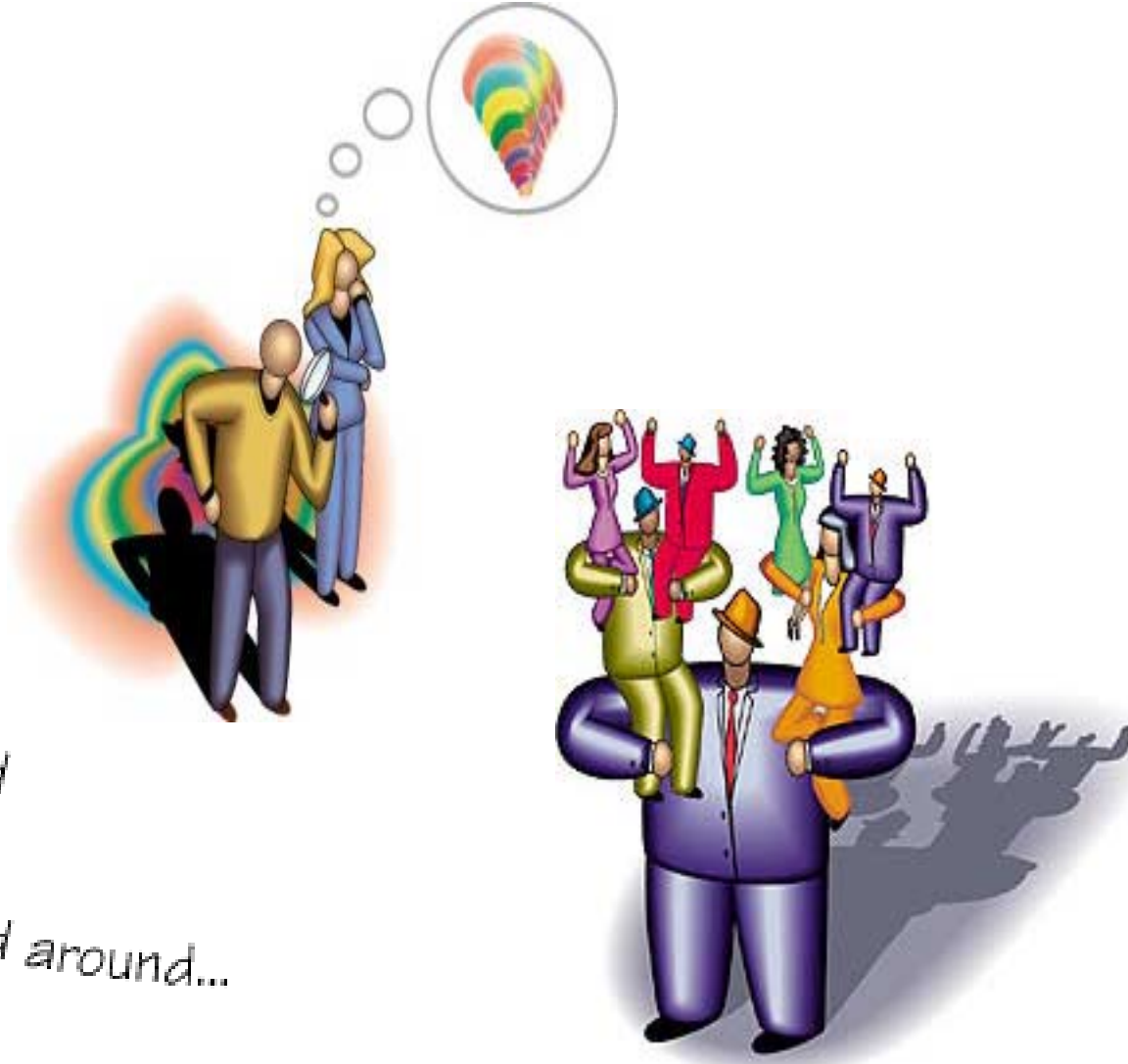


# SPIRAL DYNAMICS

*Understanding  
Your organization and  
the changing world around...*



# SPIRAL DYNAMICS

What is it?

Spiral Dynamics® is a bio-psycho-social-spiritual framework for understanding the cores of human thinking. Based on the original work of Dr. Clare W. Graves in emergent deep value systems Spiral Dynamics® helps identify the principles of how people change, organize, develop consciousness, make choices, create strategies and communicate. It unveils the hidden codes that shape human nature, liberate global diversity, and drive or slow social and organizational transformation.



