



**FOR IMMEDIATE RELEASE**  
**ABA Technologies, Inc. is Excited To Announce The Launch of**

**The Wisdom Factor:  
Reducing the Control of Bias, Threat, and Fear while Building a Better World**

**by Co-Authors:  
Dr. Alice Darnell Lattal & Carlos A. Zuluaga**

**Melbourne, FL, June 28, 2022:** *"The Wisdom Factor: Reducing the Control of Bias, Threat, and Fear while Building a Better World,"* is about how you show up, what you say and do, and the legacy you leave. Using science and experience, the authors describe how a river of reciprocity connects us. Individual behavior holds the transformational power to create change, even in tough times. Assessing your effects by your actions is at the heart of this book. The strategies can help you build a better world. Watch the ripple effect.

This book is written to:

1. Develop greater awareness of our own behavior and its effect. Assessing what values are represented in what we do is part of that growing awareness.
2. Share what the science of behavior tells us about choices made and where biases and myths about human behavior blind us to the good we can do.
3. Illustrate best practices in teaching wise acting to our children and ourselves, a most important topic to influence a wiser world.
4. Provide tools that increase individual skills in reflecting on personal beliefs, words, and deeds that are disruptive when striving to behave wisely.



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One big barrier is the reinforcing properties baked into using **threat and fear**—and how our own **biases** intervene in seeing the world clearly.

Behavior is the universal spark for dramatic change. Although human behavior is complex, the principles of how people learn, uncovered through scientific study, apply to all of us, everywhere. *Behavior analysis*, the formal name of this science of learning, offers an explanatory perspective about actions that sum to wisdom.

*“It’s not enough merely to aspire to be wise; you must create the environments and strengthen the skills that are key to that life task. This book brings a step-by-step, practical approach to acquiring wisdom. Grounded firmly in behavioral science, it never talks down to you, or substitutes aspirations for actions. Instead, it creates a bond of trust between author and reader, and then it delivers. Every page rings true to me. I can highly recommend it.”*

—**Steven C. Hayes, Ph.D.**

Foundation Professor of Psychology, University of Nevada, Reno  
Originator of *Acceptance and Commitment Therapy* and  
author of *A Liberated Mind*



**PURCHASE YOUR COPY TODAY!**

## About the Authors



**Dr. Alice Darnell Lattal**, Dr. Alice Darnell Lattal has spent a lifetime on issues of coercion and its fallout across educational, health, mental health, and workplace settings. A clinical psychologist by training, she spent her first two decades of professional life in special education, adult clinical, and community mental health while addressing the suppressive effects of poverty on infant development, child and spousal abuse, and literacy in rural America. She established her own consulting company, Context Management, Inc., in 1980. Joining several business-to-business consulting companies, she served as a coach for individual, group, and leader development. She served as President and CEO of Aubrey Daniels International for 14 years, appointed as Board Chair for another two years

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before returning to her coaching and consulting work. Since March of 2020, she has served as CEO and President of ABA Technologies, Inc.; her wealth of experience spans more than 50 years and six continents. Dr. Lattal served as President of her state psychological association, Board of Trustee member of a national policy and prevention group dedicated to reducing violence in America, and is currently a member of the Board of Directors of the Cambridge Center for Behavioral Studies. She lives with her husband, Andy in Hilton Head Island, SC. She and her husband consider the best of times is being with their three fine children and their families, benefiting from the wit and wisdom of their seven grandchildren.



**Carlos A. Zuluaga** is a Senior Vice President of Instruction at ABA Technologies, Inc. In this role, Carlos develops and delivers instructional content to disseminate behavior analysis in both English and Spanish. In addition, he is a Lead Co-Instructor for Florida Tech's ABA Online Program. Carlos has published in professional journals and blogs, presented at conferences, and has offered talks to practitioners and consumers of applied behavior analysis. He was also part of the team that translated the first Spanish edition of the VB-MAPP. Carlos received a Master of Science in Applied Behavior Analysis from Florida Tech in 2006. His master's thesis was published in the Journal of Applied

Behavior Analysis in 2008: Zuluaga, C., & Normand, M. P. (2008). An evaluation of the high-probability instruction sequence with and without programmed reinforcement for compliance with high-probability instructions. *Journal of Applied Behavior Analysis*, 41, 453-457. Before joining ABA Technologies, Inc., Carlos was a lead therapist at QuestKids, an early intervention agency, for seven years. During this time, he learned to conduct a number of skill assessments like the Verbal Behavior Milestones Assessment and Placement Program (VB-MAPP), develop verbal behavior programs, teach a variety of skills to children with developmental disabilities, train caregivers, and provide supervision. During his free time, Carlos enjoys spending time with his wife and dog, reading, writing, drawing, playing guitar, listening to music, cooking, and exercising.

### About ABA Technologies, Inc.

ABA Technologies takes a strategic approach to aligning learning outcomes with business objectives. Whatever metrics matter most, sustained behavior change keeps key performance indicators (KPIs) moving in the right direction. These outcomes may include closing skill gaps, minimizing turnover, achieving clinical objectives, and increasing safe production. These objectives are even more elusive in a business climate of continuously changing technologies and a retiring workforce that results in a loss of institutional knowledge. However, ABA Technologies knows how to navigate these changing inputs.

Improving Lives Through the Science of Behavior.

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