

Brandon Erickson Urges Business Owners to Prioritise Leadership Over Tech

Quality Assurance CEO Says Building People, Not Just Systems, Is Key to Long-Term Growth

Appleton, Wisconsin Aug 16, 2025 ([IssueWire.com](https://www.issuewire.com)) - Entrepreneur and CEO Brandon Erickson is speaking out about a widespread issue in modern business: the overreliance on technology and infrastructure, and the underinvestment in leadership development.

Drawing on nearly two decades of experience building and scaling companies—from online commerce to precision manufacturing—Erickson believes the most important asset in any company isn't hardware or software. It's people.

"We spent thousands upgrading equipment," said Erickson, founder of North Valley Precision. "We expected performance to improve. But what we got was higher error rates and missed deadlines. The real problem wasn't our machines—it was our team's ability to lead through complexity."

North Valley Precision, which has helped safeguard more than \$5 billion in manufacturing assets, faced an inflection point when it secured multiple high-stakes defence contracts. Despite advanced tech upgrades, the company struggled with communication and quality output—until it shifted focus to developing leadership at every level.

A Data-Backed Wake-Up Call

According to a recent study by the UK-based Chartered Management Institute (CMI), 82% of managers in small businesses have never received any formal training. And yet, companies with strong leadership cultures are 1.8 times more likely to be high-performing.

"Most businesses think they have a people problem or a productivity problem," Erickson said. "But what they actually have is a leadership gap. That's what holds them back."

Real Change Begins on the Floor

At North Valley Precision, Erickson implemented a grassroots leadership programme—not for executives, but for line workers, inspectors, and coordinators.

"We looked for the people others naturally listened to," he said. "Then we gave them coaching, support, and responsibility. We didn't wait for job titles to change—we empowered them to lead right where they were."

The results were immediate. A frontline supervisor cut rework by **30%** by implementing a proactive checkpoint process. Another team reduced changeover times by mapping out inefficiencies on the floor.

Leadership in High-Stakes Environments

Erickson says the importance of leadership is magnified in sectors where quality is non-negotiable—like aerospace, defence, and biotech.

“In these industries, the cost of a single mistake can be catastrophic. That’s why we need leadership at every level—not just to hit numbers, but to protect lives and reputations,” he said.

Leadership, in this context, is not about control or hierarchy. It’s about operational clarity, peer accountability, and an unshakable focus on purpose.

A Call to Action for Business Owners

Rather than advocating for more tech investment, Erickson is calling on founders, managers, and team leaders to look inward.

“You don’t need a six-figure budget to start building leadership,” he said. “Start with one question: ‘Who do people already trust on my team?’ Then give that person a chance to grow.”

He recommends businesses begin with small steps:

- **Hold regular quality huddles** where all voices are heard.
- **Offer feedback training**, not just task instructions.
- **Celebrate accountability**, not just output.
- **Coach informal leaders**, regardless of title.

About Brandon Erickson

Brandon Erickson is the founder of 7 Innovations LLC and CEO of North Valley Precision, a quality assurance company based in Appleton, Wisconsin. He is also a published author, investor, and volunteer youth sports coach. His leadership philosophy blends operational discipline with long-term human development.

Media Contact

Brandon Erickson

*****@brandonericksonceo.com

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