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HOW TECHNOLOGY-BASED COMPANIES CAN
TURN TECHNICAL MANAGERS INTO LEADERS

Management Consultant, The Tolle Group,
Urges and Helps Technology-Based Companies Develop Their Techies Into Leaders

Ann Arbor, Michigan – Technology-based companies must use care in assuming that smart technical staff in management positions know how to manage people. Companies only achieve their full potential in the marketplace with leaders that combine technical expertise with leadership abilities, according to Brian Tolle, founder/owner of The Tolle Group, an Ann Arbor-based management consulting firm. Tolle urges companies to acquire proper training for technically-minded people, who may be wizards at their job, but significantly challenged by interpersonal requirements of a managerial role. Placing them in management positions without proper training is a sure recipe for disaster.

“A smart engineer promoted to manager may struggle, because he has not learned how to lead,” says Tolle, whose management consulting company works with growing technology-based companies throughout the country. “When you tangibly promote based on how good people are at their job, they may have no interest or background in management. This adversely affects the company,” says Tolle,

As a highly competitive, rapidly changing marketplace requires the right investment in the right people, thus Tolle recommends technology companies train their technical managers in becoming business leaders. This creates commitment to the company’s goals, strategic plan, making good decisions, and understanding and interacting with the marketplace.

“Your managers must run their areas and the company as an integrated business instead of as individual silos of responsibility,” Tolle says. “Skilled and informed technical middle managers close to the marketplace will ensure your company has both the right balance and culture,” says Tolle, who urges companies to support their managers in becoming highly effective leaders to ensure the growth and success of the company.

Tolle offers technology-based companies a critical component in their business strategy – a multiple-day management training, *Driving Business: Leadership Essentials for the Technical Manager*. This turns techie managers into business leaders through developing business skills and insights in external and internal aspects of the organization and learning aspects of adaptability and consistency.

Leadership Essentials, a customizable leadership training program educates and trains technical middle managers in the areas of:

- Strategic Thinking
- Financial Know-How
- Communication Skills
- Developing Talent
- Leading Change
- Fostering Innovation
- Getting Results

Brian Tolle of The Tolle Group is available to discuss this topic in more depth, including what are signs of ineffective technical managers, and specific company benefits in changing techie managers into effective business leaders.

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 1988, The Tolle Group has impacted businesses by guiding them through growth, giving them business insights, facilitating and providing processes to move the company forward successfully. They provide business consulting, coaching, implementation, training and administrative 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