SAN LUIS OBISPO -- Don Edward Beck, co-founder of the National Values Center in Denton, Texas, and president and chief executive officer of the center's global venture Spiral Dynamics Group Inc., will give the next talk in Cal Poly's Provocative Perspectives series on Friday, Nov. 19.

He will talk on the "Cultural Dynamics and Organizational Effectiveness" at 7:30 a.m. at Vista Grande Café on campus.

"Cal Poly's Provocative Perspective series is about creating opportunities within the university that will allow for greater diversity, civility and student success," said Cornel Morton, vice president for student affairs. "Dr. Beck has done just that type of institutional work internationally and we are fortunate to have him here."

Beck taught for 20 years at the University of North Texas before leaving to work behind-the-scenes in the South Africa's post-apartheid transformation. Beck traveled often to Johannesburg in the early 1990s, and had a significant impact on political leaders, the business sector, religious leadership and the general public.

He met with Prime Minister Tony Blair's Policy Unit in the United Kingdom and discussed racial issues with U.S. President Bill Clinton and reconciliation strategies with former South African President Nelson Mandela.

He spoke recently at the World Bank in Washington, D.C., on the future of Afghanistan, and he has worked with the governments of Singapore and Mexico.

Beck works with corporate leaders, public institutions, educational enterprises and not-for-profit agencies in designing the workplace for the 21st century. He has worked with large banks, five U.S. airlines, major global-energy companies, heavy industry (steel and aluminum), and many other public institutions, including the Internal Revenue Service, Federal Aviation Administration, U.S. Army Corps of Engineers, Environmental Protection Agency, U.S. Forestry Service and U.S. Army Tank Command.

He was also a team psychologist for the South African Springboks, winners of the 1995 Rugby World Cup,
and has been associated with the Dallas Cowboys, New Orleans Saints, The Texas Rangers and the U.S. Olympic Committee.

In addition to the Provocative Perspectives talk, Beck will also deliver the keynote address for International Education Week at 6:30 p.m. Thursday, Nov. 18, in the East Wing of Chumash Auditorium.

The breakfast talk, which includes a full breakfast, is free to staff, faculty and community members. Reservations are required and are limited to the first 100 who call Liz Cofer in Cal Poly's Student Affairs office at 756-0327 or e-mail her at lcofer@calpoly.edu.

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