



BERRETT-KOEHLER PUBLISHERS

BK BUSINESS

235 Montgomery Street, Suite 650  
San Francisco, CA 94104-2916  
Fax 415.362.2512  
www.bkconnection.com

Tiffany Lee, Publicity Manager  
Phone: 415.743.6477 Email: tlee@bkpub.com  
Peter Cavagnaro, Publicity Manager  
Phone: 415.743.6469 Email:  
pcavagnaro@bkpub.com

For Immediate Release

# **The Change Cycle**

## **How People Can Survive and Thrive in Organizational Change**

### **By Ann Salerno and Lillie Brock**

Weathering change at work or in your professional life—however necessary—is often chaotic, frustrating, even maddening. At its worse, a challenging or sudden change can do such a number on your confidence that you might experience moments verging on hopelessness. Fortunately, in *The Change Cycle: How People Can Survive and Thrive in Organizational Change*, authors Ann Salerno and Lillie Brock show us that we can not only survive these changes, but *thrive* in them. What’s more, readers will be better equipped for the next work change to come their way.

Dealing with organizational change is about everyone getting through the emotion and commotion with minimal damage to their blood pressure, career, relationships, and confidence. In *The Change Cycle*, Salerno and Brock help readers cope by explaining the six predictable and sequential stages of change—loss, doubt, discomfort, discovery, understanding, and integration—and describing the thoughts, feelings, and behaviors associated with each stage.

Each chapter focuses on a single stage of the Change Cycle, described in a lively, informal style peppered with frequent humor. Utilizing stories and essays about the ways people, departments, and teams have successfully dealt with challenges, Salerno and Brock offer examples, tools, and success strategies so individuals at all levels will know what to expect from themselves and others and will be able to resourcefully move through each stage.

While there are shelves of books on organizational change, this book is about what it actually feels like during a work change, and how to come out on the other side. Based on the authors’ fifteen years of experience in hundreds of companies and government agencies worldwide and firmly grounded in recent discoveries in social psychology and cognitive neuroscience, *The Change Cycle* will help readers at all levels take responsibility for how they react and respond in a changing work environment.

*More...*

*“Change is everywhere...and help is on the way! Written in a conversational and easy-to-read manner, this is a practical and pragmatic book that contains numerous success strategies to draw upon the next time a change occurs.”*

—Dana Gaines Robinson, coauthor of *Strategic Business Partner and Performance Consulting*

*“The Change Cycle is a powerful model for understanding and overcoming the challenges of innovation and new product development—even if the product is a new you.”*

—Mark Bryan, bestselling author of *The Artist’s Way at Work*

*“I have worked with CEO’s to build hundreds of successful senior teams. Whenever we are involved with a change initiative, which is often, my company uses **The Change Cycle** model, processes, and materials. They are simply the best there is in the corporate training market.”*

—Brad Spencer, PhD, Founding Partner, Spencer, Shenk, Capers, and Associates

*“The Change Cycle helps understand the dimensions of change and how to manage change in a dynamic environment rooted in solid traditions and long-stranding practices. As employers deal with the new millennial generation, this book helps frame how we as employers need to adapt to the changes this generation of employees brings with them. We must embrace a redefined work ethic, and appreciation for new employee ideas, and/or the perspectives. **The Change Cycle** helps reframe how to manage change in the work environment.”*

—Dr. Jim Hundrieser, or Jim Hundrieser, Ph.D. Vice President for Student Development, Lynn University

\*\*\*\*\*

**Ann Salerno** and **Lillie Brock** are cocreators of the Change Cycle Series. CCMC Inc. is an international training and development company based in Washington, DC, and Durban, South Africa, and is home to the Change Cycle Series. The company’s clients include Nestlé, the CIA, Homeland Security, GM, AARP, the Canadian federal government, Honeywell, Felix Global, Amgen, Disney, NCAA, and Sony.

***The Change Cycle: How People Can Survive and Thrive in Organizational Change***

**By Ann Salerno and Lillie Brock**

**Published by Berrett-Koehler Publishers, Inc.**

**Paperback Original**

**Number of Pages: 199**

**ISBN: 978-1-57675-498-6**

**\$19.95**

**Publication Date: June 2008**