

## Effective Leadership, Influence & Change: The Insights and Applications of Spiral Dynamics®

3<sup>rd</sup> June or 15<sup>th</sup> July 2008

*"The Beyond Partnership focuses on working with individuals and organisations at their edge to affect sustainable effective change. Spiral Dynamics is one of the most useful and comprehensive models we have come across. It offers profound systemic insight into individuals, organisations and cultures - why they do what they do - what is the nature and direction of the next step to be taken - what is the best way to influence and lead a particular person or group of people at a particular time".*

**Marie Faire and Paul King**

We invite you to attend our one-day introduction to Spiral Dynamics. As UK associates of Chris Cowan, co- originator of Spiral Dynamics, we have designed this introduction to provide an overview of the model and its applications so you can usefully start thinking about situations from a Spiral Dynamic perspective.

So, what is Spiral Dynamics and what can it do?

Its insights and wide application to all levels of human systems, from the individual to the organisational make it unique among developmental change and profiling models. Spiral Dynamics is growing in popularity, adopted in business, the public sector, consultancy and education.

It presents a comprehensive map of the different values and thinking systems that are the basis upon which people, (and organisations); make their decisions and choices.

We will look at the sequence in which these values levels emerge and why and how they can change. Each level has a particular way of thinking, different motivational "hot buttons", different beliefs, different learning styles and requires a different approach in management or coaching.

During the day we will also explore the applications of Spiral Dynamics with examples and activities.



An appreciation of this model can help you answer questions such as:

- What is the best way of developing and supporting people?
- What really motivates that person, that department or the organisation as a whole?
- How do you get the best out of everyone?
- Why does a change programme that worked in one situation not work in another?
- Why is the marketing initiative missing the target market?
- What people do you need to be recruiting currently and for the future?
- Is your corporate strategy taking account of the different value systems operating within your business and market?
- How do you design an effective and integrated people, resourcing and recruitment strategy?

## The Presenters

Marie Faire, Fiona Smith or Paul King lead the Introductory Days. Marie and Paul are the co-founders of The Beyond Partnership Ltd and have trained with both Chris Cowan and Don Beck, the originators of Spiral Dynamics. Fiona is a senior partner in The Beyond Partnership and has studied with Chris Cowan.

They use Spiral dynamics within their coaching, facilitation and training work with individuals, teams and organisations. Integrating it with NLP (Neuro Linguistic Programming) and many other areas of knowledge.

*"The introductory day was a superb foundation... provided the answer to a heck of a lot of questions".*

**IS, Senior Manager**

## Venues & Dates

3<sup>rd</sup> June 2008 – Marlborough, Wiltshire,

15<sup>th</sup> July 2008 - Central London

## Cost

£200+VAT (£235.00)

The fee for the day includes lunch and materials.

## Bring a Friend for Free

We know the value of being able to think and talk about what you will learn on this day with someone who has shared the experience, so we would like to invite you to bring a friend or colleague for free. In our experience it helps to consolidate your understanding and encourage your exploration of this model. We are also more than willing to do this with you post course.

## Spiral Dynamics for Organisations

We offer 1:1 profiling and coaching sessions utilising the Spiral Dynamics profiling tools plus introductory courses and consultancy to organisational clients.

## Open Course 1 Day Introductions

If you are interested in organising a 1 day Introduction to Spiral Dynamics and the work of Clare Graves in your locality, please contact us.



## Booking & Making Contact

To reserve a place or if you have any questions about Spiral Dynamics or the training content please contact us on 01380 859106 or [info@thebeyondpartnership.co.uk](mailto:info@thebeyondpartnership.co.uk)

The Beyond Partnership Ltd,  
2 Holbrook,  
Bromham,  
Wilts,  
SN15 2DH.

Payment to be received prior to the workshop.

See also our website  
[www.thebeyondpartnership.co.uk](http://www.thebeyondpartnership.co.uk)

## Certificated Training in Spiral Dynamics and Gravesian Theory with Chris Cowan and Natasha Todorovic

We run the only certificated training in the UK led by Chris Cowan, co-author of Spiral Dynamics and his partner, Natasha Todorovic. They are the foremost authorities on the original work of Clare Graves and the essentials of Spiral Dynamics.

The Certification will provide you with the most thorough and up-to-date training you will find in this work and will present all that you need to apply the models with skill, accuracy and confidence.

Completion authorises you to use the spiral dynamics profiling tools including the Values Test and Change State Indicator. Please contact us for more information.

*"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"*  
**JD, Director**

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