

## **Our Innovation Chosen As One of the Century's Best!**

In late 2007, William Schneider, Ph.D. was chosen by the Society of Consulting Psychology (American Psychological Association) as one of 73 writers and researchers whose work has contributed the most to the field of consulting psychology in the last century!

In late 2007, Ann O'Roark, Ph.D. authored "The Best of Consulting Psychology 1900-2000: Insider Perspectives" (Consulting Psychology Journal, September 2007, Volume 59, Number 3, pp 189-202). Dr. O'Roark's article reported on the results of a survey conducted by the Society of Consulting Psychology (American Psychological Association) that surveyed 23 living Society Past-Presidents and 300 general Society members chosen randomly. The central question of the survey was who and what most led to the advancement of psychological consulting during the 20th century?

Survey participants were asked to identify the most significant practitioners, literature, and concepts, 1900 through 2000. William Schneider's work on the alignment of strategy, culture and leadership was chosen by survey participants as one of 73 systems of thought that have made the greatest contribution to the field of consulting psychology in the last century.

Some others chosen by survey participants were: Warren Bennis; W.E. Deming; Eric Erikson; Sigmund Freud; Carl Jung; Harry Levinson; Kurt Lewin; Abraham Maslow; Carl Rogers; B F Skinner; and Margaret Wheatley.