



About The Enneagram In Business

Established in 2004 by Ginger Lapid-Bogda PhD, The Enneagram in Business, based in Albany, California, offers you all the resources you need for using the Enneagram accurately and effectively in organizations.

- Consulting, training, and coaching services to organizations across the globe
- Innovative programs such as “Social Intelligence Hiring,” enabling organizations to hire excellent employees and leaders
- Enneagram-business certification programs for trainers, coaches, and consultants
- Training tools in full color, available in multiple languages
- The Enneagram Learning Portal for in-depth eLearning
- EIBN (Enneagram in Business Network), a network of highest-quality Enneagram professionals around the world

About Ginger Lapid-Bogda PhD

As an Enneagram author, teacher and keynote speaker, as well as an organization development consultant, trainer and coach, Ginger works with organizations, leaders, and teams around the globe to create vibrant, productive, and sustainable organizations. Author of eight Enneagram-business books, she also offers global certification programs that enable consultants, trainers, and coaches to use the Enneagram effectively and accurately in organizational applications such as teams, leadership, conflict, feedback, strategy, organizational change and transformation, consulting, coaching, and personal and professional development.

Our Values

By using the insights of the Enneagram integrated with the best theory and practice from the behavioral sciences, we bring conscious awareness and transformational change to the individuals, teams, leaders, and organizations that we touch.

Individual by individual, team by team, and organization by organization, we strive to make a difference in people’s lives in ways that serve them well at work, at home, and in their communities.

As thought leaders and innovators in everything we do, we are deeply committed to working throughout the world in all organizational sectors, offering free products and services to community organizations that could not otherwise afford them.

Ginger’s Books

- Bringing Out the Best in Yourself at Work** (2004) | the core applications of the Enneagram
- What Type of Leader Are You?** (2007) | leadership competencies using the Enneagram
- Bringing Out the Best in Everyone You Coach** (2009) | high-impact coaching using the Enneagram
- The Enneagram Development Guide** (2010) | 50+ powerful development activities for each Enneagram type
- Consulting with the Enneagram** (2015) | a practical guide for consultants to fully integrate the Enneagram into their practice
- The Enneagram Coloring Book** (2016) | a whole new way to understand the Enneagram
- The Art of Typing** (2018) | demystification of the Enneagram typing process
- The Art of the Enneagram** (2020) co-authored with Russell (Tres) Bogda | a visual and metaphoric journey through the 9 types

Partial Client List

Genentech/Roche, Nestle, Salesforce, Facebook, Hudson Institute of Coaching, Toyota, Apple, Center for Creative Leadership, LeasePlan, Hewlett Packard, Kaiser Permanente, Greenville Health System, US Airforce, Sun Microsystems, TRW, Whirlpool, as well as numerous consulting firms, government agencies and law firms