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
- Professional certificate programs teaching you how to fully leverage the Enneagram in your training, coaching, and consulting work
- Innovative programs such as “Social Intelligence Hiring,” enabling organizations to hire excellent employees and leaders Enneagram-business certification programs for trainers, coaches, and consultants
- 30 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

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. 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.

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.

What Ginger brings to her work

Real-World Experience
Her decades-long and extensive use of the Enneagram in a wide variety of organizational contexts and industries means you'll be learning practical, business-relevant applications, not just theory or concepts.

Solid Educational Foundation
Her background in Behavioral Science and Organization Development (OD) provides a strong scientific and systemic understanding of personal and group dynamics, organizational change, strategy formulation, and systems theory.

Therapeutic Insight
With her expertise in Gestalt Therapy principles and practices, the programs offer a holistic approach that emphasizes awareness, personal responsibility, and the importance of being in the 'here and now,' working with clients’ real issues in real time.

Program Quality
Holding an advanced degree in Education assures that her programs are thoughtfully structured for engaging and maximum learning and retention.

Pedigree of Knowledge
Her study with organizational experts such as David Nadler, Jay Galbraith, and Dick Beckhard and well-respected Enneagram teachers such as Helen Palmer and Claudio Naranjo ensures that you'll receive insights from a lineage of respected authorities in the field.

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Ginger's Books

Bringing Out the Best in Yourself at Work (2004) | 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
Consulting with the Enneagram (2015) | fully integrates the Enneagram with consulting projects
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) with Russell (Tres) Bogda | a visual journey through the 9 types
Transform Your Team with the Enneagram (2022) | transform any team into a high-performing one
The Enneagram Development Guide, Third Edition (2023) | 60+ development activities for each type

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, Cisco, TRW, Leapley Construction, Whirlpool, as well as numerous consulting firms, non-profits, government agencies and law firms