Dr. Victoria Grady to Publish New Book:

The Pivot Point offers a new and totally unique perspective of organizational change that identifies the origin of our stubborn “resistance” and re-defines the natural behavioral response that is grounded in human nature and provides us with an explanation, not an excuse, for a reaction that is as common as change itself.

Drs. Grady provide information that will enhance, not replace, existing methodologies currently in use by change agents and consultants by introducing a rationale and framework for measuring and tracking individual employee response during the change implementation process.

In an easy to read 116 pages, The Pivot Point provides an explanation for the organizational change failure rate which has continued to hover near 70% for 15 + years and addresses how change initiatives can be measurably and predictably improved.

About the authors:

Dr. Victoria M. Grady (Jr.) is currently an Assistant Professorial Lecturer in the Department of Organizational Science and Communications within the Columbian School of Arts and Sciences at The George Washington University. Her research is focused on the inherent loss of stability suffered by organizations introducing and implementing organizational change. The original research resulted in the validated model of an Organizational Loss of Effectiveness (LOE Model) explaining the tendency of individuals, often subconsciously, to struggle, resist, and potentially disrupt the organizational change initiative. Dr. Grady has extended the original model to include a validated index (LOE Index©) that quantitatively measures the tendency of individuals within the organization to embrace (or not) organizational change initiatives.

Dr. James D. Grady (Sr.) has practiced Oral and Maxillofacial Surgery in Auburn/Opelika, Alabama since completing his residency at the University of North Carolina at Chapel Hill in 1974. He and his daughter have worked together extensively over the past 7 years to extend the original Model of Organizational Loss of Effectiveness and to develop a validated LOE Index to quantitatively measure and track the nature and intensity of employee reaction to organizational change initiatives.

The Pivot Point will be available on Amazon.com and BarnesandNoble.com on June 15, 2012.