

## AUBREY C. DANIELS, PH.D.



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FOUNDER & CHAIRMAN  
AUBREY DANIELS INTERNATIONAL

*“People are the most important element of every organization. With the complex challenges facing American business leaders today, the science of human behavior cannot be ignored. Rather, it must be the starting place for every decision we make, every new technology we apply, and every initiative we employ to bring out the best in people.”*

*—Aubrey C. Daniels, Ph. D.*

Aubrey C. Daniels, Ph.D., is the world’s foremost authority on applying the scientifically-proven laws of human behavior to the workplace.

With business and industry confronting complex new challenges—from ethics to high turnover to outsourcing—Daniels helps the world’s leading organizations employ the timeless principles of behavioral science to re-energize the workplace, optimize performance and achieve lasting results.

His management consulting firm, Aubrey Daniels International (ADI), works with business leaders such as DaimlerChrysler, Blue Cross Blue Shield, NASA, Roche Laboratories, and Westinghouse to develop management strategies that reinforce critical behaviors vital to their long-term success. Headquartered in Atlanta, the firm was founded in 1978.

Daniels is the author of three best-selling books widely recognized as management classics: *Bringing out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement*; *Performance Management: Changing Behavior That Drives Organizational Effectiveness*, and *Other People’s Habits*. His latest book, *Measure of a Leader*, lays out a powerful new vision for defining effective leadership by examining the behavior of followers.

A passionate thought leader and an internationally recognized expert on management, leadership, and workplace issues, Daniels has been featured in *USA Today*, *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *Fortune*, *CNN*, and *CNBC*.



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## AUBREY C. DANIELS, PH.D.

Daniels is a member of the Board of Trustees of both Furman University and the Cambridge Center for Behavioral Studies. He is an Associate of Harvard University's John F. Kennedy School of Government, a faculty member of the College of Health Professions at the University of Florida, and a visiting professor at Florida State, North Texas State and Western Michigan Universities.

His numerous awards include the Lifetime Achievement Award from the Organizational Behavior Modification Network and the Outstanding Service Award from the International Association for Behavior Analysis, which also named him a 2005 Fellow.

Daniels received his doctorate from the University of Florida, where he also earned his masters degree and was a member of Phi Beta Kappa. He received his undergraduate degree in psychology from Furman University. Daniels has been honored by both Furman University and the College of Health Professions at the University of Florida as Alumnus of the Year.

Daniels and his wife Rebecca reside in Atlanta and have two married daughters and two grandsons.

