



SPIRAL DYNAMICS® Level 1 Training
SPIRAL DYNAMICS® Level 2 Training



Change ♦ Human Development ♦ Leadership ♦ Values

Programs, Assessment, Training, and Human Insights on 5 Continents

Helping you solve tough people problems

www.spiraldynamics.org

www.clarewgraves.com

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People think in different ways. A brother and sister, husband and wife, manager and employee, corporation and customer might have very different world views and values. People in adjoining cubicles or families living right next door to each other sometimes don't seem to be inhabiting the same neighborhood. Colleagues within an organization often have wide ranging ideas about what vision, mission, and purpose mean. Countries sharing one planet act like they are in totally different worlds with their policies. **Why?**

Our *Spiral Dynamics*® Trainings give you a way of thinking about these complexities of human existence. You discover reasons, logic, and even predictability in the apparent chaos of human affairs. By providing you with a framework for tracking the evolution of worldviews and a scaffold on which to stand while analyzing situations and planning the most appropriate actions, training makes you more effective. Based in the original research and theory of Dr. Clare W. Graves, this point of view describes how worldviews and values emerge and flow through individuals, within groups, and across social spaces. It describes bio-psycho-social systems on the human spiral and how to deal with them.

From the Spiral Dynamics Mini-Course

You will benefit from profound insights through some powerful tools and models that will help you to evaluate organizational dynamics, value systems, team performance, motivation and more. Gain a fresh and fundamentally different outlook on the problems you face – implement new solutions – solve tough people problems - grow.

Who Can Benefit from *SPIRAL DYNAMICS*® Training?

Leaders, managers and others curious about corporate culture, development, and people issues

Coaches wanting to improve their abilities to facilitate change and interact congruently with clients

Consultants working with change, leadership, culture, teams, organizational transformation

Trainers & educators seeking to improve their strategies for adult learning and knowledge exchange

Policy makers building approaches congruent with the social, political, and cultural contexts in which they serve



Are you experiencing any the following? If the answer is yes, SDL1 & SDL2 can help.

- ✓ New business, political, social and international environment(s) have you scratching your head. You're trying to figure out the new kinds of problems you're facing and need fresh tools to evaluate your situation and shape decisions.
- ✓ You've got tough people problems. You've tried everything, and now you need new ideas and approaches that fit.
- ✓ You're in the midst of significant change and struggling to manage more effectively through chaos and uncertainties.
- ✓ You're an expert in your field and you want to take your talents and skills to the next level with additional tools.
- ✓ Approaches to people issues which used to be successful are no longer working. You need to understand differences in generations, cultures, and mindsets unlike your own.
- ✓ Team and employee underperformance have gone too far. You're looking for more powerful organizing principles.
- ✓ You want solutions that match the complex problems you are tackling, and to align and synergize diverse efforts.

SPIRAL DYNAMICS® Level 1 Training

The cornerstone to understanding human behaviour, motivation, and value systems. Four Days onsite at locations around the world.

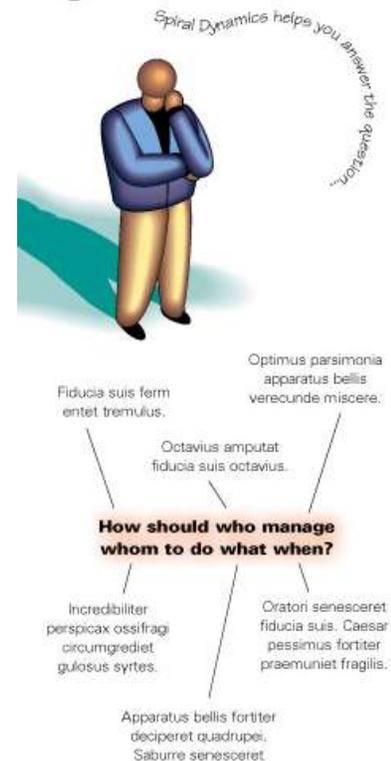
You will gain a thorough grounding Dr. Clare W. Graves's powerful Emergent Cyclical Theory. This course gives you a chance to learn how the principles can be applied to development and growth in real-world settings, to interact with others who use their learnings practically, and to explore its applicability to individual and organization development through a clearer human systems lens.

This course is designed for both those who are new to this approach and practitioners who have been introduced to the Gravesian point of view previously. Those new to the work will get an in-depth foundation; those exposed already will fill in the gaps in what they thought they knew.

