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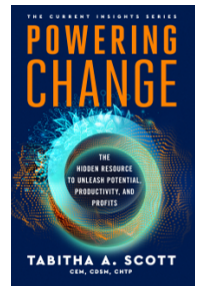
**NARDIMEDIA**

## **Amid Relentless Pace of Change, Groundbreaking New Book Reveals Nature as Most Advanced Way to Compete in Modern Business**

***Why Competitive Companies, as Living Organisms, Must Harness the Wisdom of the Natural World to Maximize Growth in **POWERING CHANGE**; Releases February 20, 2024***

**\*\*Interviews Available With Business Futurist and Best-Selling Author, Tabitha Scott \*\***

**Tabitha A. Scott**, Business Futurist, Award-Winning Author, and former executive of three global \$10+ billion dollar companies, is transforming the way business leaders navigate imbalance, burnout and the demands of the ever-accelerating pace of change to create thriving, innovative organizations in her highly anticipated forthcoming book, ***Powering Change: The Hidden Resource to Unleash Potential, Productivity, and Profits*** ([Powering Potential Media](#); Now Available for Pre-Order; On Sale National Leadership Day - February 20, 2024).



Drawing upon 20 years of paradigm-shifting innovation leadership and research, ***Powering Change*** reveals a transformative guide that connects the wisdom of the natural world with the practices of modern business strategy, so leaders can tap into the powerful current already present in their existing resources.

“Nature has been adapting for over four billion years. Meanwhile, modern business has been at it only around 300. Natural laws and systems provide a highly advanced, predictable roadmap that yields greater success when applied to corporate strategy,” Tabitha states. “Organizations are simply another type of living organism that follow the same, inescapable patterns. Understanding and leveraging this phenomenon creates a significant competitive advantage for any leader.”

Blending lessons from natural systems, including physics, the rhythm of Growth Curve cycles, the power of natural networks, and the richness of variation with intriguing organizational research, engaging business case studies, current statistics, and new data, ***Powering Change*** casts companies in the role of living organisms subject to the same rules of growth and interaction that govern all things that thrive. The book is divided into three sections. The first section addresses today's problems that concern leaders. The second section covers foundational philosophies, such as the basis of business models and the source code of growth. The final section discusses how leaders can apply these forward-thinking philosophies to unlock hidden potential, including using Tabitha's new Assess, Align, and Adapt (AAA) Framework.

In a world where change management is a myth, ***Powering Change*** serves as a compass for businesses seeking balance and growth amid the relentless pace of change by harnessing nature's inherent efficiency, synergy, and adaptability.

10% of all book profits will be used to benefit and support Indigenous Peoples and the natural world.

### **KEY TOPICS:**

- Boost productivity and profits in the face of unrelenting change using the laws of science
- Discover the hidden potential in resources you already have
- Assess, align, and adapt talent to what energizes them most through the Human Dynamics Framework

- Transform tired team members into connected, directed, and empowered contributors
- Adapt to the accelerating pace of change - The pace of technological change during the entire year 2000 is now replicated every 30 seconds!
- Understand the Human Dynamics Framework - Using connection, clear direction, and purpose-driven motivation to unlock potential productivity and profits

**PRAISE FOR POWERING CHANGE:**

“Tabitha Scott is a brilliant strategic thinker. Powering Change is a real eye-opener for executives who lead businesses.”

—**IVAN G. BOLDEN, DIVISION CHIEF, U.S. ARMY**

“Prepare to be inspired and equipped to power meaningful change in your organization.”

—**GAIL MARTINO, PH.D, NA LEAD AGILE TRANSFORMATION, UNILEVER**

“Tabitha Scott provides a fresh approach to solving the ever-present problems of burnout, motivation, and productivity. An indispensable guide for today’s leaders.”

—**PATRICK M . APPLEBY, PRESIDENT, WINNRESIDENTIAL**

**ABOUT THE AUTHOR**



**About Tabitha A. Scott:**

Tabitha is a distinguished business futurist and proven global leader who guides organizations through rapid change by using nature’s time-tested patterns to boost growth and adaptability. Her influential voice on the Forbes Business Council in 2023 and her authorship of the Nautilus Award-winning and bestselling book, Trust Your Animal Instincts, place her at the vanguard of modern innovation. Tabitha’s upcoming book, Powering Change, highlights the predictable and transformational benefits of leveraging Human Dynamics to unlock greater success.

Tabitha's career highlights include significant contributions at the intersection of business and nature. She served on the Executive Office Roundtable on Climate Change during the Obama Administration and was a delegate for the Presidential Climate Action Plan under the Bush Administration. Additionally, Tabitha received recognition from the White House for her work using AI, smart technologies, and positive behavior change to help military families lower energy costs.

Tabitha's leadership is marked by her ability to orchestrate meaningful business transformations. Her expertise includes guiding tech strategy for a Fortune 400 company during its record growth phase and holding pivotal roles such as CEO of Military Assistance Company and SVP of Innovation & Sustainability at Balfour Beatty Investments and Lend Lease Americas.

Tabitha has been published extensively in esteemed industry publications like Forbes, the Journal of Applied Corporate Finance, and CEO Magazine, discussing topics such as energy, cognitive diversity, and burnout prevention. Her academic background includes a BS in Finance from the University of Louisville, a Master’s in Bank Management from the University of Virginia, and an MBA from Fairfield University. Her diverse qualifications, including certifications in Energy Management, Blockchain (from MIT), and as a biofield holistic practitioner, make her a dynamic advocate for sustainable, adaptive business strategies in today's fast-paced world.

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