



## *About the Author*

Norman McLeod Peterson earned his Ph.D. in Applied Behavior Analysis from Western Michigan University in 1977. He was the first student at Western Michigan University to earn such a degree. His dissertation advisor was Dr. Jack Michael. His dissertation was a concept analysis of B. F. Skinner's Verbal Behavior. He founded a consulting practice along with T. Daniel Gilmore named Behavior Associates. Behavior Associates published his book, *An Introduction to Verbal Behavior*, in 1978.

Dr. Peterson returned to Western Michigan University in 1979 as an assistant professor in the Psychology Department. He taught courses in Organizational Behavior management and Behavioral Systems Analysis and worked with Dr. Dale Brethower to establish the Organizational Behavior Management graduate program. While at Western Michigan University, in conjunction with the Foundation for Behavioral Resources, he wrote a federal grant, based upon the Job Club model developed by Dr. Nate Azrin, to operate a welfare-to-work program in southwest Michigan. After 34 years, the Job Club programs are still operating and over 35,000 people have transitioned from welfare to work in Michigan.

Dr. Peterson returned to private sector consulting in 1985 leading a project to completely redesign the Control

Room Operator training program for the Palisades Nuclear Plant. Using job and task analysis procedures, and Dr. Joe Harless's Accomplishment Based Curriculum Development, the Nuclear Regulatory Commission used the new training program as a model for similar training programs throughout the nation.

In 2010, Dr. Peterson collaborated with Dr. Eric Fox, founder of FoxyLearning to create an online, interactive version of *An Introduction to Verbal Behavior*. The online tutorial has been approved for CEUs by the Association for Behavior Analysis International.

In 1983, Dr. Peterson became a member of the Board of Trustees for the Foundation for Behavioral Resources. In 1999, Dr. Peterson accepted an offer to become the Director of Operations for the Foundation, where he worked until his retirement in 2016. In addition to the Job Club programs, he managed the building and the opening of five charter elementary schools in southwest Michigan. The first two of them each won the Michigan "charter school of the year" award. He also oversaw ten Child Development Centers and established a home health agency and a family health clinic. While at the Foundation, he collaborated with Dr. Stephen Ledoux to write the second edition of *An Introduction to Verbal Behavior*. ☺