

# SEAM International Institute

## *Practitioner Certificate in SEAM*

### Register for the 1<sup>st</sup> Cohort Starting April 2014



SEAM—the Socio-Economic Approach to Management — improves organizational effectiveness by reducing hidden costs and developing human potential. The outcomes are improved morale, increased productivity, and the ability to balance immediate results and long-term development.

The SEAM Institute at the University of St. Thomas, in collaboration with [ISEOR](#) (Institut de Socio-economie des Entreprises and des Organisations) of Lyon, France, is offering the Certificate in the Practice of SEAM to organizational leaders and change consultants who want to learn how to use SEAM as a means of transforming organizations.

### Our program is:

- \* **Unique** – This is the only program in the U.S. that teaches how to implement SEAM by the ISEOR standards. The program teaches how to calculate hidden costs and ROI on change interventions.
- \* **International** – The program provides a global perspective on organizational effectiveness through collaboration of French and U.S. faculty, and conducting one class in Lyon, France.
- \* **Research-Based** – The content of the program is based on 38 years of scholarly research.

The 1<sup>st</sup> module includes the U.S. SEAM Conference at UST, April 30-May 1, 2014



## Program Description

### 1. SEAM – The Core Philosophy (April 28 – May 1, 2014)

Introduces Socio-Economic Approach to Management (SEAM), focusing on the origins of SEAM in OD and accounting theories, and how to enter an organization and lead a SEAM intervention. The 2<sup>nd</sup> SEAM US conference in Minneapolis (April 30-May 1, 2014) is part of this session.



Henri Savall, the founder of SEAM

### 2. The Mirror Effect (June 20 – 21, 2014)

Explains the first step in a SEAM intervention – the mirror effect. Includes competency grid, adapting the pace of the intervention to the organization, and the use of internal/external energy to drive the intervention.

### 3. Calculating Hidden Costs and Organizational Diagnosis (September 12– 13, 2014)

Teaches how to measure hidden costs and reduce dysfunctions. Introduces Internal/External Strategic Action Plan and the Priority Action Plan.

### 4. The Practice of SEAM (October 12 – 18, 2014 in Lyon, France)

Includes three foci: Connecting the SEAM management tools to the intervention, attending the SEAM practitioner conference in Lyon, visiting SEAM clients.

### 5. SEAM Practicum

Puts SEAM concepts and skills into practice by conducting a SEAM intervention under the supervisions of a practicum mentor.

## Cost of the Program

The fee for the whole program is \$12,000 (*plus airfare, accommodation expenses in Lyon, France*). Contact us to learn about possible corporate discounts or scholarship opportunities.



## To Learn More or Apply

- ✓ Visit the SEAM Institute website at the University of St. Thomas at <https://www.stthomas.edu/seam/>
- ✓ Visit the [ISEOR](#) site for a comprehensive look at the foundations of SEAM.
- ✓ Contact [seam@stthomas.edu](mailto:seam@stthomas.edu) to learn more about the program or to apply