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Talk tackles geeks' life at work

BY STAFF WRITER

JOY DAVIA

Geeks — or technology professionals — are a different breed of workers.

They are more loyal to their work than to their managers or company. The geek hierarchy disregards titles in favor of a person's technological prowess.

And power is an inconsequential to the geeks. You can't overpower someone into being creative.

This can pose a problem for geeks' superiors, who have to manage a group of professionals whose quirks go against what they've been trained to handle.

Paul Glen, a Los Angeles-based consultant,



Paul Glen gives advice on how to manage geeks like him.

writer and a self-proclaimed geek, will talk Friday at a University of Rochester and e-Business Association seminar about his book, *Leading Geeks: How to Manage and Lead People Who Deliver Technology*.

"When we heard about Paul Glen's message, we knew that his ideas would be of great interest and value to our membership," said Laurie Dwyer, e-Busi-

ness board member, events committee chairwoman and president of Strategic Insite.

Geeks don't just toil away at big technology companies. Ninety-two percent of them work for nontechnology firms, Glen said.

And most managers find them hard to lead.

"They assume that they can overwhelm them with their charisma or that they'll be drawn to the company," he said. "However, that's just not the case."

Managers must create a work environment for geeks where their relationships thrive and they are allowed to do interesting

If you go

What: Seminar on "leading geeks."

When: 7:30 a.m. Friday.

Where: Hyatt Regency Hotel, 125 E. Main St., Rochester

For more information:

www.ebusinessassociation.org

work, he said. Money is important, he added, but only as a support to an enjoyable job.

"Stock options and bonuses and cars and foosball tables will motivate them to do something, but not necessarily work," he added. □

E-mail address: jdavia@DemocratandChronicle.com



C2 CONSULTING
3253 MALCOLM AVE.
LOS ANGELES, CA 90034