

**Reddin OMD**

Organisation for Managerial Development

# Managerial Effectiveness Seminar







## MANAGERIAL EFFECTIVENESS

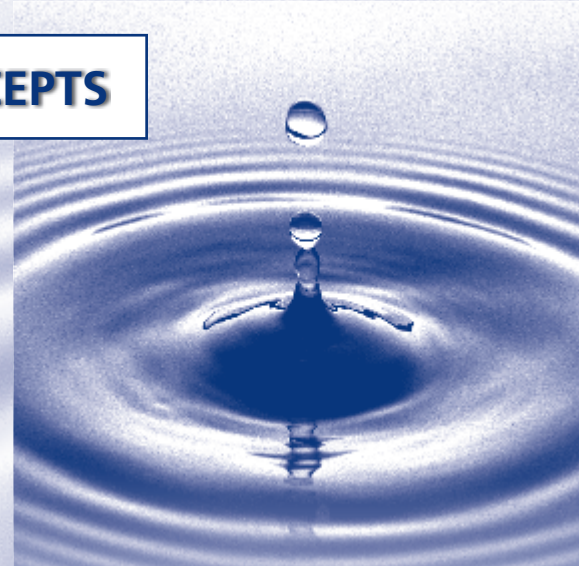
The success of an organisation can be measured by its ability to realise its main objectives. These are not only financial objectives; also they relate to quality, continuity, market share and business branch. The organisation only has a chance to become one of the best in its field if these main objectives are translated at tactical and operational level. However, there is no effective organisation without effective management. Managerial effectiveness has nothing to do with someone's personality or character. It also has nothing to do with making decisions quickly, being on time all the time, or taking home lots of work. Effectiveness is determined by the management style, the way in which the management works together in teams and the question whether the management is holding itself accountable for the realisation of preset objectives. Such skills can be learned.

## SOME BASIC CONCEPTS

Reddin's approach includes:

- **Situational Management:** when a person consciously uses the correct management style in specific situations.
- **Team Management:** a unique form of co-operation, getting the best out of people.
- **Output Management:** defining the results to be achieved rather than the actions to be taken.

Reddin is the only business consultancy integrating all three concepts in its training and consultancy activities and providing the necessary synergy. In addition to task orientation and relationship orientation the essential third step is the concept of effectiveness.



## THE 3-D MES

"Nothing is more practical than a sound theory properly applied", according to Prof. Bill Reddin, the spiritual father of the 3-D Management Theory. To teach managers how to fill the gap between theory and practice, he developed the Managerial Effectiveness Seminar (3-D MES). The approach during this intensive seminar programme may best be described as 'Action Learning'. In small teams, managers are confronted with managerial issues and realising objectives, as they encounter them in their daily practice. Together with their team members, they find that they need all their combined knowledge and experience to complete the assignments successfully. Good teamwork is considered to be one of the keys to success.





## STRUCTURE OF THE 3-D MES

A typical seminar would start at 5 pm on a Sunday and end at 1.00 pm on the following Friday.

It is divided into five phases:

**Pre-course Work:** To study the theory and to complete some exercises.

**Day 1 and 2:** In their team rooms, participants work at a better understanding of the basic concepts of effectiveness, styles and behaviour.

Team members regularly and in a structured way, exchange information on one another's performance.

**Day 3:** Practical application of the concepts in case studies.

**Day 4, 5 and 6:** The second part of the seminar focuses entirely on the manager's own work situation. At the end participants will develop a personal action-plan.

**After the seminar:** Managers with their colleagues implement the learning in their own organisations.



## SKILLS ACQUIRED

- To assess situations quick and accurate
- To analyse behaviour of themselves and others objectively
- To adapt situational behaviour in a flexible way
- To relate processes to effectiveness
- To function effectively within a team
- To help enhance the effectiveness of the team
- To assess the output of functions
- To make performance measurable
- To link resource and authority to the required output
- To gear the output of themselves and their team to the required output of the organisation



## PARTICIPANTS ABOUT 3-D MES

- "Reddin familiarises himself well before the seminar and the preliminary phase is carefully managed."
- "The measurability of the result of the training is an objective in itself; Reddin is committed to that."
- "Theory and practice are alternated well during the seminar in a structured way and are very useful in the daily work situation."
- "The trainers show great empathy and know what they're talking about."



# Managerial Effectiveness Seminar

## REDDIN OMD

Reddin OMD is affiliated with W.J. Reddin & Associates International. The latter organisation was founded in 1965 by Professor dr. William James (Bill) Reddin, when developing the "3-D Management Theory" whilst Dean of the University of New Brunswick, Canada. Thanks to international collaboration the expertise of the consultants is of a high level and up-to-date. With the concept of "effectiveness" as the basic principle, organisations will gain a better understanding of the way to better results.

### REDDIN IS SUCCESSFUL IN:

Argentina  
Australia  
Belgium  
Brazil  
Canada  
Finland  
Germany  
Great Britain  
Greece  
Mexico  
The Netherlands  
Norway  
South Africa  
Spain  
Sweden  
Trinidad  
United States  
Zimbabwe

and other countries

## THE REDDIN METHOD

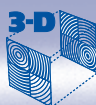
The Reddin method is all about success, effectiveness and being decisive. Achieving success is achieving excellent results. The Reddin method is also about people: managers and staff. Please, do not hesitate to ask for information.

## MORE INFORMATION

For brochures about the 3-D Managerial Effectiveness Seminar (MES), the 3-D Team Effectiveness Seminar (TES), the 3-D Seminar Effective Coaching (SEC) and the 3-D Consultants Effectiveness Seminar (CES), or other information, please call us:

+44 7970 156347.

You can also contact us by e-mail: [info@wjreddin.co.uk](mailto:info@wjreddin.co.uk) or visit our website: [www.wjreddin.co.uk](http://www.wjreddin.co.uk)



## Reddin OMD

Organisation for Managerial Development

6 Hermitage Rd. • St. John's • Woking • Surrey • GU21 8TB • United Kingdom

Phone +44 7970 156347

Internet: [www.wjreddin.co.uk](http://www.wjreddin.co.uk) • E-mail: [info@wjreddin.co.uk](mailto:info@wjreddin.co.uk)