You will explore current developments in value systems research and emergent human nature. You will "live" the levels-of-existence point of view as it is applied to business, personal development, communication, coaching, education - your field. The training plus tools in our assessment suite help you see which systems are active within individuals and groups for designing good interventions.

This **Spiral Dynamics®** Training Includes:

- **Spiral Dynamics®** Value Systems Assessment
- **Spiral Dynamics®** Change Readiness Tool
- 1 year trial license to the **Spiral Dynamics®** Proprietary Assessment Suite
- **Spiral Dynamics®** Training Manual
- **Spiral Dynamics®** Diary
- **Spiral Dynamics®** Management Approach



Spiral Dynamics® Level 1 Program Elements

Your Results Designed for Your Needs

The Human Spiral

- MEMES, Memes and Memetics - contents
- Double Helix Theory and Value Systems - containers
- The SD 'Languages' – conveying ideas
- Entering, Nodal, Exiting Phases in transitions
- 1st Tier / 2nd Tier “Subsistence and Being Levels”
- Characteristics of 8 Sub-Systems – values, worldviews
- Interaction of mind capacities with life conditions
- Values Assessment (FIRST LEVEL CERTIFICATION)

Dynamics of Change

- Change State Indicator (FIRST LEVEL CERTIFICATION)
- The Six Conditions for Change - Introduction
- Open, Closed, and Arrested Conditions
- The Five Change States in the process

Background

- Perspective of Dr. Graves and others
- Five Processes for Applying SD to what you do
- The **SPIRAL DYNAMICS®** online assessment suite
- Connections to Complementary Theories and Models
- Five Levels of Understanding

Your Possible Applications

- Marketing and Motivation – Fitting with Worldviews
- Creating the conditions for customers/employees to thrive
- Insights into a person’s internal processing and thinking
- Understanding conflict, change, and emergent processes
- Congruent Management/Leadership/Training/Interventions
- Creating systems that nourish growth, innovation and creativity through differential management & education
- Assessment in coaching, training, consulting, OD, etc.

Facilitating Change (Individual, Group, Large Systems)

- Working with change in coaching, training, consulting, OD, etc.
- Structuring your change strategy for maximum effectiveness
- Evaluating if, when, and how far to push transformation
- Understanding the sub-forms and general nature of change

Background

- Building an overarching framework for your work
- Making the tools and insights congruent with your world
- Eliciting the unseen: uncovering systems and change states
- Deciding what model(s) to use, when, with whom, and why
- Evaluating sources of information and developing your talent



SPIRAL DYNAMICS® Level 2 Training

Bringing principles of human nature to life through practical applications and case studies. Three Days onsite.

Building on SDL1 foundations, SDL2 takes a more extensive and in-depth look at the nuances of the Gravesian theory and approach to human nature, then takes you to applications of this work to real problems you face. By concentrating on primary source materials you'll gain depth of understanding of Dr. Clare W. Graves's foundational work. Chris Cowan, co-author of the original *Spiral Dynamics*, worked with Graves in the last decade of his life. He and partner Natasha Todorovic co-edited Dr. Graves's manuscript, *The Never Ending Quest*. No trainers, anywhere, can bring you a more authentic or in-depth look at this remarkable work than they.

Because Chris and Natasha have been working applying this work in areas ranging from business management and municipal planning to education and social transformation for decades, there is no better source for you for clear and accurate understanding of how the “emergent, cyclical double-helix model of adult bio-psycho-social systems development” can have a positive impact on individual lives and organizational success strategies. Diverse people from a wide variety of backgrounds and fields have found this approach helps them to see their problems in new ways.

Who is best suited to attend?

Spiral Dynamics® Level 2 is for individuals who want to “get behind the scenes” of human emergence and really understand the deep forces that lead to values choices, produce trends, shape waves, and mold strategies - what makes people tick. You will enhance your awareness of transitional states and sub-systems - human transformations realized. It also provides a venue for discussing participants' specific applications, projects, and research initiatives. The program helps you to analyze your own cases, problems and organization(s) by working with 4-5 volunteers in an Action Learning format. *Spiral Dynamics®* programs, materials, and models can be applied anywhere where human factors are part of problem solving: if thinking counts, Graves matters. In SDL2 you will learn to use various models at descriptive, predictive and prescriptive levels. Building on basics from SDL1, you'll look at in-depth applications and analyze complex problems through even sharper lenses and build an action strategy to use.

Because this seminar is designed to expand on background knowledge and share field experiences using the theory, enrollment is limited to those who have successfully completed our SD Level 1 Course (above) within the previous three years.

