made by Jung and Adler?

Carl Jung was an analytical psychologist. Despite following Freud's work initially while also being considered Freud's successor by Freud himself, he had different ideas on psychoanalysis and this led to the two of them having a falling out. He pioneered analytical psychology, which, while it did follow parts of Freud's libido theory, it did not use sexual terms like Freud did. Another significant difference to Freud's theories is that Jung did not believe personality development was established in the first few years of life.

Carl Jung also pioneered the ideas of the collective unconscious and archetypes. The collective unconscious is the deepest part of the psyche, which is right under what people are aware of in the consciousness, and it contains experiences shared between humans and through evolution. These universal experiences make the basis of personality. Archetypes are found within the collective unconscious. They are patterns and/or tendencies of thought that all humans tend to share and understand to a certain degree; they tend also to be symbolic in nature. This may be in the form of the hero, characters like Hercules and King Arthur, which is a story archetype found in different cultures that people seem to understand. Archetypes also come in other forms like

Alfred Adler pioneered the idea of individual psychology which is defined as there being social factors and some biological factors that make human behavior. He believed people had social interest, an innate wanting to be a part of the community and help that community. Adler wanted to focus on the conscious factors of personality development rather than the unconscious factors like Freud believed. He proposed feelings of inferiority were the cause of human behavior, for example wanting to make up for something someone feels inferiority complex about by doing something about it. He also believed in a style of life, a way we behave to reach our goals and beat our feelings of inferiority. One more thing he theorized was birth order, when we are born compared to our siblings can influence the way we behave and what we feel. His work serves as the basis for Adlerian Therapy, a humanistic and goal oriented psychotherapy model that follows central parts of his teachings. It is still being used to this day.