

'Middle Management Concrete' Needs Tackling to Ensure Business Turnaround, says specialist

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-- [Business turnaround](#) is always a hot topic, but never more so than during an economic downturn. Not every CEO will take on the daunting task of transforming a failing business; however, tackling the 'middle management concrete'

is something daring [business leaders](#) should address, says Richard Close, leading business CEO.

According to Richard, the 'middle management concrete' typically consists of managers who have been established in post for a while and may be resistant to change.

"Middle management concrete can be the barrier to key organisational changes that can aid [business transformation](#)" explains Richard, "Often the only way to discover who is going to be a barrier is to get amongst shop floor staff. Making allies from the bottom level will put pressure on those sticking blocks in middle management from both above and below. It will soon become apparent who isn't willing to move with a culture change, and these

people may get lost along the way. However, this is for the best as they will only hold up the effectiveness of the business once change has been implemented.”

Since starting in business over 30 years ago Richard has transformed four loss making businesses, working with employees to empower them to help business transformation.

Richard continues: “Often the key asset to business transformation is the employees. There will of course be obstructers, who want you to fail, but there are ten bankers for every obstructer that tries to get in your way. Don’t forget, you’re employees are often the first contact customers get with the business, therefore making staff happy will mean happier and better serviced customers.”

“Establishing your key turnaround team can take a few months, especially finding out who is with you and who is against you. But if managed and executed correctly it should ultimately leave the right staff base to take the business forward and become successful again.”

Briggs Equipment is going from strength to strength under Richard’s management, and recorded a tenfold profit increase last year – from £300,000 in 2010 to £3m in 2011.

For further information about Richard Close visit www.richard-close.com

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