*BEFORE YOU JUMP INTO...*

Organizational Transformation

Social Change

Strategic Planning

Human resources development

Hiring a consulting firm

Mergers, acquisitions, divestitures

Cultural Assessment



**Call us!**



# SPIRAL DYNAMICS



*Spinning your wheels?*

*We and SD can help you to . . .*

Examine your leadership style & its fit with your organization

Position your organization to respond to changing external forces

Build a Cultural Observatory poised as an early warning system

Evaluate your R.O.P. (return on people)

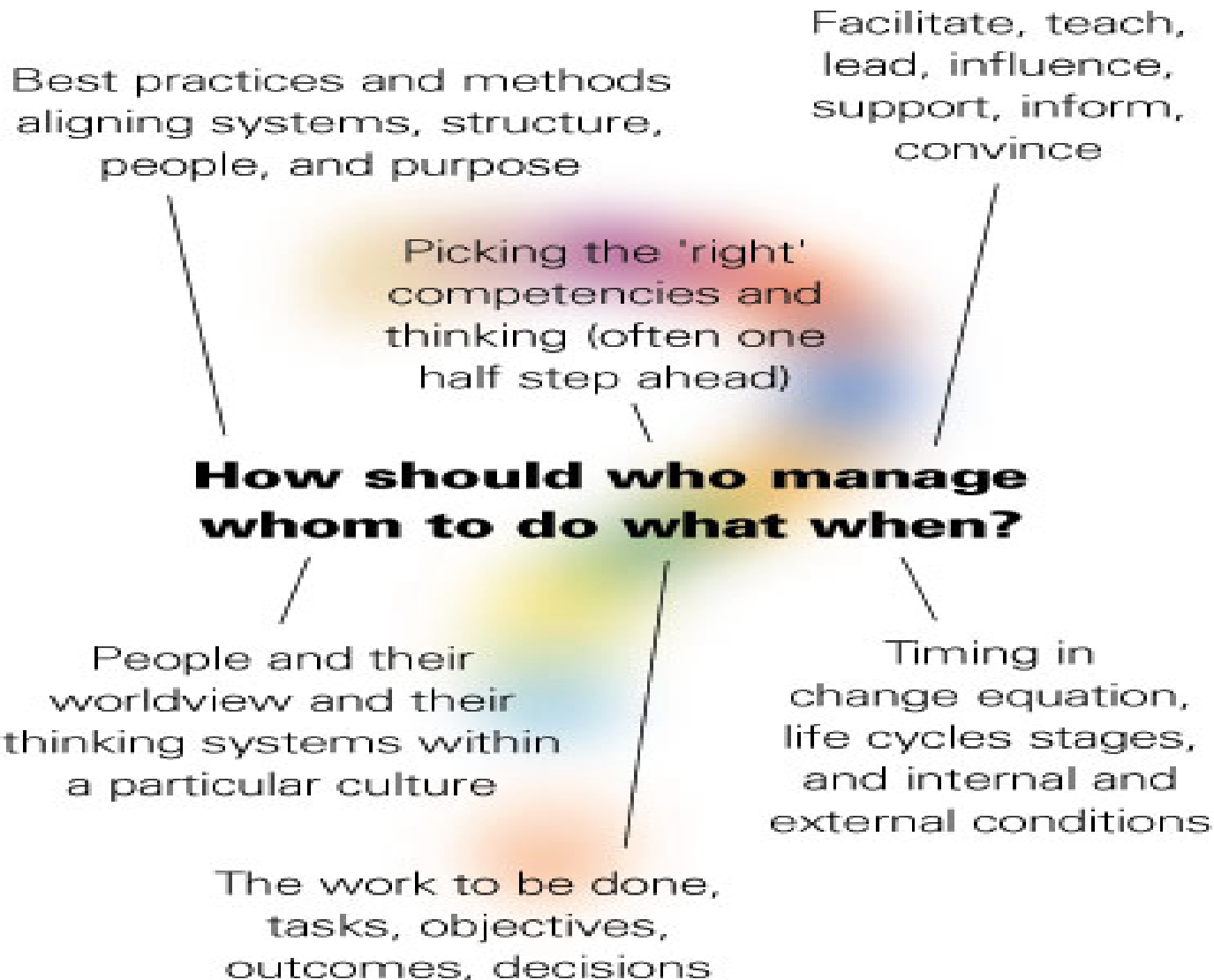


# The Spiral Dynamics Question ...

Spiral Dynamics® helps you answer the question...



