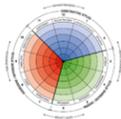




Plymouth MI farm purchased to house Human Synergistics

1970



**M**

Drs. Lafferty (HS) and Rob Cooke (UM Survey Research Center) begin collaboration

*Project Planning Situation*

*Subarctic Survival Situation*

1978

HS/Center for Applied Research founded by Dr. Cooke (Chicago)

*Organizational Culture Inventory* (research edition)

*Turnaround*

*Management Effectiveness Profile System* (MEPS)

Dr. Lafferty receives ASTD Award for Excellence

Publication of first journal articles on HS surveys (LSI and MEPS)

1983

ACUMEN International founded by Dr. John Thompson (San Rafael) with:  
*Acumen: Insight for Managers*

1985



Canada office opens



Belgium office opens

1989

*Leadership/Impact (L/I)*

*Bushfire Survival Situation*

*OCI Ideal*

*Perfectionism: A Sure Cure for Happiness*

1996

*Desert II Survival Situation*

1991



Finland office opens

*Desert Survival Situation for Virtual Teams*

1999

*Coach*

2002



Romania office opens



South Korea office opens

*Tsunami Survival Situation*

Mission expanded to *Changing the World—One Organization at a Time*<sup>®</sup>

2005



Serbia office opens

2007

HS purchases *Perceptive Communications* from Carlson/Nathanson Group

2009

Updated LSI with Item-Level Feedback

2012



Brazil Office opens

2015



*Creating Constructive Cultures* book

2019

Digital *Project Planning Situation*

HS Celebrates 50 Years of *Changing the World—One Organization at a Time*<sup>®</sup>

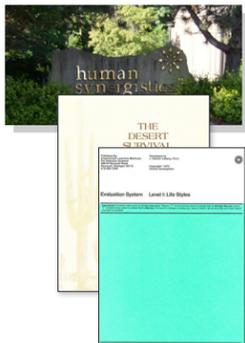
2021

1971



Human Synergistics founded by Dr. J. Clayton Lafferty with:

*Desert Survival Situation & Life Styles Inventory* (LSI)



1984 *Stress Processing Report (SPR)*

1979

Safety Series: *Fire Causes of Back Injuries If a Tornado Comes Safety Leader's Guide*

Dr. Cooke Receives Douglas McGregor Memorial Award

New Zealand office opens



1987 LSI *Prescription for Change*

*Organizational Culture Inventory* (OCI)

*Cascades Survival Situation*

1990

LSI *Conflict*

*Group Styles Inventory* (GSI)

Australia office opens



1992 *Envisioning a Culture for Quality*

*Customer Complaint*

*Meeting Effectiveness Situation*

1997 *Cultural Change Situation*

*Organizational Effectiveness Inventory* (OEI)

*How Culture Works Model* developed to integrate OCI and OEI for culture change

2000

*Reef Survival Situation*

*AMA DISC Survey & Leader's Guide*

Challenge Series : *Project Management Organizational Change Constructive Negotiations Critical Thinking Performance Management Strategic Management*

Netherlands office opens



2004 HSI acquires ACUMEN International and *Leadership WorkStyles*

HS/CAR and HS merge and become Human Synergistics International

2006 *Culture for Diversity Inventory* (CDI)

*Customer Service Styles* (CSS)

UK office opens



Hungary office opens



2010

Germany office opens



2008 *Management/Impact* (M/I)

2020

DIGITAL *Subarctic Survival Situation*

2018 Partnership with Achieve Performance (Greece)



Belgium office expands into France and becomes HS FrancoBelux

