

## What if Leaders Understood the Nature of Change?

Would you like to use a cutting edge, whole-systems approach to add predictive bio-psycho-social technologies to your leadership development programs?

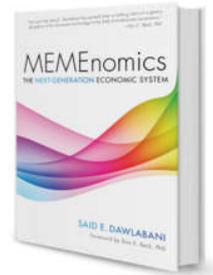
Would you like to have a better understanding of how conflict is created because cultures and human beings differ in capacity to cope with turbulent life conditions?

Are you intrigued by the question of how individuals and cultures emerge to encompass broader values and wider perspectives and how that can help leaders cope with rapid change?

Come engage with some of the top practitioners in the field of value-systems studies about applying the bio-psycho-social model of human and cultural development to get a 21<sup>st</sup> Century perspective on the future of leadership. Per Howard Putnam, Former CEO of Southwest Airlines - "If you want to be on the leading edge of transformation here is your opportunity."

You will be exposed to a "Big Picture" model of human development that is often called the "*theory that explains everything*." There will be opportunity for rich dialog among audience members around the role of leadership development in a future which suggests the need for a distributed form of leadership. Based on this model, you will discover how industries can thrive within the disruption of the knowledge age and what you need to know in order for your leadership model to create more resilience.

After a brief introduction to the Graves/Beck/Dawlabani Model published in Dawlabani's Book **MEMEnomics** and The All Quadrants All Levels (AQAL) Model by Beck/Wilber that is used by Elza Maalouf in organizations, we will open the floor for discussion of the potential applications of value-systems to our leadership development challenges.



Handouts describing the model will be provided, along with published articles about the use of the value-systems approach with organizations.

You will also have an opportunity to register at a discount for a one-day MEMEnomics training and/or a 2.5 day Certification training offered by Dawlabani, Maalouf and Beck in Houston, which begins 9/20. <http://houstonmemenomics.eventbrite.com/?discount=Sponsor25>

### Discussion co-leaders: Said E. Dawlabani and Elza S. Maalouf.



**Said E. Dawlabani**, Founder of The Memenomics Group. Author of *MEMEnomics; The Next Generation Economic System*. Said is the leading expert in the value-systems approach to economics. He is the founder of The Memenomics Group, an advisory organization that reframes economic issues through the prism of value systems and offers sustainable solutions based on this emerging science. For the past decade he has worked closely with renowned global geopolitical advisor Dr. Don E. Beck, one of the architects behind South Africa's transition from apartheid and co-author of *Spiral Dynamics*, the most authoritative theory on value systems. For more, please visit [www.memenomics.com](http://www.memenomics.com)



**Elza S. Maalouf**, Founder and CEO Integral Insights Consulting Group. Elza is a Lebanese-American futurist and cultural development specialist focusing her work on business, cultural and political development of the Arab world. She lectures widely on value systems in the West. She is a graduate of Lebanese University Law School and the author of the upcoming book: *Emerge! How to Shape the Political Future of the Middle East*. As one of foremost experts in Memetics of the Middle East, Maalouf was named by EnlightenNext Magazine as one of today's brightest minds. In 2011 she was elected member of the Evolutionary Leaders, an organization made up of the leading Global minds in the fields of science, spirituality, and consciousness studies who's primary purpose is to advance the conscious evolution of humanity.