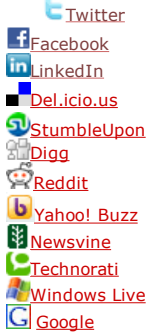
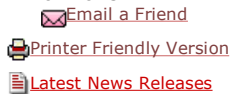



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**Authenticity Press****Mar 29, 2011 15:38 ET****'CHANGE HAPPENS' - NEW BOOK BY LOCAL AUTHOR LAUNCHES MARCH 30****Victoria-based expert's new book 'Change Happens - Your Guide to Navigating Change Using The 5C Model,' New Book Offers Practical Guidance for Leading Organizational Change**

Attention: Books Editor, Business/Financial Editor, Education Editor

VICTORIA, BRITISH COLUMBIA--(Marketwire - March 29, 2011) - North American publisher Authenticity Press is pleased to announce its latest book, Change Happens - Your Guide to Navigating Change Using The 5C Model,' will be available during its global launch on March 30, 2011 exclusively through Amazon.com and changehappenseveryday.com. The book was written by Victoria-based author and business management expert Beth Page, founder of Dream Catcher Consulting. Page is also Associate Faculty, teaching in the MBA and Master of Arts in Leadership programs at Royal Roads University. Change Happens is filled with practical guidance for achieving successful change using the proprietary 5C Model©, which Page developed in her earlier book, Done Deal (Authenticity Press 2006). In Change Happens, the 5C Model becomes the framework for a deeper exploration of the challenges and opportunities associated with business change, including strategies for building trust and honoring employees' participation and ownership in the process. Change Happens also explores the potential pitfalls of change initiatives, enabling readers to enhance their familiarity and adeptness for avoiding culture-destroying activities, addressing lost company productivity and employee cynicism, while cultivating effective communication, knowledge and information-sharing. "This book was written for anyone who's ever grappled with the thousands of details necessary to achieve successful, sustained change, and had to address the employee resistance behind the question, 'why does this even matter?'," said Page. "Change Happens is rich with tools and tips for leveraging the invaluable employee involvement while successfully navigating change."

Book Launch Gift and Donation

According to Page, readers who purchase Change Happens on its March 30 launch day at www.changehappenseveryday.com will also receive the complementary Change Leaders Toolkit, an exclusive compilation of change-related articles and resources that includes:

- * A Change Readiness Assessment offered by pioneering organizational consultant and author Roger Harrison
- * A Competency Leader's Assessment from Patwell Consulting
- * The "Three and One" Strategic Communications model by Communications Expert Laura Min Jackson

Page also will be contributing 10 percent of all first day's sales of Change Happens to benefit the Cowichan Valley Hospice Society and the International Red Cross, for relief efforts in the wake of the recent catastrophic earthquake and tsunami in Japan.

Change Happens - Your Guide to Navigating Change Using The 5C Model, retails for \$25.95, and will be available through amazon.com and changehappenseveryday.com beginning March 30, 2011. It also can be purchased through Authenticity Press' website, www.authenticitypress.com, beginning in April.

M. Beth Page, MSOD, is an internationally recognized speaker, consultant and founder of Victoria-based Dream Catcher Consulting (www.dreamcatcher-consulting.com). In addition to Done Deal, Page has published two workbooks, "Teams Work But How?" and "Awakening the Greatness Within: A Practical Workbook For Leading Your 'Plan A' Life." She also was a contributing author to the Canadian Amazon best-seller Awakening The Workplace, published by Experts Who Speak Books. She can be reached at beth@dreamcatcher-consulting.com.

#

/For further information: Note to Editors: Review copies of Change Happens - Your Guide to Navigating Change Using The 5C Model, and photos of author M. Beth

Page are available upon request. Please contact laura@lauraminjackson.com/

IN: FINANCE, LABOUR

For more information, please contact

Beth Page, Founder, Authenticity Press
Primary Phone: 250-483-6729
E-mail: beth@authenticitypress.com

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