

ABOUT THE AUTHOR



David Gershon, founder and CEO of Empowerment Institute, is one of the world's leading authorities on behavior change and large-scale transformation. He applies his expertise to various issues requiring community, organizational, or societal transformation. His clients range from large cities and organizations to social entrepreneurs and transformational small businesses. He has addressed issues ranging from environmental behavior change to emergency preparedness; from organizational talent development to low-income neighborhood revitalization. Longitudinal research studies indicate that adopted behavior changes are sustained over time.

He conceived and organized, in partnership with the United Nations Children's Fund and ABC Television, one of the planet's first major global initiatives, the First Earth Run. At the height of the Cold War, using the mythic power of relaying fire around the world, millions of people in partnership with the world's political leaders and media participated in creating a profound sense of our connectedness. Many in Russia and Eastern Europe indicated that the planetary unitive field that was created helped inspire glasnost and the Velvet Revolution that followed.

David is the author of nine books including the bestselling *Empowerment: The Art of Creating Your Life As You Want It*, which has become a classic on the subject. He is currently writing *Reinventing the Social Change Formula: Unitive Fields, Social Creativity and the Practice of Empowerment*. Considered a master personal development trainer, he co-directs the Empowerment Institute Certification Program, a school for transformative change. He has lectured at Harvard, MIT, and Duke and served as an advisor to the Clinton White House and United Nations on behavior change and sustainability issues. His work has received considerable media attention and many honors.

For more information visit www.empowermentinstitute.net. David can be contacted at dgershon@empowermentinstitute.net.