

Certification in Spiral Dynamics® and the work of Dr. Clare W. Graves

Chris Cowan and Natasha Todorovic

SD1: 23-26 February & SD2: 28 February-2 March 2011

"Spiral Dynamics and the work of Dr. Clare Graves offer unique insights into human behaviour, motivation and values, offering a framework for raising the effectiveness of leadership, management, change initiatives, training and education. This certification will enable you to make greater sense of the behaviour you see in individuals, teams and organisations, and explain for instance why an intervention that works brilliantly in one situation does not create the same results in another, although they look superficially the same.

This programme will provide you with the depth of training and experience you will need to utilise and work with this material professionally. Chris is the co-originator of Spiral Dynamics, and he and Natasha are the foremost authorities on Gravesian Theory and the essentials of Spiral Dynamics. They are engaging teachers with a wealth of knowledge and experience".

Paul King & Marie Faire

What is Spiral Dynamics?

Spiral Dynamics® is a way of thinking about the complexities of human existence and understanding the order and chaos in human affairs. It explains deep forces in human nature which shape our values, and lays out both a pattern and trajectory for change. SD will help you gain a greater understanding of how people, organizations and cultures function from the inside out—and will empower you to help them work, learn, and live better.

Who is this Certification For?

If you're a organisational leader or manager, consultant, educator, coach, policy maker—or anyone whose success depends on understanding human nature—Spiral Dynamics will give you unmatched tools and insights to do your work better.

SD1

This in-depth overview of Spiral Dynamics and the work of Clare Graves is the first step in the certification process. It is designed to bring both those who are new to this way of thinking and practitioners who have been introduced to the Gravesian perspective from other sources up to speed with the full depth of underlying theory and current developments in value systems, memetics, and evolutionary change theory without fluff or hype.

Taking a systemic approach to these models and their practical relevance to the real world, SD1 provides the principles for using Spiral Dynamics in the field, including leadership approaches, management strategies and working with change - to answer the question "How should who manage (or teach or lead,) whom to do what, when?"



"The certification was a fantastic course that gave me great insight into how I think within the environment I work and live in. It has given me tools to work with my team particularly in managing change and identifying who should do what and when. It is helping me lead major strategic change within my organisation by enabling me to assess how my managers think, their management styles and the conditions needed to enable change to happen within the organisation. On a personal level it is helping me understand why I think the way I do and how I react to others. I enjoyed the course immensely"

Janet Dullaghan, Director

SD2

This training expands on the underlying Gravesian perspective and other theories that have contributed to the Spiral Dynamics point of view and extends the exploration of where and how to apply this work in practice.

We highly recommend that you complete both SD1 and SD2 if you truly want to get to grips with Spiral Dynamics as a model and its application.

SD2 will help you "get behind the scenes" of human emergence and really understand the deep forces that produce trends, waves, and strategies. It provides a venue for discussing specific applications, projects, and research initiatives with case studies and examples.

It focuses on the processes and approaches to change and the implications for management practice and strategic design in organisations, for training and education, and for individual & social change.

Enrolment is limited to those who have completed SD1 with Chris and Natasha.

More About The Whole Programme

The programme is intended to provide as "clean" and close-to-the-source rendition of the Graves/SD point of view as possible. They will also show how some of the ideas and interpretations of Spiral Dynamics need updating and modifying.

Participants will "live" the levels of existence point of view as it is applied to business, personal development, education, and a host of other topic areas. Sessions are lively, interactive, and fun, but also demanding, thought provoking and intense.

The programme's focus is purely and simply on Spiral Dynamics and the work of Clare Graves, uncluttered with tangential theories, leaving you free to integrate what you learn with what you already know. As a model, Spiral Dynamics naturally provides the framework within which you can fit your other training, knowledge and skills.

The length and structure of the course is designed to provide you with the deep understanding of the model that you will require to accurately analyse situations. Successful outcomes begin with effective analysis.

Chris and Natasha find that many people working with SD miss obvious signs of the core systems. They address this by including greater coverage of the Systems Recognition Principles and by focusing more attention on the essential Gravesian

elements of the model. As a result participants can spot the systems with greater accuracy and apply the model more effectively.

More than that, though, they teach the theory behind the colours - the emergent, cyclical bio-psycho-social-systems perspective – so, you will learn how to think in new ways.

For certification, participants will be required to demonstrate competency in applying the theory and in assisting others to understand its implications. Successful participants are eligible to use the various Spiral Dynamics profiling tools.

