



All courses are presented by the leading experts in Spiral Dynamics® and the theory 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 for over 20 years has been Director of the National Values Center, an 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 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
The 10 SD Presuppositions
Intelligences – AQ - EQ - IQ - SQ
MEMES, Memes and Memetics
Six Principles of MEME Detection
The Five Laws of Value Systems
The Seven Phases of Systems' Lifecycles
Double Helix Theory and Emergent Systems
Perspective of Dr. Graves
The SD 'Languages'
Entering, Nodal, Exiting Phases
First Tier "Subsistence Levels"
Second Tier "Being Levels"

Describe LC's and Characteristics
of All 18 Sub-Systems
Values Assessment (FIRST LEVEL CERTIFICATION)
Introduction to the Three P's
Change State Indicator (FIRST LEVEL CERTIFICATION)
The Six Conditions for Change - Intro
Open, Closed, and Arrested Conditions
The Five Change States
P-O-A Formula for Management / Leadership
Five Processes for Applying SD
Seven Markers of SD Mastery
Connections to Complementary Theories
and Models

Spiral Dynamics II Certification

Six Dimensions of a Graves Level
of Existence
Graves' Research and Related Models
The Five Essential Questions
Change Process from Dr. Graves
The Six Conditions for Change
The Seven-plus Variations of Change
The Five Transitional States
Understanding / Predicting Transitions
Signs of Open, Closed, Arrested
The Humpty Dumpty Effect
Value Management Problem Solving
Utilizing the P-O-A Formula
Spiral Alignment (Streams Process)
Three Phases of Streaming
10 Steps in SD and Strategy

Aligning the Three P's
The Plumb Line Process
The Spiral and Human Resources
Spiral Integration
X, Y, Z Intelligences
The Five Processes for Applying SD
Three Options for Situational Intervention
Three Rules for positioning Leaders
Intermediate Assessment Certification
Values Test, Psychological Map A & B
Change State Indicator
Spotting Systems Clusters
Creating an Organizational Web
Geopolitical Observation and Scanning
The Healthy Spiral / Healthy Human
Graves' Work as Interpreted by Others

To register or for further information, contact Natasha Todorovic: **PHONE:** 805.962.0366 **FAX:** 805.962.0306

MAIL: PO Box 42212, Santa Barbara, CA 93140 **E-MAIL:** natasha@spiraldynamics.com



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Dr. Natasha Todorovic MBA

A partner in NVC Consulting, 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.

Spiral Dynamics® Course Registration

Please indicate session date: _____ and location: _____

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

***Register more than 60 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 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.

Spiral Dynamics® Resources

Reports marked with an asterisk (*) are accompanied by a color handout.	Qty	Sub-total
New! Clare W. Graves Audio Set (\$250.00)	_____	_____
Macleans Magazine article about Dr. Clare W. Graves, 1967 by Nicholas Steed (\$10.00)	_____	_____
Human Nature Prepares for a Momentous Leap, The Futurist, 1974 by Dr. Clare W. Graves (\$10.00 alone, \$5.00 with any other item)	_____	_____
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)	_____	_____
Using Spiral Dynamics Best Practices in Organizations by Chris Cowan & Natasha Todorovic (\$10.00)	_____	_____
Shipping & Handling (\$2.00 per report within the US) Total Reports =	_____	_____
Total (Please allow 6-8 weeks for delivery)	_____	_____

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Want to know more?

YES! Please send me the FREE "Intro to Spiral Dynamics" Audio Tape and Six-Card Intro-Pak outlining this exciting model!

...and see us online at www.spiraldynamics.org

Please submit your registration/order to: NVC Consulting **BY FAX:** 805.962.0306 **BY PHONE:** 805.962.0366
BY MAIL: PO Box 42212, Santa Barbara, California 93140 **ONLINE:** www.spiraldynamics.org