



## **Brian Tolle Achieves Clayton Christensen's "Driving Innovation Certification"**

Ann Arbor, MI (October 6, 2008) – The Tolle Group ([www.tollegroup.com](http://www.tollegroup.com)) announces that Brian Tolle, President of The Tolle Group, has successfully completed the certification requirements of Clayton Christensen's Driving Innovation training program. Based on the research and fieldwork of the consulting firm Innosight ([www.innosight.com](http://www.innosight.com)) and its founder, Harvard Business School Professor Clayton Christensen, the Driving Innovation program helps leaders learn a predictable and repeatable proven process for driving growth through innovation. The program provides leaders with practical tools and real-life case studies to spot internal and external opportunities for innovation so that leaders can apply the power and methodology of "disruptive innovation" to drive double-digit growth. Mr. Tolle is one of only three consultants certified to deliver this cutting-edge approach to building a culture of innovation.

“Given the tough economic times we're facing, companies need to use proven strategies and methods to unlock new growth markets,” noted Brian Tolle, president of The Tolle Group. “The Innosight methodology, developed and promoted by Christensen in his books *The Innovator's Dilemma*, *The Innovator's Solution*, and *Seeing What's Next: Using Theories of Innovation to Predict Industry Change*, has been demonstrated time and again in helping companies identify opportunities to drive new revenue growth through innovation. We are looking forward to working with Michigan life science and IT companies seeking to grow their businesses through innovation.”

The Driving Innovation certification program is offered in exclusive partnership with Linkage Inc., Innosight, and Clayton Christensen.

### **About The Tolle Group**

The Tolle Group ([www.tollegroup.com](http://www.tollegroup.com)) is an international organizational development consulting firm giving leaders of technology-based companies the skills and organizational infrastructure to drive business performance. Through our Leadership Essentials training programs and Organizational Performance cultural and leadership assessments, we turn technical managers into business leaders and organizations into top performers. Headquartered in Ann Arbor, Michigan, The Tolle Group works to ensure engineers, scientists, and information technologists develop the right leadership skills to drive their company's business growth.

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