"I have found using SD with individuals and groups really enhances the effectiveness of my existing programmes. The response from clients has been exceptionally positive it causes some serious reflection on exactly what is best practice for them as professionals and people. Thank you, you have not only assisted me in developing the effectiveness of the work I do, but at a personal level, provided me with a structure that, the more I use, the more impressed I am".

Roy Leighton, Learning & Business Consultant



Spiral Dynamics in Application

Below is a selection of accomplishments clients and previous certification course participants have credited to the use and insights gleaned from the Spiral Dynamics 1 & 2 training:

- a bank increases new accounts by 70%;
- a car manufacturer designs and successfully introduces a new vehicle specifically targeting a unique market;
- a program is formed to help get kids out of trouble and back into school;
- a manufacturer increases sales by 30% by organising into a new structure;
- a mother can talk to her teenage son for the first time in many months;
- two warring department heads who didn't speak for five years put their teams and talents together to make an impossible project work.

Chris Cowan & Natasha Todorovic



Chris Cowan

Chris is co-creator of Spiral Dynamics and co-author of *Spiral Dynamics: Mastering Values, Leadership and Change*. He worked with Clare Graves during the last decade of his life, and brings a unique perspective to Graves's elegant research and the powerful ideas it has generated.

He has worked full-time with the theory since the early 1980's, using the framework internationally in private and public corporations, and government and non-government organisations, applying it to areas ranging from business management to municipal planning and social transformation. There is no better source for a clear and accurate understanding of how to use SD to impact individual lives and organisational futures in positive ways.

Chris's emphasis is on making this complex theory practical, applicable, and deliverable to a wide range of groups who are seeking results at the bottom line, the top line, and with the complicated and often overlooked human factors in between.

Natasha Todorovic

Natasha joined the National Values Center, Inc. as a partner in 1998 then formed NVC Consulting with Chris Cowan. She has worked with the Graves /Spiral Dynamics model since 1991.

She consults, coaches and trains worldwide for clients in a variety of industries. For over 25 years Natasha has collected experience from a broad range of industries ranging from sales and

marketing, production, training & coaching, product development, and R&D.

Natasha will help you navigate through common pitfalls and misunderstandings regarding Spiral Dynamics/Graves's theory. She has helped hundreds of professionals to use this in their daily work and is committed to providing a clear and unbiased understanding of this model so you too can use it effectively.

"The course was enlightening, useful, and fun. Over the past 5 years my company has been invited into many organisations where "things that used to work no longer do so". Since the course, I have found that many complex problems faced within my own organisation and our client organisations, have now been given a solution. We have managed to give ourselves an injection of new vision and new ideas, which is filtering through to our clients."

Martin Adams, IT Consultant

Repeating the Training

If you have previously taken one of the SD1 or SD2 trainings and would like to repeat your training to expand your understanding, you are entitled to special rates. Please contact us to discuss this. If you have not participated in NVCC's SD1 or SD2 for several years, there have been dramatic changes in these programs. They have been 'renovated' and updated to include much new, in-depth, Gravesian material.

Pre –course Work

Prior to the start of the course participants will complete a package of self-analysis tools and will be asked to find up to five volunteers to do the same. These profiles will be reviewed during the course and participants will be invited to give feedback to their volunteers after completion of the course. There is also a small amount of pre-course reading.

Course Qualification

Participants who satisfactorily complete the course will be authorised to use the Spiral Dynamics profiling instruments.

Dates and Times:

SD1: 23-26 February 2011

SD2: 28 February-2 March 2011

The first day of SD1 and SD2 will start at 10.00. Every other day will start at 9.30. The daily finish time will be around 5.30 except for the last day of SD1 and SD2 when we will finish around 4.00. There are optional evening sessions showing relevant videos and films. 27 February is a "free" day.

Venue

To be confirmed.

Course Fees:

Book early and book SD1 and SD2 together to save money. 90-95% of participants book both SD1 and SD2 at the same time.