Certification Includes:

- Access to NVCC's **Spiral Dynamics®** Survey System
- **Spiral Dynamics®** Training Manual
- **Spiral Dynamics®** Debrief Template
- **Spiral Dynamics®** Transition Guidelines for Managers & Coaches
- **Spiral Dynamics®** Conceptions Analysis Approach

What did previous course participants think? Here are the results:

- 100% prefer this approach to the competitors they've experienced;
- 100% said the course was "excellent" or "very good";
- 95% said the trainers' knowledge was excellent;
- 95% said the content depth and richness was "excellent" or "very good";
- 100% said the course was either "highly" or "very" relevant to them;
- 95% would recommend this course to others;
- Practical applications you can use!

Join the leading experts in Gravesian Models & Theory today!



Overcoming resistance to change...

Meet these six conditions to overcome resistance and make effective change...

Potential
Be able and open to think in other ways.

Solutions
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Dissonance
Realize there is something wrong.

Barriers
Recognize, name, and deal with obstacles.

Insight
Examine how others approach similar situations and the options to set a course.

Consolidation and Support
New thinking must be integrated while supported by key people who reinforce the new way of being.

Spiral Dynamics® Level 2 Program Elements**Your Results Designed for Your Needs****Systemic Approach to Transitions**

Examining the entering and exiting phases
 A systemic approach to predicting and handling transitions
 Curve of transitional phases
 Recognition principles for transitional stages
 A Comparative Analysis of the Core Systems
 POA & Congruent Communication Strategies
 20 Psychological Characteristics
 Value Systems Assessments (2ND LEVEL CERTIFICATION)

Individual and Corporate Case Studies

Examining cultures (unique, typical, emerging)
 Organizational Alignment:
 Matching employees, work, and organizations
 Change management alignment & congruence
 Leadership in a differential context
 Effective teams and dysfunctional groups
 Examining cases of regression and their causes
 Unique profiles compared to typical cases
 Mismanagement and contextual adaptation
 Analyzing Inter-systemic conflicts and confluences
 Open, Closed, Arrested states in systems development

Your Possible Applications

Building effective strategies for congruent management, leadership, training, mentoring, and change interventions
 Adopting a Gravesian ECLET approach for your work
 Insightful choice making: Knowing “when to hold ‘em, when to fold ‘em, when to just walk away, and when to run!”
 Seeing and perceiving others’ needs and their worldviews
 New insights to help you resolve values-based impasses
 Informing coaching, training, consulting, thru assessment

Deepening Understanding & Deep Change

Congruent systems mean adapting your approach for fit, function and flow for both the existing culture and the organization of tomorrow:
 Establishing the existing culture – norms, values
 How to “see” the unseen forces behind behaviour
 Evaluating dysfunction versus worldview differences
 Building a 21st century workplace - demands of the new business environment - means understanding the key skills and essential management approaches needed to thrive
 Sales/customers, management/employee, culture/staff, etc.
 Avoiding missteps: tailoring the work to fit who people are

Certification provides you with access our proprietary Spiral Dynamics® Spiral Survey Assessment Suite – by request.





Your Trainers

Christopher C. Cowan co-author *Spiral Dynamic: Mastering Values Leadership and Change* and Director and co-founder National Values Centre Consulting and ISDO, the International Spiral Dynamics Organization. Chris has been working with this material since 1976 when he met Dr. Clare W. Graves and had the opportunity to learn from him directly while working to develop applications and extensions of his theory over the years to follow.

Natasha Todorovic is Partner and co-founder National Values Centre Consulting and ISDO and co-editor of *Graves: Levels of Human Existence* and *The Never Ending Quest: Clare W. Graves Explores Human Nature* with Chris Cowan. Natasha has been working with this material in coaching, personal, professional and organizational development, consulting and training since 1991.

Since 1998, Chris and Natasha have designed and delivered courses based on research into how people learn and apply these ideas in their work. With a cumulative 50 years of experience on five continents, Chris and Natasha provide you with reliable, practical, user-friendly, and authentic learning about Dr. Clare W. Graves's work and applications of it, as well as many complementary models of human systems development and change. They continue to offer the most in-depth trainings, whether for the individual, organizational, or societal level, as well as **Spiral Dynamics®** assessments and advanced courses.

Sessions are lively, interactive, and fun, but also demanding, thought-provoking and intense. Chris and Natasha will be your guides on a voyage of discovery - about yourself and others. You will complete a package of self-analysis instruments while working with colleagues and cases to deepen your understanding of human behavior through the various models and concepts, tools and techniques you will have to apply to real world problems and joys you face now, and those to come.



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Ready to Take a Closer Look?

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