

Escape The Suits and Geeks Trap: Create a dramatic synergy between your commercial and technical talent

Now more than ever, business success depends on your commercial and technical talent working together. But the potential for friction is never very far away. It's easy to fall into *The Suits & Geeks Trap* – where stereotyping and blaming take focus away from the customer and the marketplace, forcing leaders to referee internal politics rather than drive the business forward. Learn how escape the trap and release your potential for growth.

Based on Andy's consulting with technology and commercial leaders around the world – and his book *The Suits & Geeks Trap* – this talk will:

- Identify the common causes of tension between technical and commercial teams
- Offer practical strategies to improve communication and cooperation
- Share real-world examples of organizations that have successfully united these groups
- Provide actionable steps to keep everyone focused on customers and market success

“Andy Bass helps you not just manage tension between the 'Suits' and the 'Geeks,' but actually turn that tension into a driving force for innovation and growth.”

Ian Constance, CEO of The Advanced Propulsion Centre, and former Global Chief Engineer, Ford Motor Company

Who is this for?

The presentation can be tailored for two primary audiences:

- 1) P&L owners and C-suite executives seeking growth that's powered by both people and technology.
- 2) Senior and middle managers whose success depends on commercial and technical people working with them, rather than against each other.
- 3) Commercial and technical leaders looking to improve collaboration with the 'other side'.

Options to consolidate your gains: The presentation will get people thinking differently and taking concrete steps to improve cooperation. Many clients who have booked Andy then want to continue by implementing these strategies with his guidance. Options include:

- **Boardroom sessions** for your leadership team to set a collaborative tone for the entire organization
- **Workshops for all levels.** Cross-functional and department-specific sessions to build understanding and cooperation.
- **1:1 leadership advisory**, to help leaders balance commercial and technological objectives.
- **Silo-busting projects:** initiatives that break down barriers and speed up execution.

Speaker Bio: Dr Andy Bass is a leadership advisor specialising in organizational learning and innovation. He has worked with large corporations such as Rolls Royce, L'Oreal and Deutsche Bank, as well as dynamic mid-market organizations such as Vaisala and Rieke Packaging Systems. His books, including *The Suits & Geeks Trap*, *Start With What Works* and *Committed Action*, guide companies in uncovering hidden assets and fostering collaboration. Andy has taught executives at Oxford, Warwick, and Aston Business Schools. Known for his engaging speaking style, he has also dabbled in the dangerous world of stand-up comedy (with decidedly mixed results!), and played lead guitar in a tribute band dedicated to the music of Canadian progressive rock band Rush. Reach Andy at bassclusker.com or on +44 (0) 121 313 3594.