Fees for self sponsored individuals and not for profit organisations:

Pay by 12 January 2011 and save up to £400 on Standard Price

SD1 - £1080 (+VAT)

SD2 - £960 (+VAT)

or

SD1 & SD2 joint price - £1800 (+VAT)

Standard Price (Pay after 12 January 2011)

SD1 - £1280 (+VAT)

SD2 - £1110 (+VAT)

or

SD1 & SD2 joint price - £2200 (+VAT)

Corporate Sponsored:

Pay by 12 January 2011 and save up to £400 on Standard Price

SD1 - £1200 (+VAT)

SD2 - £1050 (+VAT)

or

SD1 & SD2 joint price - £2000 (+VAT)

Standard Price (Pay after 12 January 2011)

SD1 - £1400 (+VAT)

SD2 - £1200 (+VAT)

or

SD1 & SD2 joint price - £2400 (+VAT)

The price includes manuals and other documentation, use of diagnostic instruments, lunch and refreshments.

Discounts and Bursaries

A bursary may be available for qualifying individuals.

Booking

To book or to discuss this training please contact The Beyond Partnership Ltd, 2 Holbrook, Bromham, Wilts, SN15 2DH.

Tel: 01380 859106

Email: paul@thebeyondpartnership.co.uk

Introductory Courses & Consultancy

We run 1-day open introductions to Spiral Dynamics and offer in-house training and consultancy. Please contact us for further information.

www.thebeyondpartnership.co.uk

For more information on Spiral Dynamics, the work of Clare Graves, and Chris and Natasha please see

www.spiraldynamics.org

and

www.clarewgraves.com

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"The 7 days just flew by. Chris and Natasha make a superb double act and the content is just so alive. They create a lot of richness around it with their stories and experiences. I learnt a lot and can't place a value to all I took in. I have already caught myself quite a few times taking a step back and re-evaluating, when a point I'm trying to address is not getting the desired outcome. I think the organisation around the course was good and the location worked out really well too. I can see the benefits of taking a class outside of London".

RM, Corporate Trainer

"I highly recommend anyone to attend this event. Whether you are running your own business, a leader in business today, managing a team or simply for your own personal development - this event is a must! You will learn how to create a framework for understanding others at a deeper level and how to use what you learn to be even more effective in your chosen field. If you are wondering why you are successful in some areas and not in others Spiral Dynamics opens a fresh new approach to how you can create more success and for yourself and others in the world today."

Lindsay Ainger, Consultant

Spiral Dynamics and the work of Dr Clare W. Graves - Course Curriculum

Spiral Dynamics 1: Content (partial list)

<p>Theory Introduction to the ECLET point of view Differentiating vMEMES from memes Multiple Intelligences Gardner – AQ - EQ - IQ - VQ - etc. The E-C theory of Dr. Clare Graves The Double-Helix forces SD 'languages' compared to Graves – colours, numbers and letter pairs Tiers hypothesis First tier "subsistence levels" Second tier "being levels" Principles of vMEME detection Basic (nodal) Levels of Existence Change and transformation Entering, nodal, exiting phases The five change states Six conditions for change Open, closed and arrested conditions P-O-A formula for leadership</p>	<p>Assessment Tools (theory and practice) Discover Values Profile II Change State Indicator Proper and ethical use of instruments Applications (tailored to group) Motivation Teaching/Training Leadership Coaching Management System Design Communications OD Social and political activism</p> <p>Skills demonstrations</p> <p>Self-exploration and case studies</p>
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Spiral Dynamics 2: Content (partial list)

<p>Theory in Practice Dr. Clare W. Grave's research Correlation with other models and theories Dimensions of a Gravesian value system Principles of SD/Graves Spotting vMeme clusters, vMememes and memes - differentiation Protocols for the levels Transitional energies Systems mixtures and sub-systems Change & overcoming resistance to change (advanced) The three potentials for change The six conditions for change The variations of change Curve of transition phases Signs of open, closed, arrested The temperament variables The Energy of Transition Stations Exploring Life Conditions and Mind Capacities characteristics of the 18 sub-systems The Humpty Dumpty Effect Symptoms and solutions Lifecycles of vMememes Six principals of vMeme detection Spiral alignment (The Streams Process) Three phases 10 steps in creating strategy The plumb line process</p>	<p>Using P-O-A: the entry formula Facilitation and data gathering</p> <p>Assessment Tools - advanced Interpreting the Instruments Linguistic & Conceptions Analysis Behavioural Markers Spiral Dynamics real world case studies Criteria for "seeing" and dealing with transitional states.</p> <p>Applications Case studies and discussions Participants' cases Organisational analysis Spiral integration across systems Leadership Management Teaching/learning Social systems</p> <p>Acceptable use guidelines and ethical practice</p> <p>Geopolitical observation and scanning</p> <p>Process participant's pre-course work cases - report/skills demonstration</p>
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