



All courses are presented by the leading experts in Spiral Dynamics® and the view of Clare W. Graves.



Christopher Cowan, co-author of **Spiral Dynamics: Mastering Values, Leadership and Change**

Cowan'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.

Christopher Cowan is a Partner in NVC Consulting and has been Director of the National Values Center, a 20+ year organization which specializes in applications of Spiral Dynamics® (SD) and the work of his late mentor and friend Dr. Clare W. Graves in emergent systems. He served on the Board of Directors of Dunn-Edwards Corp. and has worked for three decades using this framework internationally in private and public corporations, and government and non-government organizations.

SD I™ and SD II™

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

SD I™ provides participants with a thorough grounding in Spiral Dynamics® and the pioneering work of Dr. Clare W. Graves. SD II™ expands on the underlying Graves theory as well as others that have contributed to the Spiral Dynamics® point of view. This certification gives participants a chance to learn how the model can be applied in real-world settings.

Materials, including reprints and assessments, are provided during the courses. Participants who choose Certification become part of the authorized worldwide SD/Graves network and are eligible to purchase assessments and software, participate in advanced courses, web listings, and collaborative support.

### Spiral Dynamics I Certification

The 12 Gravesian Principles	Describe LC's and Characteristics of All 18 Systems
The 10 SD Presuppositions	Values Assessment (FIRST LEVEL CERTIFICATION)
Intelligences – AQ - EQ - IQ - VQ	Introduction to the Three P's
vMEMES, Memes and Memetics	Identifying Seven SD Lexicons
Six Principles of vMEME Detection	Change State Indicator (FIRST LEVEL CERTIFICATION)
The Five Laws of Value Systems	The Six Conditions for Change
The Seven Principles of Systems' Lifecycles	Open, Closed, and Arrested Conditions
Double Helix and Emergent Systems of Dr. Graves	The Five Change States
The SD 'Languages'	P-O-A Formula for Management / Leadership
Entering, Nodal, Exiting Phases	Five Processes for Applying SD
First Tier "Subsistence Levels"	Seven Markers of SD Mastery
Second Tier "Being Levels"	

### Spiral Dynamics II Certification

Six Dimensions of a Gravesian Value System	10 Steps
Grave's Research and Related Models	Aligning the Three P's
The Five Essential Questions	The Plumb Line Process
Change	Seven Elements
The Three Potentials for Change	Spiral Integration
The Six Conditions for Change	Three Criteria of Construction
The Seven Variations of Change	X, Y, Z Intelligences
The Transition States	The Five Processes for Applying SD
Signs of Open, Closed, Arrested	Three Options for Situational Intervention
Seven Variations of Change	Three Rules for positioning Leaders
Understanding / Predicting Transition States	Intermediate Assessment Certification
The Humpty Dumpty Effect	Values Test, Psychological Map A & B
Value Management Problem Solving	Change State Indicator
Six Principals of vMEME Detection	BrainScan
Utilizing the P-O-A Formula	Spotting System Clusters
Spiral Alignment (Streams Process)	Geopolitical Observation and Scanning
Three Phases	The Healthy Spiral / Healthy Human

To register or for further information, contact Shaktari Belew: PHONE: 541.941.8888 FAX: 801.406.7781  
MAIL: PO Box 452, Ashland, OR 97520 E-MAIL: shaktari@honoringalllife.org



# Spiral Dynamics® Registration

**Session Date:** February 20-23 & 26-28, 2008 **Location:** ASHLAND, OREGON

Fees:  SD I™ \$1400  SD I™ & SD II™ \$2900\* Save \$400! See below.  
 SD II™ \$1500  Corporate Transformation™ \$XXXX

**\*Register more than 30 days in advance for SD I™ & SD II™ combined and pay only \$2500 — save \$400!**

We also offer special government and non-profit organization rates as well as group discounts. Please call for details. Participants agree to abide by certain terms and conditions, as well as ethical practices. A non-refundable 15% deposit is required. Registration is limited.

- Kindly attach a brief statement of who you are, your interests and your application areas for SD.
- Please complete contact and payment information below.

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Dr. Natasha Todorovic MBA

A partner in the National Values Center, Todorovic has worked with the Graves / Spiral Dynamics® model since 1992.

She consults, coaches and trains worldwide for clients in a variety of industries. Clients have included Sears, Pitney Bowes, Coopers & Lybrand, Wellington Insurance, etc.. For over 20 years Natasha has collected experience from a broad range of industries ranging from sales and marketing, production, product development and R&D.

Her doctorate focused on accelerated learning and change technologies.

## Spiral Dynamics® Reports

Reports marked with an asterisk (\*) are accompanied by a color handout. Please allow 6-8 weeks for delivery.

### Macleans article about Clare W. Graves

by Nicholas Steed (\$10.00) \_\_\_\_\_

### Human Nature Prepares for a Momentous Leap

by Clare W. Graves (\$10.00) \_\_\_\_\_

### Floating the Stream of Consciousness: A Metaphorical Canoe Trip Through Spiral Dynamics Multiple Thinking Systems\*

by Chris Cowan & Natasha Todorovic (\$21.00) \_\_\_\_\_

### Applying Spiral Dynamics: In Education and Training\* (\$18.50)

### Kosovo: A Spiral Dynamics Analysis Comparing

Conditions for...' and 'Conditions of...' Existence\* (\$18.50) \_\_\_\_\_

### SD's Relationship to Neuro Linguistic Programming (NLP)

by Natasha Todorovic & Chris Cowan (\$10.00) \_\_\_\_\_

### Stepping Stones: Spiral Dynamics in Economy and Ecology\* (\$16.00)

### Using Spiral Dynamics Best Practices in Organizations

by Chris Cowan & Natasha Todorovic (\$10.00) \_\_\_\_\_

**Shipping & Handling** (\$2.00 per report to the US)

Total Reports = \_\_\_\_\_

Total \_\_\_\_\_

## Contact and Payment Information

Name \_\_\_\_\_

Postal Address \_\_\_\_\_

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**Please submit your registration to: The Thrivability Institute** BY FAX: 801.406.7781 BY PHONE: 541.941.8888  
 BY MAIL: PO Box 452, Ashland, Oregon 97520 BY E-MAIL: shaktari@honoringalllife.org  
 For further information, please phone Shaktari Belew at 541.941.8888.