

Workplace Cultural Change That Works!

William Seidman, Ph.D., President and CEO, Cerebyte, Inc.

Tuesday, November 10th, 2009 – 6:00 to 8:00 p.m.

→ VIRTUAL SESSION

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Reserve and pay by clicking on “Register for the November Program” on www.ispi-dc.org (you will be sent the access info).

ISPI Members: FREE!!!

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Only 24 slots are available so be sure to register early.

Want to learn about a scientific approach that changes workplace culture quickly, effectively, and from top to bottom?

We did too—and we bring you one of the hits of the 2009 ISPI International Conference held in Orlando. Join us to experience Dr. Seidman’s unique approach. Bill’s approach has proven successful in Fortune 500 companies like *Intel* and *Jack in the Box* and in diverse countries and cultures worldwide. You’ve never seen anything like it!

Dr. Seidman draws on four areas of recent research—*positive deviance*, *fair process*, *neuroscience* and *mass customization*—that you should know about. Combined correctly, this approach helps all employees shift their thinking and align their workplace priorities. The result is a brand new culture with full buy-in. Leave this session knowing about a new tool that delivers amazing culture change and drives a new paradigm for performance improvement. Here is one approach you can stand behind when your organization needs to make a change.

Bill’s new type of technology, *Organizational Persuasive Technology (OPT)*, is designed according to scientific research and findings. Using this will enable you to change what people “believe and do”—**and achieve real culture change that sticks.**

Dr. William Seidman is a recognized thought leader and expert on management decision-making, intellectual capital management, and executive leadership. His renowned understanding of discovering and using expert knowledge comes from his doctoral work at Stanford, which resulted in ground-breaking techniques for analyzing management decision-making. He worked with clients like Hewlett-Packard and Silicon Graphics for over 20 years. Now he is a consultant to and manager of fast growth, high technology environments. Bill speaks and writes frequently, most recently authoring a three-part series in *Performance Improvement* magazine.