



A Tip on the Long Tail of Top Management

Consultants can turn top management roles more effective and less lonesome...

Taking risks is inherent in top management roles, but some often suppressed aspects are isolation and doubt. With the increase of economic and political uncertainty and complexity, top managers need to be able to ponder alternatives and decisions with stakeless peers – something that they cannot find in their Boards or management groups.

This need starts to be addressed through an innovative combination of people and technology.

It is no secret that the 50+ employment market for senior managers is shrinking at an accelerated pace. Many seniors turn to consultancy services as an alternative. This move is not only motivated by economic reasons (income), but also by professional and lifestyle reasons. Indeed, lifescience and healthcare extended our life expectancy to a point where many seniors are fit and eager to continue working well into their 70's.

The Internet and related technologies prompted and enabled tailored and personalized conduct of business ("The Long Tail"), where individualized products and services are sold in unit quantities to large numbers of consumers – at mass market prices.

Emerging business consultancy practices build upon these new realities and offer long tail senior management consulting. The underlying idea is to promote the wealth of knowledge and experience of available senior managers via relevant internet platforms, offering very flexible and tailored engagements – a phone conference, web session, several day missions or long term engagements.

Now, top management roles can be more effective and less lonesome, and obtain stakeless peer support in virtually any field. When faced with a critical decision, top managers can resort to one of these practices and obtain just the right amount of the right support - without having to pay arm and leg.

For reference, here is a consulting practice:

www.iceo-consultants-on-demand.com

Written by
Avigdor Luttinger

iCEO# 26299

Find us on the web

www.iceo-consultants-on-demand.com

+33 (0)970 440 114

**About the author:**

About the author: A Swiss based Board-level professional, **Avigdor Luttinger** helps technology providers achieve their business objectives by leveraging their competencies and the market opportunities; he is one of the founders of Magic Software Enterprises, and continues to dedicate a significant amount of his time to the company, where he functions as Vice President of Corporate Strategy. With over 25 years of experience and recognized expertise in the software industry, Luttinger is a frequent speaker and contributor at industry conferences and publications, and is also Executive Consultant at APL Technologies & Management Ltd. Luttinger currently covers Cloud Computing, Mashup technology, High Performance Workplace, Application Platforms, BPM and Integration. He holds an MBA from INSEAD in France and M.S. in computer sciences from the University of Lyon.

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