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Business Seminar on Behavioral Understanding

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NEWS RELEASE

From:

WALTER V. CLARKE ASSOCIATES, INCORPORATED

Consultants to Management

For release:

Contact: J. C. CUMMING
641 LEXINGTON AVENUE
NEW YORK, N.Y. 10022
12th FLOOR
(212) 688-5800

Newport, R.I., College Plans Summer

Business Seminar on Behavioral Understanding

"Increasing Productivity through Behavioral Understanding" will be the subject of a Summer Institute course at Salve Regina College, Newport, R.I., according to an announcement by Lester Carr Ph.D., Dean of the Summer School. The Institute will be held on June 11, 12 and 13, and will be conducted by Walter V. Clarke, president of Walter V. Clarke Associates, Inc. of Providence, R.I. and Fort Lauderdale, Florida.

Business executives concerned in any degree with personnel functions will be especially benefited by the Seminar, according to Dr. Carr. "It will be especially stimulating to officers of banks, insurance companies, retail organizations and textile and similar industries," Dr. Carr commented.

"A major cost of any business is its payroll, and its most valuable asset is its people," said Dr. Carr. "The manner in which this payroll investment is handled is one of management's most important functions. This three-day institute on

Increasing Productivity Through Behavioral Understanding offers business executives an opportunity to improve their understanding of people, the nature of personality, how it develops, and how it is expressed in the world of work. Appreciating the differences between people, learning how to put yourself in the other fellow's shoes, increasing your knowledge about the individual's relation to his job and to the people around him, and understanding one's self are important objectives of the institute," he concluded.

Dr. Carr pointed out that Mr. Clarke is the founder and President of Walter V. Clarke Associates, Inc., psychological consultants to management. He is a Diplomate in Industrial Psychology of the American Board of Examiners in Professional Psychology, and has been certified as a psychologist in Florida, Illinois, New York and Rhode Island.

Mr. Clarke has devoted his professional career exclusively to the field of industrial psychology. He has lectured for the University of Rhode Island and the American Management Association, and has written numerous technical articles and publications in the field of psychology and industrial relations. He is the author of several psychological tests and procedures, including a Measurement of Skill Series, and the Activity Vector Analysis,

which is widely used by business and industry in the United States and Canada. "Mr. Clarke's life-work in the day-to-day application of industrial psychology enables him to present the material in a way that is practical, non-academic, and in language clearly understood by the working executive," said Dr. Carr. "Emphasis is placed on preparing the executive to use basic personality principles to achieve company goals through promoting the success, satisfaction and productivity of the individual worker."

The Institute sessions are planned to cover such subjects as:

Hereditary Factors in Behavior	All Behavior Is Relative
"Time" as a Factor in Behavior	Adjustment or Development
The Thinking Man	A look at Work
Values and Behavior	The Objective Perception of a Job
The Self-Concept	The Patterns of Best Fit
The Roles in My Life	No One is Accident-Prone
The Man With a Mental Limp	Errors vs. Precision
Conflict and Confusion	Idleness Is Lost Time
Compensation vs. Conformity	Leadership and Supervision
Self-Consistency	Motivation vs. Persuasion
	Apathy and Absenteeism

Application for registration may be made by writing the Dean of the Summer School, Salve Regina College, Newport,