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What the New Daylight Savings Time Can Teach Today's Business Leaders: Critically-Acclaimed Author Helps Execs Make the Connection

Glen Rock, NJ (March 2007) – While putting the clocks ahead an hour a few weeks earlier than normal may seem like a trivial event, the new Daylight Savings Time can teach those in the business world some non-trivial lessons—namely that seemingly minor changes can have major impact on a company's success.

Whether it's the new DST, hiring an employee, tweaking a procedure, or getting a new contact at a customer or supplier, business leaders often underestimate the impact of small changes. But because such small changes can seem insignificant, a series of smaller changes has *even more* potential to create problems. To avoid being blindsided, business performance expert Pamela S. Harper advises that businesses regularly evaluate minor changes as well as major ones. She also suggests that leaders use a variety of sources to gain this information, as it will provide greater ability to assess the degree of importance to place on any particular trend as it takes shape.

"In our constantly changing business environment, strategic thinking and planning must be an ongoing process rather than a yearly event," says Harper, who is also the author of the book, *Preventing Strategic Gridlock®: Leading Over, Under & Around Organizational Jams to Achieve High Performance Results* (Cameo Publications, \$19.95, ISBN 0-9715739-4-8). "Regularly monitoring your plan's effectiveness through checkpoints (small steps) and milestones (a series of related outcomes) enables you to evaluate what you've done to date, look forward to what needs to be done, and evaluate trends and changes that have occurred since you first developed your plan." Doing so enables business leaders to reassess whether the plan still serves their business objectives, or should instead be adjusted (or even shelved) to allow the company to follow another path.

Although you can never know what's going to happen as a strategic plan unfolds, you *can* build in processes to keep your organization moving forward. Staying attuned to minor changes as well as major trends enables you to avoid problems, minimize those that do occur, and take advantage of new opportunities.

Preventing Strategic Gridlock® is the perfect guide for leaders and managers who want to increase their organization's productivity and accelerate progress toward their key objectives. By using Harper's proven methods, business leaders can U.N.L.O.C.K.® the power they need to lead their company towards greater success.

Pamela S. Harper is an internationally known speaker, author, and founder of Business Advancement, Inc. Since 1991, BAI has helped leaders transform their business strategies into high performance results. Pam's approach is based on 20 years experience as an internal and external consultant to leaders of entrepreneurial, mid-sized, and Fortune 500 companies.

For more information, a review copy of *Preventing Strategic Gridlock®: Leading Over, Under, and Around Organizational Jams to Achieve High Performance Results*, or to book Pam Harper to speak at your next event, please contact David Josephson at 843-645-3770 or send an email to david@cameopublications.com.