

CHANGE & RESPONSE STRATEGIES, LLC

Anticipating tomorrow by innovating today.™

For Immediate Release
December 11, 2006

Contact: Christopher D'Marco
Phone: 973-993-1144

Change & Response President Advises Technology Students on the Value of Communication

Morristown, NJ – Change & Response Strategies President, Angela Calzone was recently the guest speaker for Kean University's Association for Computing Machinery where she discussed the importance of communication skills for technical professionals.

"We work to develop the communication effectiveness acumen of many highly skilled technical people," stated Calzone, "because it's those who are able to get their message across that realize the greatest success."

There is a rapidly increasing need for technical professionals like accountants, engineers, architects, medical and IT personnel to be able to verbally articulate and communicate in writing as these experts are more frequently being called upon to explain, instruct, clarify, and sell/market. Additionally, "The impact of globalization has affected every business sector," explained Calzone. "Technical professionals are not only being called upon to communicate to colleagues across a conference table, but to those around the world."

Founded in 2004 as a consortium of management strategists, consultants and corporate trainers, **Change & Response Strategies (CRS)** assists private, public, educational institutions, and not-for-profit organizations meet their business objectives by clarifying their vision & mission, developing staff, and improving business processes. Recently ranked among the Top 25 Management Consulting Firms in New Jersey by NJ Biz Magazine, CRS's focus is to help organizations cultivate a culture that supports continuous innovation and change as well as develop an implementation and integration plan. For a complete list of services, visit www.changeandresponse.com.

###

NJ 973.993.1144 • NY 646.554.3100 • www.changeandresponse.com
P.O. Box 186 Morris Plains, NJ 07950

Members of the Organization Development Network • Commerce & Industry Association of NJ
Society for Human Resources Management • Turnaround Management Association
Ranked Among the Top 25 Management Consulting Firms in New Jersey by NJBiz Magazine