

## Press Release

23 July 2009

### 10,000 Website Hits Marks Changing Organisations' First Birthday

Challenging conventional thinking about how to lead for business success has led to widespread interest in a blog that has recorded 10,000 hits on the eve of its first birthday.

"The success of our website is due to the unconventional thinking we are doing that challenges the status quo in change leadership," says company director Stephen Billing.

Now averaging a rapidly increasing 1,500 hits per month from around the world, this is a significant achievement for a change leadership website based in New Zealand.

"New Zealand's leaders have been seeking answers to how to bring about change in their organisations for years now," says Mr Billing. "The standard solutions have not worked and more of the same will not achieve different results."

The Changing Organisations blog is based on doctoral research into complexity science which shows that, contrary to mainstream thinking, change is effected through day to day interaction rather than through grand strategy and planned change.

The blog explores the implications of this for managers in practical terms.

"Blogging is a recent phenomenon and its format makes it an ideal medium through which to make doctoral level research digestible to ordinary managers. Leadership research can be very helpful to managers, but it usually gets published in academic journals which New Zealand's managers do not have access to," said Mr Billing.

"While our numbers are not on the scale of Google or Twitter, our recent criticism of the place of vision and values in leading organisational change has stirred the proverbial pot."

ENDS

#### Media contact:

Stephen Billing, Director  
(04) 233 0093 or 027 4802 164

[www.changingorganisations.com](http://www.changingorganisations.com)



Stephen Billing  
Director  
Exponential Consulting Ltd