# The Spiral Dynamics Question ...



# Training

**Spiral Dynamics SD I & II Certification**

**Corporate Transformation**

**Team Building**

**Integral Thinking**

**Strategy and Values**

**Culture Change**

**... and more!**

*How can I use Spiral Dynamics® to improve results in my organization?*



# Consulting

Profiles:

Thinking Systems

Management

Leadership

Culture

Change



# Consulting

**Organizational Change**

**Implementing Strategy**

**Scenario Planning**

**Cultural Alignment**

**Management and Leadership**

**Futures**



# Consulting

**Aligning:**



# SPIRAL DYNAMICS



*The nature of human nature  
is changing...*



# SPIRAL DYNAMICS

Is your management process a juggling act?



# SPIRAL DYNAMICS

*Is your management process a juggling act?*



**Core Organizing Principles**  
**Implementation**  
**Communication**  
**Values Systems**  
**Worldviews**  
**Management Style**





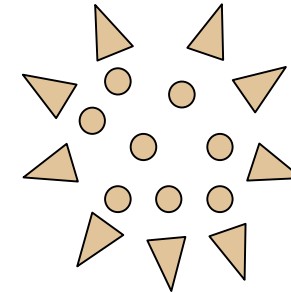
The big picture...

THE COLORS

OF

SPIRAL DYNAMICS





**BEIGE**

## Worldview:

The world is a state of nature

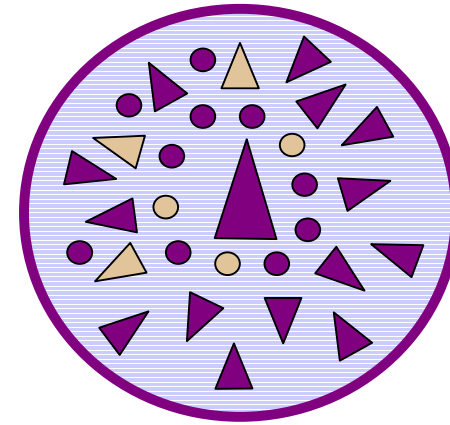
## People:

Behave instinctively much like other animals according to biological urges





**PURPLE**



## Worldview:

The world is mysterious and frightening

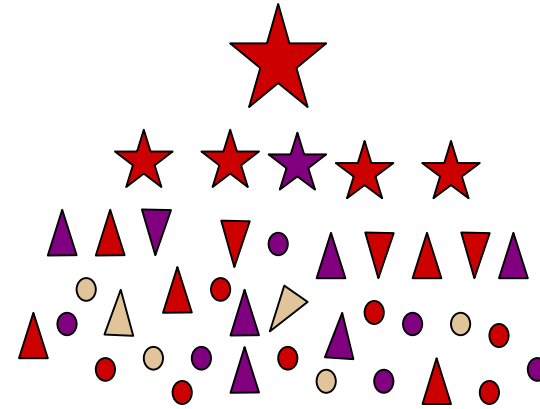
## People:

Placate spirits and join together for safety and to honor ancestors





**RED**



## **Worldview:**

The world is tough and hard like a jungle, its eat or be eaten

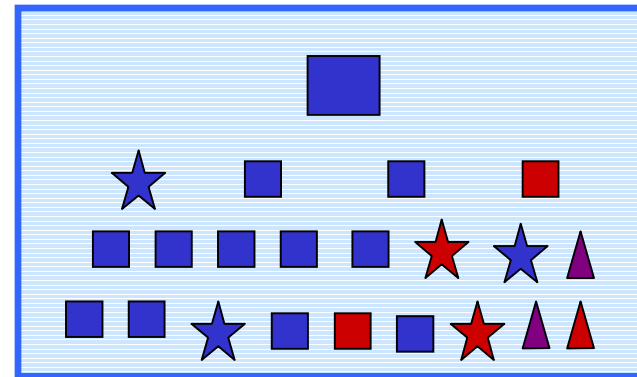
## **People:**

People must fight to survive and dominate others without guilt and to avoid shame





**BLUE**



## Worldview:

The world is divinely controlled and guided with a distinct right and wrong, and rules for order

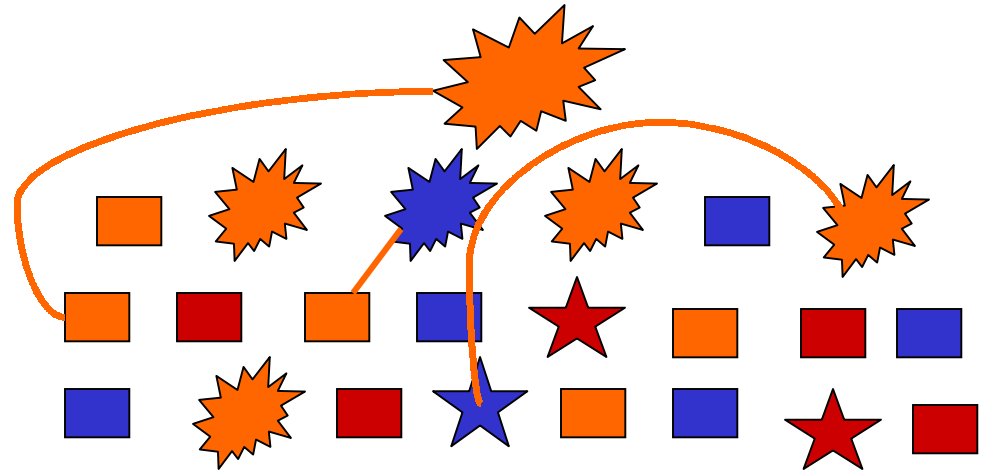
## People:

