

Grid International, Inc.

Grid International, Inc. ■ 2100 Kramer Lane, #950 n Austin, TX 78758 ■ 800-288-4743; Fax; (512) 794-1177 ■ www.gridinternational.com

Grid is a world authority on human behavior in organizations.

We are the leader in developing outstanding relationships that drive exceptional performance.

Grid delivers the Power to Change.

The Foundation

The Founders

The conceptual framework and powerful learning methodology of Grid were the results of an outstanding relationship and joint cooperation between Dr. Robert R. Blake and Dr. Jane S. Mouton. Their professional collaboration spanned over 36 years and resulted in 38 co-authored texts including the *Managerial Grid*[®] published in 16 languages with sales of over 2 million copies.

Research

In 1964, Drs. Blake and Mouton formed Scientific Methods, Inc. (now known as Grid International, Inc.) That same year *Harvard Business Review* published "Breakthrough in Organization Development: A large-scale program that implements behavioral science concepts." Today, *Harvard Business Review* continues to publish this article on Grid's framework, learning, and results as one of "Fifteen Key Concepts for Managerial Success." During this period, a wealth of research was collected regarding group dynamics and the key role they play in effective decision making and the managing of conflict. Much of this research and development occurred over a decade with the Exxon Corporation.

Applications

During the next twenty-five years the cornerstone of research continued with a focus on organization development. With success in using the Grid theory and methodology across industries and around the world, the theory was applied to the specifics of aviation. After showing significant reduction in hull losses following the training at United Airlines (Cockpit Resource Management), the same methodology was applied to the healthcare profession

(Medical Resource Management). Drs. Blake and Mouton and Stephen Prather M.D. authored *Behavioral Styles and The Art of Patient Management*, and Drs. Blake and Mouton, and Dr. Mildred Tapper published *Grid Approaches for Managerial Leadership in Nursing*.

Grid designs provide development at the individual, team, cross-functional team, and intergroup levels.

Results

Today, Grid's global network of associates spans over 30 countries and incorporates 14 languages. Since 1969 when *Organization Development in the Free World* was published containing data on individual managerial values, there has been agreement across nations on 9,9 Grid theory as the soundest basis for leadership.

On a preference range of 20 (lowest) to 100 (highest) the 9,9 style of leadership for operating a corporation consistently ranked higher than those of any other style.

	9,9	9,1	5,5	1,9	1,1
US	98.2	66.7	66.0	44.1	23.4
S. Africa	99.9	65.8	65.2	44.2	24.9
Canada	99.8	62.4	66.3	46.5	25.0
England	99.9	66.3	66.5	44.5	22.8
Australia	100.0	65.4	64.0	46.3	24.3
Middle East	97.6	67.0	60.0	47.6	27.8
S. America	100.0	66.0	68.0	44.5	21.5
Japan	99.9	65.4	65.6	46.9	22.2

Although Grid has an ability to articulate what sound leadership and teamwork are, the real key is the self-convinc-

 **Grid**[®] The Power to Change.

ing learning methodology that enables individuals, teams, and ultimately organizations to move towards this ideal, significantly improving their performance and satisfaction.

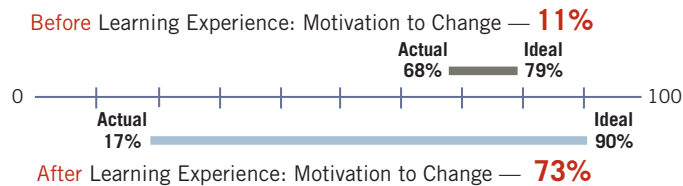
A critical part of creating this Power to Change, is the development of a clear, motivating gap between how things are done today versus the picture of what is desired for tomorrow. Beginning below and continued on page 3 is a comparison of this gap for North American and European seminars for the Leadership Grid, as well as those of the Medical Grid.

Leadership

Bruce Carlson became President, CEO, and majority shareholder of Grid International, Inc. in 1997. His experience with the internal implementation of Grid while the director of a national investment firm and his subsequent success as a Grid Associate in Canada position Bruce to effectively steward the company. As Dr. Blake has stated,

“Bruce is breathing life into the theory and expanding its applications.”

Leadership Grid North America (347 participants)



It is more than management training; it is lifestyle learning and changing!! We have been using Grid for 10 years and find that the participatory program with peer input has created significantly greater willingness to make changes to our own management styles.

**Faye Wightman, President
B.C.'s Children's Hospital Foundation**



I have witnessed the benefits of Grid in a number of organizations including our own. The ability to productively address conflict and develop trust has had a direct impact on the bottom line. This program makes a difference.

**Brian Piwek, President & CEO
The Great Atlantic & Pacific Tea Co.**

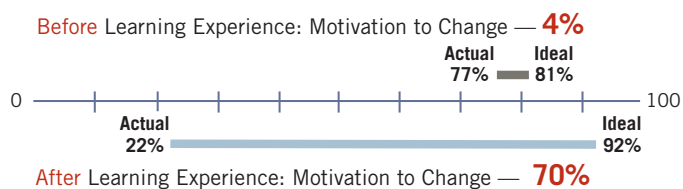


The Grid provides a clear, easy-to-understand framework for building effective and productive relationships. The common language and use of critique in managing projects helps set a foundation for candor, trust, and respect among team members.

**Michele Manzo-Lembo
Director of Management Development
Tribune Company**

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Leadership Grid Europe (695 participants)



Grid development has had a remarkable impact on our organization. Our efficiency has increased, we handle more issues than a year ago, and manager's relations with employees have improved. Grid will be a foundation for realigning our organization.

**Inge Petterson, CEO
Perstorp Oxo AB, Sweden**



My experience in Russia and China show me that people everywhere have the same needs and attitude toward the values of openness, critique, advocacy, and integrity. The Grid is a truly international concept to help people work toward these values and attain them.

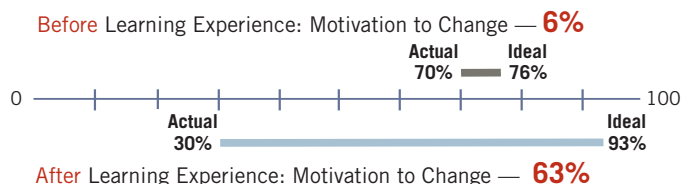
**Richard Illek, General Manager
Pepsico China Ltd.**



We moved away from static hierarchical structures. Participating in Leadership Grid seminars helped our managers a lot, especially through the self-reflection and feedback process.

**Dietrich Sturm, HR Director
Robert Bosch GmbH, Germany**

Medical Grid (113 physician sample)



This seminar helped me learn better the need for teamwork and listening, and also helped me understand that command and control of every situation is not productive.

**MD, Executive Vice President, COO
Medical Center**

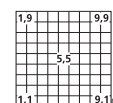
This seminar is a powerful tool for learning about how we shape patients and colleagues and how they shape us. I expected to be told what I already knew. I was wrong.

**Ph.D., ABPP Chief Psychologist
Department of Behavioral Medicine and Psychiatry, State University**



Grid International Inc. is the owner of the following marks which are registered with the U.S. Patent & Trademark Office and other countries internationally.

Grid®
Grid The Power to Change®



Grid International Inc. is a world leader in the field of organization change, leadership development, and conflict resolution. Developed in 1961, the Grid Power to Change process is scientifically proven and experientially tested to deliver high impact learning that lasts. Globally, a network of associates works in 30 countries and 14 languages.