

PRESS RELEASE

Kathy Kolbe Internationally Renowned Theorist Receives the 2011 Robert E. Fox Lifetime Achievement Award

Award Honors 30 Years of Brain Research That Maximizes Mental Energy -- Boosting Business Productivity and Reducing Personal Stress

PHOENIX, AZ--(Marketwire - May 27, 2011) - [Kolbe Corp](#) is proud to announce that Kathy Kolbe, the world's leading authority on human instincts and conation, is the 2011 recipient of the Robert E. Fox Lifetime Achievement Award for Continuous Process Improvement. The award recognizes her for dedicating her life to identifying and sharing her scientific discoveries that help people to find the freedom to be themselves by understanding and using their conative abilities.

Past recipients of the prestigious Robert E. Fox Lifetime Achievement award include Stephen R. Covey, Ph.D., and Peter Senge, Ph.D., the author of "The Fifth Discipline," one of the most significant business books of the last century.

Kathy Kolbe is an acclaimed theorist, bestselling author, entrepreneur, educator, organizational strategist, consultant and speaker. She founded Kolbe Corp and created numerous assessments such as the well-respected Kolbe A™ Index that measures a person's instinctive method of operation (MO), and identifies the way people take action. She also developed a set of theories and constructs that explain how individuals fit best in varied work settings and how the MOs of the people on a team will affect performance.

"It is an honor to receive this lifetime achievement award. In a field dominated by academics, it is deeply moving to be recognized for my contributions to understanding how businesses and organizations operate," explains Kathy Kolbe. Ms. Kolbe continues, "as a theorist, it is a privilege to

uncover truths about the mental energy that drives people to take action. As an entrepreneur, I've been able to turn my theories into practical applications that have helped people and organizations be more successful. This award acknowledges that not all important theoretical work is done inside academia."

Scott F. Jensen, Executive Director of the [Continuous Process Improvement \(CPI\) Symposiums](#), states, "Kathy has earned the Robert E. Fox Lifetime Achievement Award for her 30+ years of brain research in conation identifying the nature of creative instincts that drive individual, and ultimately group action. Her body of work is giving us the insight needed to break the people constraints that block effective organizational transformation." Jensen continues, "Pioneers like Kathy Kolbe are providing the knowledge necessary to instill lasting cultural change that can literally level the playing field in today's global marketplace, regardless of labor costs, etc., enabling the U.S. to compete with anyone."

The Kolbe System is backed by more than three decades of [scientific research and validation](#), and meets the standards of the American Psychological Association for validity and reliability. Unlike personality tests that suggest what's wrong with a person and tells them how to change it, Kolbe focuses on what's right with people and shows them how to build on their natural strengths.

About Kolbe Corp Kolbe Corp's services help companies identify the talent of employees, form effective teams, manage teams and individuals, as well as select and place employees at all levels. For more information please visit www.kolbe.com.

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