



HUMAN SYSTEMS DYNAMICS *Institute*

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About HSD Institute

The HSD Institute is an umbrella organization that supports the field of human systems dynamics by supporting these four businesses for organizations and individuals

Services

This is the business that I will be leading as Director of Services.

- Consulting, training and coaching to address the real work of organizations by using human systems dynamics theory
- High-quality learning opportunities, through certification courses and methods classes, in the theory and practice of human systems dynamics
- Global network of qualified consultants and trainers who have been certified as practitioners of human systems dynamics

Network

- Connections for associate members of the Institute through a website, an in-depth monthly newsletter, quarterly learning retreats, telephone conferences and Complexity Consortia

Press

- Quality publications, printed materials and products, giving new voices in the field a chance to be heard

Foundation

- Funding to further research and applications in human systems dynamics. Funded by profits from the other three businesses and additional grants from other institutions and research partners

For more information, visit us at
www.hsdinstitute.org

Change is Inevitable; Growth is Optional

The only constant in our lives today is change ... and I'm not only excited about the newest change in my professional life, but I hope it will provide significant value for you and your organization, as well. On January 1, 2004, my business, C.M. Perme and Associates, merged with the Human System Dynamics (HSD) Institute. My new title is Director of Services, Human Systems Dynamics Institute.

A change for the future

I've always sought after the best methods to authentically meet the needs of clients in ways that match their business realities. I often hear from clients that they're dealing with more complexity than ever before. And they're forced to be quicker, smarter and more productive, just to survive in a shifting economy.

I've discovered that the field of human systems dynamics can help address many of these challenges. Its principles match current reality byte-for-byte, challenge-for-challenge and question-for-question. HSD takes off where other fields stop, by applying complexity science to the systems we create as human beings –whether organizational, political, familial or community-based. The goal is for us all to be more effective, productive and centered in a fast-changing, chaotic world.

I've known the HSD Institute's Executive Director, Glenda Eoyang, for more than ten years. I've called on her often because, frankly, the HSD ideas work – simply, quickly and profoundly. Increasingly, the old tools simply don't fit, and I find that HSD does, because it so effectively helps to harness and shape the chaos and complexity around us. When I saw opportunity to become part of this powerhouse organization at its inception, I made a commitment to join the team.

Help for the challenges you face

The ability to provide better services and coverage to clients is what really excites me about this merger. The HSD Institute can help your organization with:

- Leading-edge thinking and methods to help you work more effectively in an increasingly complex environment
- Globally based associates to assist wherever you are, while providing coordination and account management from a central location
- Supporting and building your own capacity to do this work in the future, transforming consulting work into a chance for us to be mutual partners in learning

What's next?

I'm eager to share the powerful approaches that I've already learned and that we continue to develop together. You can continue to look forward to regular newsletters (still one page, I promise!) that introduce new tools and techniques. You'll also be invited to participate in periodic training classes and the HSD network.

Most importantly, though, I'd like an opportunity to work with you again in a new way – one that honors our past working relationship and creates more value for you, both now and in the future. So remember, when you need help dealing with a wicked problem – give us a call. We specialize in those!

Cathy Perme