



## NEWS RELEASE

**CONTACT:**  
Jamie Berdine  
412.269.7240, ext. 2038  
jberdine@clg.com

Erika Wirkkala  
412.253.0877  
erika@trecommunications.com

### **LEADING THOUGHT LEADERS IN APPLIED BEHAVIORAL SCIENCE WILL CONVENE AT UPCOMING CONFERENCE**

PITTSBURGH, October 24, 2008 – Leslie Braksick, Ph.D., a best selling author, philanthropist, entrepreneur and respected consultant and executive coach will be among the many industry thought leaders speaking at the 2009 Behavioral Leadership Conference – *Leading During Tough Times hosted by the Organizational Behavior Management Network (OBM)*. The conference will take place on February 19-20, 2009 at the Hilton Cocoa Beach Oceanfront in Florida. The two-day conference is intended to inform and educate attendees on behavioral leadership. Speakers include some of the world’s leading experts in behavioral approaches to leadership, safety and management.

Today’s global economic climate is in a hyper state of flux. Like a house of cards, long-established multibillion dollar companies are crumbling; our leaders are being challenged and doubted; and the global economy appears to be on the brink of collapse. Despite the enormity of the challenges not before seen by this generation of leaders, those business leaders who will navigate these waters successfully, understand that now more than ever they must provide clear direction to, and remain closely connected with, their customers, their employees, and their shareholders. Doing this well is greatly enabled by understanding that there is a *science* behind motivating people and managing performance. Those who motivate performance well, understand the science and apply it effectively, without fail. The science of human behavior is called *Applied Behavioral Science (ABS)* and explains most of what people do and don’t do.

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The speakers at the OBM Conference are the leading researchers, authors and practitioners of the field of Applied Behavioral Science. The speakers at the conference include:

- Leslie Braksick, Chairman and Co-Founder of The Continuous Learning Group, Inc. (CLG)
- Aubrey Daniels, Founder of Aubrey Daniels International
- Scott Geller, Founding Partner and Co-owner of Safety Performance Solutions and Professor of Psychology at Virginia Tech.
- Howard Lees, Managing Director of Hollin Consulting, Ltd.
- Terry McSween, Founder and President of Quality Safety Edge
- Bruce Faulkner, Founder and Director of 3 Simple Rules
- Steve Roberts, Safety Performance Solutions
- Andrea McHugh, Head of Environment, Edinburgh City Council

The conference will explore critical issues such as improving employee performance, learning how to apply behavior management tools that produce better results in all areas of business, understand how organizational behavior management can have a positive impact on company culture. In today's turbulent economic climate where business leaders are constantly challenged to do more with less; learning how to successfully connect with employees to maximize organizational performance is critical to the success of any organization.

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### **About The Continuous Learning Group, Inc. (CLG)**

The Continuous Learning Group, Inc. (CLG), cofounded in 1993 by Drs. Leslie Braksick and Julie Smith, has grown into the largest behaviorally based management consulting firm in the world. CLG's clients come from the Fortune 500—along with non-U.S. clients of similar size. CLG offers a consulting partnership that has a lifelong impact on its clients, their people, and their organizations. CLG achieves this by applying the science of behavior to clients' most pressing business challenges and opportunities.

For a decade and a half, CLG has helped clients achieve remarkable—and measurable—results in ways that also develop solid, positive, high-performing cultures. CLG works side-by-side with their clients to execute the behavioral portion of clients' most challenging strategies whenever leadership excellence, changing behavior, and emotional engagement are critical to achieving business results. For more information, go to [www.clg.com](http://www.clg.com).