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Make waves: How to contribute now and leave your mark

Leadership expert encourages others to spark change in business, personal lives

DALLAS – Most of us have heard that change is inevitable, but what if we believed we had the power to *initiate* the change in our lives? From starting a business, to leading others, to non-profit work and beyond, innovators can inspire movements big and small. These are the kind of people who make a “wave,” or a change in their own situations, and even have the power to influence a ripple effect on those around them.

Do we all have the ability to kickoff a “wave?” Career and workplace expert Patti Johnson says yes. In her new book, ***Make Waves: Be the One to Start Change at Work and in Life*** (Bibliomotion, May 6, 2014), **Johnson** shares how true change requires stepping out of your comfort zone and building commitment that grows organically. She shows how anyone can start or contribute to making his or her own “wave.”

“We all have waves within us. A wave, or meaningful change, begins by always asking ‘What can I do?’ and ‘What if?’ Our thoughts get in our way and we rely on the same steps that work for other projects. But, a true change, a wave, is different,” says Johnson, based on her experience working with Fortune 100 companies.

To write the book, Johnson researched and interviewed an eclectic mix of wave makers, from leaders in business and the community, to entrepreneurs and accomplished students, to explore the decisions and actions of individuals who started a change. A few of the wave makers featured in the book include Southern Tide founder and clothing designer-entrepreneur Allen Stephenson, who started his company when he was in college, leader and Pariveda CEO Bruce Ballangee, manager of the Pittsburgh Pirates Clint Hurdle, high school student Emma Scheffler who started Insulin Angels, a non-profit for children diagnosed with diabetes, and many others. Though a diverse group, Johnson’s research shows that wave makers share common attributes, such as strong beliefs and similar behaviors and actions.

In *Making Waves*, Johnson outlines how people can carve out roles for themselves and initiate developments large or small within their organizations and communities. She dives into topics such as:

- Relying on “What can I do?” in any situation
- Why having all of the answers can work against you
- Why you need “Idea Partners”
- How to get started – without a perfect plan
- The impact of true experimentation
- How to build a community around your wave
- Trends in the workplace and our culture that are transforming how change happens
- Why organizations committed to growth, innovation and personal accountability need more wave makers and how to develop them

Patti Johnson is a career and workplace expert and the CEO of PeopleResults, a change and organizational development-consulting firm she founded in 2004. She is the author of *Make Waves: Be the One to Start Change at Work and in Life*. She and her team advise clients such as PepsiCo, Microsoft, 7-Eleven, Accenture, Frito-Lay and many others on creating positive change in their leaders and organizations. Previously, Johnson was a senior executive at Accenture where she played an essential role in creating new change service offerings, global talent programs, and providing expertise on complex changes with numerous clients. She has been featured as an expert in media, such as *The Wall Street Journal*, *The New York Times*, *MONEY Magazine*, *U.S. News and World Report*, *Fast Company*, *Entrepreneur*, *Working Mother* and a regular contributor to *SUCCESS Magazine*. She is an instructor on change for Southern Methodist University’s Executive Education program and for the Bush Institute Women’s Initiative, as well as a keynote speaker on change and leadership.

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