



For Immediate Release:

Makarios Consulting Expands with Coaching and Team Building Expert

**Experienced University Basketball Coach
David Calloway Joins the Makarios Consulting Team**

Month XX, 2011, DOWNINGTOWN, Pa. [Makarios Consulting, LLC](http://www.MakariosConsulting.com), announced today that David Calloway has joined the Makarios Consulting team as a principal. For the past 14 years, Calloway led the Monmouth University Division I Basketball program. His successes include three Northeast Conference championships and three NCAA Tournament appearances, amply demonstrating his skill in management, recruitment, leadership, team building, and talent development.

As a member of Makarios Consulting, Calloway will work with both sports coaches and corporate leaders. "Coaching a team and managing a business have many similarities," Calloway explains. "That is why many business leaders read biographies of famous coaches, and why coaches read books on successful business leaders. Whether your team is on the field or in the office, you need to understand how to motivate them, how to get them to pull together, and how to focus their concentration on attaining specific goals."

Calloway's personal experience moving from athlete to assistant coach to head coach also gives him personal insights into the challenges many individuals face as they make the shift from technical positions into leadership roles. "There's a difference between product knowledge and people knowledge," he affirms. "Along with the rest of the Makarios team, I am looking forward to giving people the tools they need to successfully transition into a leadership capacity."

Rip Tilden, partner at Makarios Consulting, asserts, "Dave Calloway is an experienced leader, with a long track record of success as a Division 1 basketball coach. He has developed a reputation as an innovative coach and team builder, and he will bring those skills and his keen insight to Makarios as we work with coaches and business leaders to help them build high-performance teams."

More information about Makarios Consulting is available online at www.MakariosConsulting.com or by telephone at (610) 380-8735 and via email at thomast@mc-llc.com

About Makarios

Makarios Consulting is a full-service management consulting firm. We work with business owners and entrepreneurs who want to grow their companies and execute more effectively every day. Our unique set of management disciplines and tools helps clients refine their business strategy, improve their operating performance, and build healthy leadership teams. Clarity and accountability provide our clients with the traction to outperform their competitors – every week, every month, every quarter. To find out more, please visit www.MakariosConsulting.com.

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