

VitalSmarts Awards Albert Bandura for His Lifetime Contribution to Human Behavior Change

Provo, UT – August 5, 2010 – Today, VitalSmarts, a Utah-based training company, awarded world-renowned psychologist, Albert Bandura, Ph.D., for his extraordinary contribution to the field of self-directed human change.

Dr. Bandura received the inaugural Albert Bandura Influencer Award—which is also named after him. The award recognizes leaders, scholars and scientists who have advanced both scholarship and practice in enabling self-directed human change.

The Albert Bandura Influencer Award was founded under the premise that human behavior is a direct cause behind the world’s most pervasive and significant challenges. As a result, the health, peace and prosperity of humanity hinges on individuals learning the science behind changing their own and other’s behavior.

“Albert Bandura has greatly influenced the field of human change and our research personally,” said Joseph Grenny, cofounder of VitalSmarts. “It is with great honor and respect that we present him with the first annual Albert Bandura Influencer Award.”

During his 60-year career as a professor of psychology at Stanford University, Dr. Bandura made groundbreaking contributions to many fields of psychology. The most-cited living psychologist of all time, he is widely recognized as the originator of social learning theory and the theory of self-efficacy—the belief that humans can alter their behavior to achieve certain goals.

“It’s an honor to have an award created in one’s name, especially by stellar personal and social influencers,” said Dr. Bandura. “And, it’s also an out-of-body experience to be the recipient of that award.”

The Albert Bandura Influencer Award was presented by the VitalSmarts Influencer Institute—a research subsidiary of VitalSmarts with the mission to significantly increase humanity’s capacity to change for good. Each year, the Institute will solicit nominations of individuals who have made significant contributions to improving personal, social or organizational well-being by researching and/or employing sound methods for influencing change through human behavior. A selection committee comprised of former award recipients, leaders and prominent social scientists will review the work of each nominee and select the winning candidate who will receive a \$10,000 cash award in addition to being publicly recognized for their lifetime achievements.

More information and award applications can be found at www.vital-smarts.com/influenceraward.

About the VitalSmarts Influencer Institute

The VitalSmarts Influencer Institute promotes the development and application of sound research into human behavior change. Their mission is to significantly increase humanity’s capacity to change for good. To accomplish their mission, the Institute supports research and practice in the use of scalable technology to enable people to influence rapid and sustainable behavior change in their personal, professional and public lives.

Note to editor: Joseph Grenny is available for an interview. Please contact Laura Ashby at lashby@vital-smarts.com or 801-724-6269 to schedule an interview. Live footage and a photo of Dr. Bandura receiving the award are also available.

CONTACT: Laura Ashby of VitalSmarts, L.C. +1-801-724-6269, or lashby@vital-smarts.com

###