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dovseidman
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**Founder & Chairman
of The HOW Institute
for Society and LRN**

Author of HOW

Dov Seidman is a successful entrepreneur, CEO, best-selling author, and teacher. He has devoted his life and career to elevating individual and organizational behavior, inspiring principled performance, nurturing a culture of moral leadership, and building institutions committing to scaling deep, sustainable, human values in the business arena and across all spheres of society.

Seidman is the author of The New York Times best seller "HOW: Why HOW We Do Anything Means Everything." HOW is much more than a book. HOW is a philosophical framework for changing the role of behavior, governance, culture and leadership in contemporary society. Today, the HOW philosophy impacts how businesses operate, how cities are run, how soldiers are trained, how school systems prepare students and staff, and how professional sports franchises win championships through how they develop team character and build more respectful, trust-filled cultures.

Dov is so obsessed with the HOW that he created The HOW Institute for Society in 2019 as a non-profit to build and nurture a culture of moral leadership, principled decision-making, and values-based behavior. The Institute seeks to enable individuals and institutions to meet the profound social, economic, and technological changes of the 21st Century.

In 1994, Dov founded LRN, the leading ethics and compliance management and education company, where he was CEO for 25 years and currently serves as chairman, with a purpose to "help people around the world do the right thing" and mission of "inspiring principled performance in business." Since then, LRN has helped over 25 million people in more than 100 countries simultaneously navigate complex legal and regulatory environments and make ethical decisions. Today, LRN helps more than 2,500 companies foster ethical, responsible, and inclusive cultures, which, in turn, create sustainable competitive advantage.

Led by a lifelong pursuit and passion for ethical leadership, Dov became the partner to The Elie Wiesel Foundation for Humanity in awarding The Elie Wiesel Prize in Ethics in 2008. This annual competition challenges college students to address the urgent and complex ethical issues facing the modern world. He continues to support the Prize and is also a member of The Elie Wiesel Foundation Board of Directors.



After the collapse of Enron, Seidman testified before the U.S. Sentencing Commission, advocating for corporations to evolve from a check-the-box, compliance-only approach to fostering ethical cultures and behaviors. His proposals were adopted and currently serve as the standards by which companies, cultures, and programs are evaluated.

Dov continues to work with and advise CEOs and other senior leaders to help shape values-based and purpose-inspired corporate cultures, leadership and governance models. Fortune often calls on Dov to write and speak about the moral imperative of modern leadership, recognizing his "ability to take the challenges that CEOs and other leaders face in their day-to-day roles and place them in a broader context of decision-making." Seidman is also a contributing author for The New York Times and other prominent publications. Dov was named a "Groundbreaker" by The New York Times for "his role in changing the business world." He has been referred to as a "Game Changer" and "Principled Prophet" by Time Magazine for helping companies "thrive by pursuing both profits and principles."

Dov often speaks at leading private and public sector events. He was hired by the NFL commissioner in 2014 to advocate to its owners and head coaches the need for the NFL to create a culture where tolerance and respect were normal expectations. He was the first, non-Apple employee to speak at The Steve Jobs Theater at Apple Park in Cupertino, California. He has talked about issues concerning global leadership in Vatican City. He gave the commencement address, "Doing the Right Thing," at UCLA's College of Letters and Science. Seidman is often called upon as a keynote speaker at both private and public events, such as the United Nations Global Compact, The World Economic Forum, The World Business Forum, The Aspen Ideas Festival, and more.

Seidman holds bachelor's and master's degrees in moral philosophy from UCLA and Oxford—where he served as captain of the Balliol College crew team. He also has a law degree from Harvard Law School and an honorary doctorate from Hebrew Union College. He was also given the Jurisprudence Award by the Anti-Defamation League.

Dov is meaningfully involved in and supports organizations pursuing aligned missions of significance and seeking to inspire positive change in our world. Currently, Dov serves on the board of directors at The Elie Wiesel Foundation for Humanity, The 92nd Street Y, The Ellison Institute for Transformative Medicine, and Planet Word.

Dov helps to educate and develop the next generation to become inspirational, moral leaders and principled decision-makers. In the Fall of 2022, Dov was appointed a Hauser Leader at The Center for Public Leadership at The Harvard Kennedy School. Dov established The Herbert Morris Scholarship at UCLA's School of Law to support a first-year law school student who has a demonstrated interest in philosophy and who aspires to make a meaningful difference in the world.

