

**For Immediate Release**

**Pivotal Insight Featured in GovExec Article on “Soft Landings”**

WASHINGTON, DC— January 24, 2005— Pivotal Insight, a research and consulting firm providing government decision makers with intelligence to improve performance and increase return on investment, was featured in GovExec’s January 24, 2005, Daily Briefing. The article, entitled “Agriculture facility uses hiring freeze to reduce job loss from competition,” references comments by Elizabeth Boudrie, Pivotal Insight’s vice president of Research, who says that job security and competitive sourcing tend to be seen as mutually exclusive. Managers are looking into creating soft landing packages as they ask themselves, “How do we keep both those balls in the air at the same time?”

The article’s focus is an Agriculture Department facility in Beltsville, Maryland trying to soften the effects of its competitive sourcing initiatives with a hiring freeze.

A free summary of Pivotal Insight’s recent report on HR’s involvement in A-76 competitions is available at <http://www.pivotal-insight.com/research/takingthewheel.php>.

For purchase information call Pivotal Insight at 703-875-2129.

The GovExec article is located at <http://www.govexec.com/dailyfed/0105/012405k1.htm>

**About Pivotal Insight, LLC:**

Pivotal Insight is a consulting and research firm that helps government executives uncover and apply best practices to tackle their biggest challenges. We know the best source for government innovation comes from the experiences of other government organizations. Pivotal quickly identifies, analyzes, and improves upon the relevant experiences of other government organizations and then works with its government executive clients to apply these lessons in their organizations, helping government learn from government. Through our combination of research, consulting, and facilitation we provide a premium, yet cost effective, service that has meaningful impact on our client’s careers and organizations.

Contact Pivotal Insight at 703-875-2129 or on the web at [www.pivotal-insight.com](http://www.pivotal-insight.com).