



How can 'values' be explored in responsible management education? Through *Spiral Dynamics*.

- Why and how do values arise and spread? What are 'value systems'?
- How can we motivate people in ways that matter to them, at this time, in this place?
- Why do global crises, such as terrorism, exist and resist diplomacy?
- How can we integrate and align the efforts of stakeholders
 - in our organizations,
 - in complex global hot spots, and
 - with regard to social and economic development issues?
- If it is time for change, then From what To what?
- What is the nature of change and 'natural design'?

Spiral Dynamics: Leadership, Organizational Elegance & Integral Management

Spiral Dynamics (SDi) Level 1-2 seminars present an academically unique construct that will provide insights into culture, organizations, and community dynamics in the context of human bio-psycho-social evolution in an interconnected world. Knowledge will be immediately applicable to cross-cultural development projects, curriculum planning, organizational alignment, international and local business management, and outreach efforts in almost any context.

We track the history and emergence of the theoretical underpinnings of Clare W. Graves research methodology and the early applications of his seminal work. This is the first major paradigm of the 21st Century to offer insight into geopolitics, economics, religion, the arts, organizational design, education, health care, culture and other identifiable manifestations of the eight social value systems existing in the world today. We will see how these value systems emerge and evolve, their healthy and unhealthy expressions demonstrated by music, cartoons, films and interactive exercises. By the end of this seminar, participants will understand why conflicts and social ills still exist around the world after years of effort to resolve them; and how to communicate with and align people, processes and purpose in order to facilitate healthy change, social and organizational evolution through natural design.

Each participant receives manuals, charts of key constructs, slides and additional materials both during and after the event. In Level 1, each person will complete a series of research instruments that you are free to take and modify for your own use. In Level 2, we create a workshop scenario and host several guest presenters. Darrell Gooden, a PhD candidate at Adizes Graduate School, will demonstrate the interrelationship of Spiral Dynamics and the Life Cycle theory of Dr. Ichak Adizes as applied to his work as a change agent with the U.S. military. Additional guest presenters are listed on our website (below). Participants are invited to join three weeks of online dialogue with Mr. Gooden to further fine tune their individual understanding and applications of Spiral Dynamics after the seminars.

Spiral Dynamics Level 1-2 Certification Seminars *with Dr. Don E. Beck* **November 14-19, 2011 in Santa Barbara, California**

Space is limited to 24 participants! Reserve your place early!

Contact Stephanie@Adizes.com today and visit:

http://www.adizesgraduateschool.org/sdi_seminars.html