

# Rayburn Electric Defies Industry Norms Under David A. Naylor's Leadership

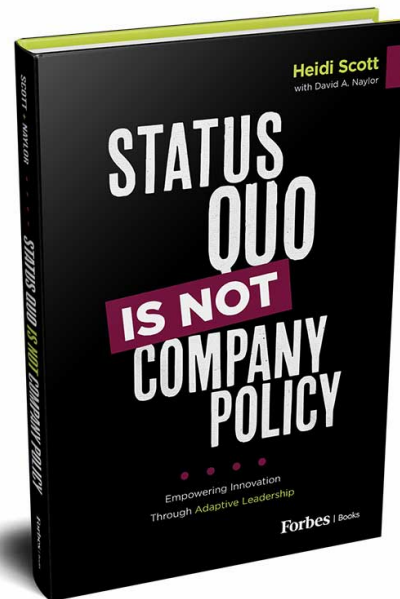
*"Status Quo is Not Company Policy" by David A. Naylor and Heidi Scott is released with Forbes Books.*

NEW YORK, NY, UNITED STATES, October 22, 2024 /EINPresswire.com/ -- "Status Quo is Not Company Policy: Empowering Innovation through Adaptive Leadership" by David A. Naylor and Heidi Scott is published with Forbes Books, the exclusive business book publishing imprint of Forbes. Naylor and Scott's thought-provoking work is available today [on Amazon](#).

In "Status Quo is Not Company Policy", David A. Naylor, CEO of Rayburn Electric Cooperative, takes readers on a journey through the growth and transformation of a small cooperative into a billion-dollar powerhouse in the energy sector. Rayburn Electric's relentless commitment to its core values—Integrity, Respect, Excellence, and Innovation—has made it a trailblazer in an industry known for resisting change.

This book highlights how Naylor fostered a culture of empowerment and adaptability, enabling Rayburn Electric to navigate significant challenges, including the devastating Winter Storm, Uri, and emerge stronger than ever. Co-author Heidi Scott captures the essence of Rayburn's innovative approach to leadership, resilience, and people-centered growth, along with Naylor's signature voice and principled leadership.

"At Rayburn, we have a commitment to continued improvement because traditional approaches and methods, both internal and external, have shifted and will continue to shift," Naylor said. "Every individual contribution of every person in the company has furthered the corporate success we enjoy today. I feel a deep sense of accomplishment when I look at what we've done



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David A. Naylor and Heidi Scott release "Status Quo Is Not Company Policy" with Forbes Books.

and see our people continue to develop and advance. I make no apologies for the steps we've taken because the status quo is not company policy, and I can't wait to see what Rayburn becomes."

"Status Quo is Not Company Policy" offers critical knowledge for executives and entrepreneurs alike, showing how bold leadership and a commitment to core values can make all the difference.

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### About the Authors

David A. Naylor is the President and CEO of Rayburn Electric Cooperative, a generation and transmission cooperative serving four distribution cooperatives spanning sixteen counties in northeast Texas. David has over twenty-five years of experience in the utility industry, beginning with C. H. Guernsey & Company, where he served as a managing consultant for Rayburn. David's leadership, expertise, and innovation led to his first joining Rayburn as the Executive Vice President and then becoming its current President and CEO.

Heidi Scott has worked as a consulting writer, editor, and book coach in the nonprofit, private, academic, and federal sectors since 2000. Although she is based in Texas, not far from the Rayburn Electric Cooperative headquarters, she regularly travels around the world as a professional writer, ghostwriter, and editor. She has a B.A. and M.A. in English from Colorado State University and has written over thirty books, including a handful of best-selling titles.

### About Forbes Books

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### Media Contact

Forbes Books Media Contact: Tate Causey, [tcausey@forbesbooks.com](mailto:tcausey@forbesbooks.com)

Tate Causey  
Forbes Books  
+1 843-414-5600  
[email us here](#)

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