



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 serves on the Board of Directors of Dunn-Edwards Corp. and has worked for two decades using the framework internationally in private and public corporations, and government and non-government organizations.

SD I™ and CT I™

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. CT™ expands on the underlying relationship of the Graves theory to organisational change from 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	Recognizing/Identifying the Core Systems
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	Introduction to The Six Conditions for Change
The Seven Principles of Systems' Lifecycles	Open, Closed, and Arrested Conditions
Double Helix and Emergent Systems of Dr. Graves	Introduction to 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 Corporate Transformation Certification

Six Principals of Evaluating Corporate Culture	10 Steps
Leadership in Transformation	Aligning the Three P's
The Roles of Management	The Plumb Line Process
Change	Spiral Dynamics Best Practices
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 Five Transition States	The Five Processes for Applying SD
Signs of Open, Closed, Arrested	Options for Situational Intervention
Seven Variations of Change	The Rules for Positioning Leaders
Understanding / Predicting Transition States	Examining Multiple Change Strategies
The Humpty Dumpty Effect	Values Test, Psychological Map A & B
Value Management Problem Solving	Change State Indicator
Six Principals of vMEME Detection	Strategic Planning & Organizational Alignment
Utilizing the P-O-A Formula	Spotting System Clusters
Spiral Alignment (Streams Process)	Matching People to the job to be done
Understanding/Predicting Transitions	The Healthy Spiral / Healthy Organization

To register or for further information, contact Natasha Todorovic: PHONE: 805.565.4782 FAX: 805.695.8113
MAIL: PO Box 42212, Santa Barbara, CA 93140 E-MAIL: nvcc@spiraldynamics.org



Spiral Dynamics® Registration

Session Date _____ Location _____

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

***Register more than 30 days in advance for SD I™ & CT™ 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 10% 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.

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



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 18 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) _____

The Layers of Human Values in Strategy (\$5.00)

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 _____

Phone _____ Fax _____

E-mail _____

Payment Method: Visa MasterCard Check Purchase Order Other

Card # _____ Exp. Date _____

Signature _____ Amount _____

Please submit your registration/order to: The National Values Center BY FAX: 805.695.8113 BY PHONE: 805.565.4782 BY MAIL: PO Box 42212, Santa Barbara, California 93140 BY E-MAIL: nvcc@spiral-dynamics.org

For further information, please phone Natasha Todorovic at 805.886.6465.