



*Become the type of manager  
your people will follow  
to the ends of the earth!*

## *The Miracle Manager: Why True Leaders Rarely Make Great Managers*

*ForbesBooks, 2017*

In the business world, we have lost sight of the crucial difference between leadership and management. Throughout history, many influential people have earned the title of “leader”: Martin Luther King, Jr., Mahatma Gandhi, and Walt Disney, to name a few. Leaders march forward with shining ideas, looking to the future and not caring who follows. In contrast, being an effective manager requires you to efficiently and effectively work through others—to be what Kevin Armstrong calls a “manacoach.”

In his new book, Armstrong teaches that the first step to becoming a great manager is to understand the significant difference between leadership and management. Through case studies of great leaders and coaches of the past, Armstrong clearly outlines not only the difference, but the value and interconnection between the roles of true leadership and exceptional management and presents a revolutionary approach to organizational management.

“The first thing you must understand is that this book is not about leadership,” Armstrong explains. “This is a book written for the people who know that enhancing managers and management techniques is the only real way to create healthier and more

productive organizational cultures.” Armstrong argues that placing true leaders in management positions has become an epidemic that is destroying businesses.

The concepts in this book are backed by solid data and years of experience—not theory. By understanding and embracing these principles, managers will learn how to align management techniques with company culture, embrace vulnerability as key for growth and create an environment of accountability.

“Everyone has had a bad manager. Many of us have never had a great manager.” Most of the brightest,

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most respected leaders in business are not cut out to be managers. If management is your destiny, *The Miracle Manager* is your guide to refining your management techniques and becoming an exceptional “manacoach.”

# KEVIN G. ARMSTRONG

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For over twenty years, Kevin Armstrong has been helping business owners and their management teams—from “mom and pops” to Fortune 500s—get more out of their business. Kevin leads a group of advisors at the Interdependent Training Group (ITG) which advises business leaders on creating clear vision and implementing strategies to hold their management teams accountable for delivering on their vision.

His philosophy is “why reinvent the wheel,” his mission is to disrupt the way we think, and his obsession is challenging the definitions of the words we use on a daily basis. He discovered early in his career that whether you are teaching students how to perform better, managing an international sales force, or helping business owners grow and prosper, you need to implement and stick to a simple and proven process. But never confuse “simple” with “easy.”

“Whether you think you are a leader, a manager, a bit of both, or you don’t know, you should read this book.”

Doug Friesen  
President and CEO, TAK Logistics

“My MBA degree did not teach me what Kevin Armstrong has to say in this book.”

Bruce Der  
P. Eng., MBA, president and CEO, A.H. Lundberg Systems

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