

Joseph C. Yeager, Ph.D.

A focus on behavior change and performance improvement has produced a human assessment & prediction technology, in worldwide use throughout the Fortune 1000 companies. Measurement and prediction of linguistic behavior at the individual, group and aggregate population levels is used in major applications of human performance and persuasion.

- Applied areas, for example, include corporate culture change, reorganizations, corporate competitive positioning, strategic planning, product design and product launches, marketing strategy, international advertising campaigns, sales and persuasive campaigns.
- At the individual level are: executive assessment, executive performance and executive coaching; team assessment and development, conflict resolution, career planning, attitude change, selection and development.

Representative Articles

(In Press: The Qualitative Report) Linguistic Alternatives to Quantitative Research Strategies Part One: How Linguistic Mechanisms Advance Research Outcomes by Joseph Yeager and Linda Sommer

(In Press: The Qualitative Report) Linguistic Mechanisms Cause Rapid Behavior Change Part Two: How Linguistic Frames Affect Motivation by Joseph Yeager and Linda Sommer

Yeager, J., & Sommer, L. (2005). How linguistic frames affect motivational profiles and the roles of quantitative versus qualitative research strategies. *The Qualitative Report*, 10(3), 463-511. Retrieved 9/11/ 2007 from <http://www.nova.edu/ssss/QR/QR10-3/yeager.pdf>

Yeager, J. (2005). Databases don't measure motivation. *The Qualitative Report*, 10(1), 163-177. Retrieved 9/11/ 2007 from <http://www.nova.edu/ssss/QR/QR10-1/yeager.pdf>

Yeager, J. (2003, March). Innovative motivational profiling: Comparing marketing projective techniques versus linguistic forensic techniques. *The Qualitative Report*, 8(1). Retrieved 9/11/ 2007 from <http://www.nova.edu/ssss/QR/QR8-1/yeager.html>

Managing Language Can Help Consultants Strengthen Client Relations	Jnl of Management Consulting	Vol. 17. No.4.	1993
Using Language to Improve Executive Goal Strategies	Consulting Psychology Bulletin	Winter/Spring	1991
Motivated Managers: Why They Are Sometimes Hard To Find	AIMC Forum	Vol. 8 No.1	1990
Managing Executive Performance:	Jnl of Professional Psychology		

Representative Books

The Story Frame Book	Comm Tech Group		1996
The Goal Strategy Book	Comm Tech Group		1991
What They Didn't Teach You In Sales 101	McGraw Hill	with L Sommer	1990
The Psychology of Friendly Persuasion	ENLP Institute		1984
The Researcher's Guide to Measurement	ENLP Institute		1980
Thinking About Thinking with NLP	Meta Publications		1980
Selling Your Ideas	Prentice Hall	with E. Raudsepp	1975

Member of the Board – Current and Previous

American College of Forensic Examiners Int'l. (Board of Law Enforcement Experts & Board of Psychological Specialists – Motivational Profiling)
 Ringing Rocks Foundation
 Princeton Creative Research, Inc.

Professional Memberships

American Psychological Association
 Association of Psychological Science (Charter member)
 American College of Forensic Examiners Int'l.

Education

University of Pittsburgh	Ph.D. Psychology	1969
University of Pittsburgh	MS Psychology	1967
Thiel College	BA English & Psychology	1963