People obey rightful higher authority and find meaning and purpose in sacrifice





**ORANGE**  
**CHANGE**



## Worldview:

The world is full of viable options  
and plenty of alternatives

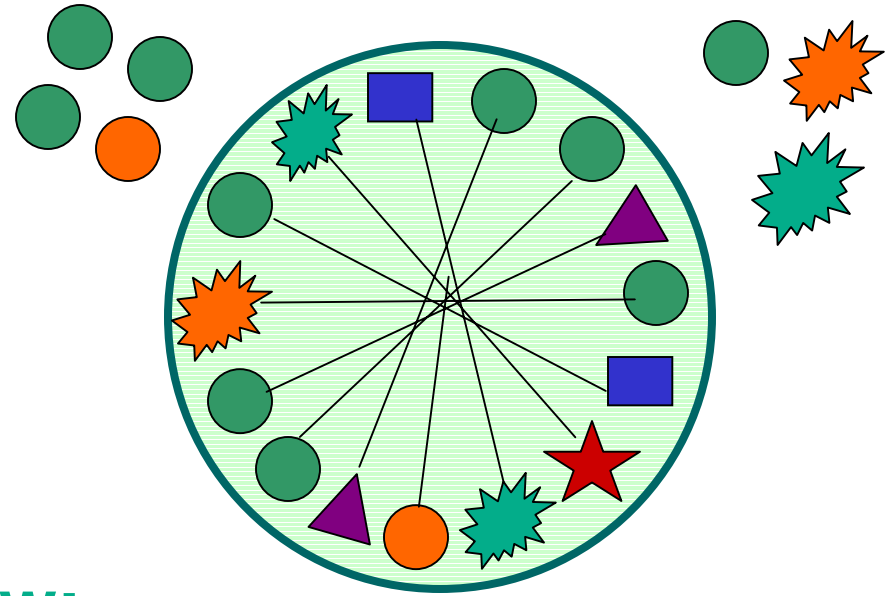
## People:

People need to test options for  
greater autonomy and compete for  
success and influence





**GREEN**  
**WORLDVIEW**



## Worldview:

The world is the habitat for all humanity to share together

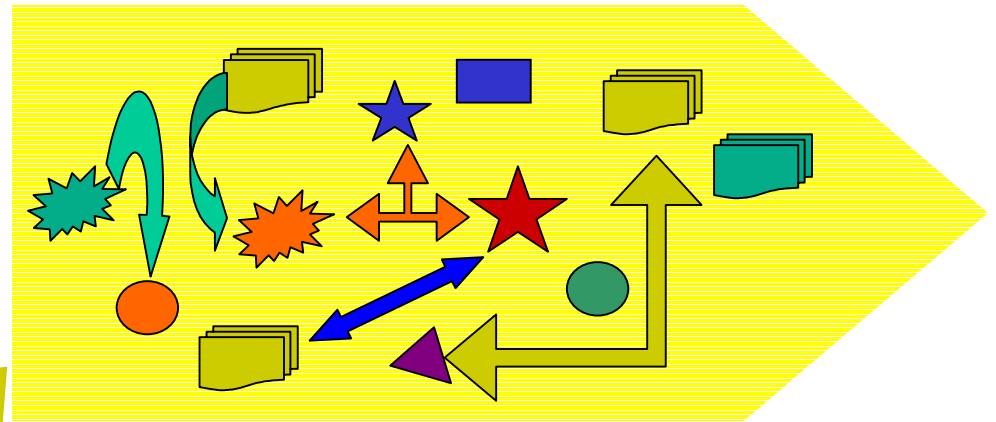
## People:

People join in communities to experience growth for self and others





**YELLOW**



## Worldview:

The world is at some risk of collapse

## People:

People seek to learn and discover what it is to be human without doing harm to others or the environment



# Ask us about the ...

One

SIX

Eight

Four

Three

Ten

TWO

Nine

Ten steps to a more successful organization...

Five

Seven

