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

17th October or 21st November 2007

"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 this 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 require 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?
Marie Faire
Marie will lead the day, she is an experienced and highly regarded consultant, facilitator and conference presenter. She has trained with both Chris Cowan and Don Beck, the originators of Spiral Dynamics.

Marie works in partnership with a large number of CEOs, directors, senior managers and their teams helping them to clarify and manifest their vision, challenge their thinking and develop effective strategy through people. She also runs leadership development and culture change programmes.

In addition to being certified in Spiral Dynamics, Marie is Master Practitioner and Trainer in NLP and has a MA in Management Learning. She has extensive training in humanistic psychology and group dynamics, she has trained in Covey “7 Habits”, the Enneagram and various psychometric tests including FIRO B and MBTI (Step 1 and 2).

Dates & Venues

17th October 2007
London

22nd November 2007
Marlborough, Wiltshire

Cost
£180+VAT (£211.50)
The fee for the day includes lunch.

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 consolidated your understanding and encourage your exploration of this model. We are also more than willing to do this with you post course.

Booking & Making Contact
To reserve a place please send payment to

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

Payment must be received prior to the workshop.

If you have any questions about Spiral Dynamics or the training please contact us on 01380 859106 or info@thebeyondpartnership.co.uk

See also our website
www.thebeyondpartnership.co.uk

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Certificated Training in 2008 with Chris Cowan and Natasha Todorovic
Early next year we will be running a full certificated training, the only one in the UK with Chris Cowan, co-author of Spiral Dynamics and Natasha Todorovic. They are the foremost authorities on the original work of Clare Graves and the essentials of Spiral Dynamics. This 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 of the certification authorises you to use the spiral dynamics profiling tools including the Values Test and Change State Indicator. Please contact us for more information.

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.