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**Spiral Dynamics:  Natural Design**

**Organizational Elegance & Integral Management**

**Level 1 Certification - November 8-10,   
Level 2 Certification - November 11-13, 2010   
in   
Santa Barbara, California (in English)**

**Presented by Dr. Don E. Beck and special guests  
... hosted by the Adizes Graduate School (USA)**  
  
**Discounted seminar rates for Educators, Students and Seniors  
Our hotel is just a few steps from the Pacific Ocean with weekly rates starting at $630USD**  
  
<http://www.adizesgraduateschool.org/sdi_seminars.html>

**Course Content and Objectives**

We will track the history and emergence of Spiral Dynamics including the theoretical underpinnings of Clare W. Graves research methodology and the early applications of his seminal work. The Level 1 seminar will provide an experiential exploration of the eight value systems identified by the Spiral Dynamics bio-psycho-social model.  This is the first major paradigm of the 21st Century to offer insight in such areas as geopolitics, economics, religion, the arts, coaching and counseling, organizational design, education, health care, and other clearly identifiable manifestations of the social value systems existing in the world today.

**In Level 1** we will see how these living systems emerge and evolve, their healthy and unhealthy expressions demonstrated experientially by music, cartoons, and films. Participants will gain insight into the nature of conflict, change, and healing. By the end of this seminar, participants will understand why conflicts and social ills still exist in hot spots 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 and social evolution through natural design.

Each participant will receive manuals full of articles, charts of key Spiral Dynamics constructs and other information. Each will complete a full battery of research instruments, which may also be useful in their own profession. Further, **in Level 2** workshops, participants will be challenged to develop applications of the theory in their own area of interest. A feature of the course will be a demonstration of the interrelationships of Spiral Dynamics with the Life Cycle theory of Ichak Adizes, System Dynamics and Constellation theory from Bert Hellinger, as well as a number of other approaches. We may use the "Live Wire" technology to interview several of the outstanding contributors to this emerging paradigm, both in the United States and elsewhere.

Special presenters are often invited to Level 2. This November we will host Elza Maalouf and Said Dawlabani, who have worked closely with Dr. Beck in Israel and Palestine, meeting with hundreds of members of the Fatah party in recent years. Darrell Gooden, a Ph.D. candidate at Adizes Gradaute School, will demonstrate how Adizes constructs mesh with Spiral Dynamics in his work as a change agent with the U.S. military.

Following the six days of instruction in Santa Barbara, participants are invited to join three weeks of online dialogue to further fine tune their understanding and applications of Spiral Dynamics.

**Spiral Dynamics answers questions like:**

\* IF it is time for change, then FROM what TO what?   
\* WHY and HOW do values arise and spread?   
\* WHAT is the nature of change?   
\* HOW should who lead whom to do what for which people living where, and when?  
\* WHY do people respond to different ways of communicating?

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**When using Spiral Dynamics, you:**

\* communicate with people in ways they understand best on their terms.   
\* motivate people in ways that matter to them, at this time, in this place.   
\* construct organizations that align the work to be done, the people who will be doing it, the management style that fits those people, and the technologies that apply naturally  
\* design natural systems within a coherent framework.

**Spiral Dynamics can be applied to:**

\* understand why medicine cannot prevent the spread of HIV   
\* understand why global crises, such as terrorism, exist and resist diplomacy,   
\* integrate and align the efforts of stake-holders in complex global hot spots   
\* integrate and align the efforts of stake-holders within organizations, and   
\* with regard to economic and social development issues.

**Target Audience**

All participants will gain insight into creating natural design structures for organizations, development initiatives, and to facilitate change in individuals, organizations and societal contexts.

Organizational consultants, life coaches, and agents of change in the profit or non-profit sectors will find the insights and strategies delivered in this course of significant value and benefit in their profession. Individuals wishing to integrate their own strategies into a coherent framework for management purposes will find Spiral Dynamics to be scaffolding within which other management strategies can function very effectively.

University lecturers working or teaching in cross cultural contexts, planning to consult, or wishing to enrich their ability to communicate with a variety of stake-holders will gain significant insights into the closely held value systems that require specific communication strategies.

Managers at all levels of an organization, particularly chief executives and Human Resource  managers, will gain knowledge of how to align people within the organization with each other, as well as with departmental objectives and the overarching organizational vision and mission. They will better understand how to create a culture that reflects the organizations internal and external stake-holders.

The course will include both lecture and group work, demonstrate applications with real world examples, and provide experiential multimedia presentations - music, film, cartoons, slides - to facilitate learning.  
  
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**Contact information:**

For more information and a Registration Form, or to register online - please visit:

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

**Or contact:**

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