

A Scientific Approach to Corporate Cultural Change (That Works—and How!)

William Seidman, Ph.D.

President and CEO, Cerebyte, Inc.

Tuesday, November 10, 2009 – 5:30 to 8:00 p.m.

Note new meeting times. Dinner is catered.

Altarum Institute

1200 18th Street, NW

Suite 700

Washington, DC ([Directions](#))

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In this session, Dr. William Seidman will introduce a scientific approach to corporate cultural change that has been shown to change organizations faster and more completely than previously thought possible. This approach has been successfully used in organizations as diverse as Intel and Jack In The Box and in many different countries and cultures around the world. Drawing on four areas of recent research—positive deviance, fair process, neuroscience and mass customization—Dr. Seidman will show how these advances are driving HPT to a new and different paradigm for performance improvement. Dr. Seidman will also demonstrate a new type of technology, Organizational Persuasive Technology (OPT), designed according to these scientific findings and is used to change what people "believe and do."

Dr. William Seidman is a recognized thought leader and expert on management decision-making, intellectual capital management, and executive leadership. Bill is renowned for understanding the processes required to discover and use expert knowledge. His doctoral work at Stanford resulted in the development of ground-breaking techniques for analyzing management decision-making that became the genesis of the Cerebyte Infinos System. Dr. Seidman's has more than 20 years experience as a manager of profit and loss centers in high technology companies including Hewlett-Packard, Silicon Graphics, Mentor Graphics, and Integrated Project Systems. He is an experienced consultant to and manager of fast growth, high technology environments. Bill currently is leading Cerebyte into a dominant position in the organizational transformation market. His particular interest is the use of technology to ensure the implementation of an organization's key strategic initiatives. Dr. Seidman speaks and writes frequently including a three part series of articles in Performance Improvement Magazine.