

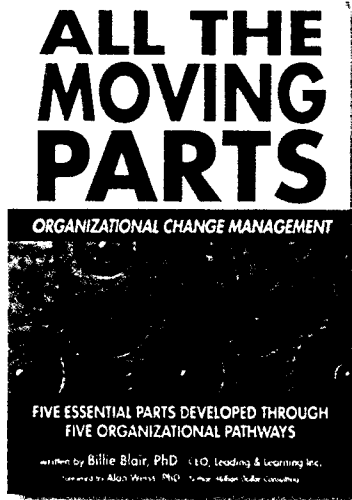
Local Author Publishes Third Book

by Arthur A. Visintin

Dr. Billie Blair, President CEO of Leading & Learning, Inc., an organizational change management firm, has recently published her third book on the subject. Entitled *All The Moving Parts: Organizational Change Management*, the volume provides a roadmap for organizations facing a changing environment in their business.

Written in response to demand from the firm's clients, Dr. Blair has designed this book as an interactive users guide on how to be more responsive and more profitable in today's business environment while providing a process to deal with change.

The book leads off with a primer on how to categorize change, which can either be



planned, those changes which have come about as a result of positive action and which are identifiable and observable; *undetected*, those changes that naturally occur but are not anticipated nor responded to; and *chaotic*, changes that occur as a result of some catastrophic event that require immediate and unplanned responses. According to Blair, all organizations are constantly changing, but in the past it has been a far more gradual, evolutionary process. In today's global economy, change has become much more aggressive or revolutionary, with every company experiencing the results of globalization whether they participate directly or not.

In a segment that Blair categorizes as being nothing less than a sea change to the face of modern business, she identifies the *five essential moving parts* of an organization that must all work in sync to produce the greatest good for the entire organization. The moving parts are: the Chief Executive Officer, the head of an organization regardless of title; the Leader-



ship Team, comprised of the inner core of managers and staff; the Board of Directors, whose job it is to define and communicate the vision and purpose of the organization; the Employees, who implement the organizational goals and most frequently touch the final category; the Customer, without whom none of the former get paid.

If all those moving parts are in sync, you have a symphony. However, getting all the parts to move together is a huge challenge. Citing numerous examples from real life companies, Blair points out instances where the CEO may have a vision but can't engage the employees, where the Board cannot define or understand their customer, an organization with terrific employees but a CEO with no vision, and many other impediments to smoothly working parts. Anybody who has ever worked for a corporation, a non-profit organization, or read the cartoon *Dilbert* can readily identify with

many of the situations Blair refers to, and many of the companies are household names.

"Technology becomes the weather-vane on how an organization is addressing or coping with change," says Blair. "How an organization anticipates, plans for, and implements that change, then monitors the results, will determine their ultimate success in their business niche. This is true whether your organization is a global Fortune 100 behemoth or a local non-profit, so that's who I've geared this book toward."

"While it's true most major corporations have strategic plans and stated visions and mission statements, they don't necessarily do it right. They don't adhere to their vision and their working parts are frequently out of sync. The concepts in this book will help them. But it's also written as a guide to many of my friends and clients with small non-profit organizations. They typically may not

have the resources or talent pool to plan effectively or recognize changes that will impact them—so they really need to read this book and implement strategies that will allow them to cope with change more readily, more successfully, more profitably."

At slightly under 300 pages, *All The Moving Parts* is an easy, educational, and, at times, entertaining read. This is an organizational self-help primer that will benefit any size organization from a Mom & Pop on up. If you want your organization positioned to more effectively recognize change and respond successfully, this book is a must-read. The volume is available on-line at www.leadingandlearninginc.com, www.puzzlespress.com, as well as www.amazon.com.