



Managing Technical People™

The Program

Technical people expect to be managed differently. Research shows that keeping a technical team cohesive requires unique management skills. When these skills have not been developed, problems can arise. In some cases, the approaches, behaviors and skills of people managing a technical staff are not compatible with the needs of the people they manage. Technical managers, at all levels who are exposed to behavior-based programs become better managers.

This program provides more than management concepts, tips, skills or cognitive learning. It is intended to help managers, as well as subordinates, change long-ingrained attitudes. When technical people are managed well, technical organizations will:

- Retain their best technical people
- Experience fewer internal conflicts
- Maintain organizational focus
- Reduce “prima donna” behavior
- Meet critical deadlines, and
- Achieve superior results.

Why This Program

Managing Technical People™ is not a lecture program. It uses a sophisticated management simulation model to help participants recognize, re-think, and then modify potentially counter-productive behavior. *This is a very challenging program.* It incorporates behavior-based learning that goes beyond basic classroom instruction, and identifies attitudes that may be conflicting with participants’ own goals and objectives.

Managing Technical People™ has been taught to hundreds of technical professionals across the country through universities and association programs both on-line and in-class.

Who Should Attend

Managing Technical People™ is for anyone on a project or team. In fact, anyone can benefit from this program, whether they’re a team leader, or a team member! The program is intended to improve the way technical organizations manage at every level—anywhere R&D, basic research, or scientific and intellectual discovery is part of the corporate structure.

Past participants have included: Managers and team members in production, R&D, laboratory, research, manufacturing, IT, and other areas. Participants will benefit if they have:

- Experienced high staff turnover
- Had difficulty keeping highly self-motivated team members focused
- Had trouble generating a team spirit or maintaining department direction
- Found it difficult to develop rapport within a group.

“Managing Technical People™ really made a difference in how I interact with my staff. It’s a true behavior-based program.”

“Enlightens science-oriented professionals to find success in upper-level positions.”

“Very useful for anyone who works with people.”

What They Will Learn

Managing Technical People™ helps participants understand the way a manager or team member's actions impact others. This program helps participants:

- Predict consequences,
- Think through their actions,
- Identify goals, and
- Map out the actions needed to get there.

Participants learn to manage their staff more effectively; become part of a team; turn project management into a true synergistic process; motivate their technical staff more effectively; increase technical productivity; and develop a team spirit.

Program Design

Managing Technical People™ is based on the well-researched TechniManagement™ program. The program can be customized to meet the needs of your organization.

Typically, we use a “blended learning” program that includes a half-day seminar, followed by an intensive, 7-week on-line program. The program uses customized management scenarios, and hands-on role-plays and problems to reinforce learning and behavioral changes. Participants will recognize not only what is required to be a good manager, but, through intensive scenarios that thread throughout the program, be able to apply what they learn immediately in the workplace.

Participants reinforce the actual behaviors that good managers exhibit. In the scenarios, complex management problems are presented. Groups discuss their intuitive reaction—e.g., “fire the person,” “quit,” “go to the boss,” etc. Groups then discuss the principles of management involved, consider how these principles relate to the problem, formulate alternatives, and make recommendations.

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Other ISTM™ Management Programs:

- *Managing Technical People™--On-Line:* This 10-week, fully on-line version of our popular seminar format will be offered once per quarter.
- *Advanced Technical Management, Executive Learning:* Customized executive level program providing behavioral management structure for senior executives.
- *Train-the-Trainer Program:* Supports organization's internal training staff for reinforcing behavioral based learning.
- *Government and Military Programs:* Customized programs where training requires different approach to behavioral based learning.

The Management Principles

The foundation of the program was developed by David Brown, University of Alabama in his book, *TechniManagement* (Prentice Hall 1996). Dr. Brown has lectured extensively on managerial issues and is a member of the ISTM™ Board.

About ISTM, Inc.

The Institute for Science and Technical Management is a subsidiary of BioPlan Associates, Inc., which has been providing management performance programs to individuals, organizations, universities, and associations since 1989. We have pioneered on-line management training programs that are based on solid, real-world experience, research, and analysis.

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“I liked the use of scenarios...truly helped me change my mindset and learn the material.”

“Managing Technical People™ is practical and interactive...a good topic for everyone to take... sound principles that are not necessarily intuitive.”