



The Sovereign - Buckhead  
3344 Peachtree Road NE, Suite 1050  
Atlanta, Georgia 30326

**ACCELERATING BUSINESS PERFORMANCE™**

**For Immediate Release**

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**ADI President & CEO Earns Prestigious Alumni Award from West Virginia University**

*Through her contributions in the West Virginia community and in her profession, Darnell Lattal is recognized for her dedication to business, academia, and public service.*

**Morgantown, WV:** Darnell Lattal, President and CEO of ADI, has received West Virginia University's Eberly College Alumni Award. As an internationally known consultant and a specialist in the design and implementation of behaviorally-based business strategies, Lattal has successfully helped large and small client organizations apply the science of behavior to improve business results.

"Dr. Darnell Lattal is an exceptional representative of the Eberly College and the ideals for which our faculty and students strive for in their own careers," Bonnie McBee Fisher said. "She has built an impressive reputation as an international specialist in behavior-based business strategies and as an accomplished author of business ethics."

Lattal's professional expertise is in working with organizations on a variety of topics, including organizational redesign and change management, performance measurement and systems design, as well as coaching individuals from executives to line employees to make improvements in personal style and performance execution. Lattal has also authored several books including her most recent, "A Good Day's Work (McGraw Hill, 2007).

"We couldn't be prouder of Darnell's accomplishments," states Aubrey C. Daniels. "Darnell is getting the recognition she deserves. She approaches everything she does with high energy and determination. It is absolutely fitting for her to earn this distinction for her work beyond the business community."

Through her support in public service, Lattal was special assistant to the Provost for Academic Affairs, and the VP of Student Affairs. She also served as the liaison for the President to various boards and faculty committees, as well as represented the office of the President on various review panels. She served as an adjunct professor of psychology at WVU, past president of the West Virginia Psychological Association and is a licensed psychologist in West Virginia.

Lattal has also been a political and social activist. She was the director of a four-county community mental health center's program to prevent child abuse, and had several jobs in clinical and educational settings. She is a member of the American Psychological Association and the International Association of Behavior Analysis, and serves on the Board of Trustees of the Cambridge Center for Behavioral Studies.

Prior to earning a doctorate degree in clinical psychology from WVU, Lattal graduated with Honors from Johns Hopkins University, and received both a master's and bachelor's degree from the University of Alabama, respectively.

**ABOUT ADI**

Founded in 1978, and headquartered in Atlanta, GA, Aubrey Daniels International (ADI) works with such diverse clients as Aflac, Duke Energy, Lafarge, Malt-O-Meal, M&T Bank, Medco, NASA, Roche Labs,



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## **ACCELERATING BUSINESS PERFORMANCE™**

Sears, and Tecnom to systematically accelerate discretionary effort—where people consistently *choose* to do more than the minimum required. Whether at an individual, departmental or organizational level, ADI provides the tools and methodologies to help move people towards positive, results-driven accomplishments.

Go to [www.aubreydaniels.com](http://www.aubreydaniels.com)

Go to [Darnell Lattal's bio](#)