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HOW TO PREVENT YOUR COMPANY'S GROWTH FROM SLOWING YOU DOWN

Seasoned Management Consultant Brian Tolle of The Tolle Group Advises Technology Companies About How To Strategically Manage Growth

Ann Arbor, Michigan – Growing technology-based companies can easily undermine their own success if they don't recognize what the organization needs at each stage of growth, according to Brian Tolle, founder/owner of The Tolle Group, an Ann Arbor-based management consulting firm that works with growing technology-based companies. Tolle emphasizes that every company goes through distinct stages of growth and each stage demands different things from the organization.

"Just as each of us went through infancy, adolescence and into adulthood, having different needs at each stage, so too does a company," says Tolle. "Therefore, it's critical for a company's leaders to anticipate these needs and be prepared to deliver specific initiatives at the right time."

Yet, because leaders of technology-based companies need to be focused on developing innovative products, they often neglect to build a strong organizational foundation to handle the increased sales when they start pouring in. "For example, a key foundation for a growing company that has 30 or so employees is cross-functional communication," points out Tolle. "This size company is too small to blame poor communication on the bureaucracy." Thus, Tolle recommends that owners invest in helping their teams break down communication barriers by understanding and adapting to different behavioral and communication styles.

"Every business leader dreams of unlimited growth, but that increased business can easily turn into a nightmare if the company hasn't built a strong foundation to handle it," says Tolle, a prolific speaker and author on organization development for technology-based companies. "Otherwise, a company with so much potential can collapse like a house of cards," he says.

Tolle offers various assessments and programs to help leaders better understand what their company needs and how best to address these needs. The Tolle Group partners with Denison Consulting of Ann Arbor to assess a company's culture and leadership to prioritize which key management practices need to be strengthened.

"Studies have proven that investing in these key management practices has a bottom-line impact," indicates Tolle.

The Tolle Group also provides technology-based companies with Leadership Essentials, a proven leadership training curriculum that helps companies stay agile in rapidly changing markets by building the leadership skills of their technical managers. "One of our workshops is on fostering innovation and we do this through improvisational theater exercises. No better way to increase your agility than through improv," Tolle says.

Brian Tolle of The Tolle Group is available to discuss in more depth how companies can prevent their growth from slowing them down. He can describe examples of growing pains that often hurt companies, as well as key strategies that can be of value.

For more information, and to arrange an interview or photography with Brian Tolle of The Tolle Group, please contact Anahid Lisa Derbabian, at 248 202.0583 and at Anahid@integritycommunicationsco.com.

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Brian Tolle, The Tolle Group

The Tolle Group is an international management consulting firm which provides leaders of growing technology-based companies the skills and organizational infrastructure to drive business performance. Through the Leadership Essentials training programs and Organizational Performance cultural and leadership assessments, technical managers are turned into business leaders and organizations into top performers.

Since 1995, The Tolle Group has impacted businesses by guiding them through growth – giving them business insights and facilitating and providing processes to move the company forward successfully. They provide business consulting, coaching, implementation, and training support. The Tolle Group also partners with The Denison Group to conduct Denison surveys that identify deficiencies in key organizational capabilities and to recommend specific action steps to drive organizational performance.

Contact The Tolle Group at 734 417.7724 and visit at www.tollegroup.com