

Paul Chapman

Is your management team effective?



A common theme in our discussions with successful business owners is one of frustration – “my management team doesn’t seem to be able to work successfully without constant input from the directors”.

There are many issues that can inhibit a company’s success – but an under-performing ‘Tier 2’ management team is one of the most serious. For a company to be successful, the directors must be able to focus on the direction of the business - its future opportunities and issues – and to do that they must be sure that the day-to-day activities are being performed well and in a way that produces happy customers and a healthy bottom line.

Common symptoms of an underperforming ‘Tier 2’ include:

- your staff bring you problems rather than potential solutions
- everything seems to need your input to be successful
- you spend your day fielding questions from managers
- new initiatives have to come from you,
- the drive for success only comes from you

If this is an issue in your company then look at - [Motivating and Focussing your Management Team](#) and - [Making Tier 2 Management Teams effective](#) or, for more information, get in touch with me,

Azure Partners

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About the Author

Paul Chapman had over 20 years’ experience of marketing, sales and general management in the UK, Europe, USA and the Far East in both blue chip and early stage companies. He held managing director and marketing / sales director positions in 3 very high growth companies. He has experienced an IPO on NASDAQ, is a member of the Institute of Directors, and has been a company mentor with the Universities of Southampton and Surrey. He joined the Azure Partners board in 2004.

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