



# BOB BALLANTYNE

## BIOGRAPHY

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Robert Ballantyne, Ph. D. (Dr. Bob), serves the MBD<sup>i</sup> team as a trainer and specialist in interpersonal and group interactions. A licensed psychologist in North Carolina and Professor of Psychology at Duke University, he brings a unique in-depth understanding of transactional relationships in business to our workshop experience.



Previously, he has served as Chief Psychologist, Director of Admissions, Director of Institutional Research and Assistant to the President for Planning, Staff Counselor and Counseling Psychologist, and Sports Psychologist for the university. Dr. Ballantyne was also appointed as faculty advisor to "Project Wild", an experiential learning group. Among his credits and honors, he was elected as a Fulbright Hays Professor to the Ministry of Education in Nicosia, Cyprus. Dr. Ballantyne continues to teach as a Visiting and Adjunct Professor at several colleges and universities throughout the USA.

At MBD<sup>i</sup>, Dr. Bob helps participants in the first level Business Development workshop look at the hows and whys of human behavior with the application of understanding the motivation that drives your customer's purchase. In addition, Dr. Bob helps us understand our own conceptual limitations limiting us from being as successful as we should be. His focus is on understanding cognitive behavior: what motivates people and other behavioral areas. He draws on his extensive background to help participants develop a good foundation in understanding both themselves and their clients.

In the advanced Business Development training curriculum, MBD<sup>2</sup>, Dr. Bob continues with the discussion on how and why cognitive behavior plays a part in the purchasing process. He also works with groups on leadership development, personality profiles and building effective teams. Dr. Bob places an emphasis on winning and helping people and their organizations win, in terms of focus, goals, skills and the ability to visualize. He takes the theoretical and applies it to the real world.

Dr. Bob earned both a BA and an MA from the University of Iowa and his doctorate from Washington State University.



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