



## 3-D Team Effectiveness

A successful team puts its efforts in realizing set objectives; Nowadays, effectiveness is almost impossible without teamwork. A successful team is a team that has self-confidence; its members know their strengths and use all of their competencies to realize their objectives. The team members of a successful team trust one another, use one another, support one another and complement one another. A successful team achieves more than what a collection of individuals would achieve. The 3-D Team Effectiveness Program is a logical step towards a more effective organization.

It is an in-company seminar, attended by a management team, a business unit team, or some other team from the organization. The program brings coherence in the output of divisions, business units, departments, teams and managers and enhances the cooperative power within the organization.

### Some basic concepts

Reddin's approach includes:

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

Reddin is the only business consultancy that integrates all three concepts in its training and consultancy and provides the necessary synergy. In addition to task orientation and relationships orientation, the essential third step is the concept of effectiveness.

### The objectives

Following a 3-D Team Effectiveness Seminar, a team has:

- Coherence in effectiveness areas
- Clear objectives, to which the team members have committed themselves
- A clear definition of responsibilities and authorities
- Valuable agreements to build output-oriented cooperation
- More openness, sincerity and respect within the team
- Awareness of team restraining forces
- Agreements that promote team building
- More cooperative power
- Agreements per team member based on individual feedback



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### THE 3-D Approach

The start of the programme often deals with establishing the effectiveness areas of the team and the individual team members, relative to the rest of the organisation. When coaching, the team will reach a consensus about their required output. Though difficult at times, it also offers huge benefits:

- Team members will act in accordance with and in the spirit of set objectives.
- Internal competition and time wasting by duplication will be suppressed by the consultant.
- Important new insights in output principles are to be gained e.g. on the topics of strategy, market position and team opportunities.

Next, the power of cooperation in the team is being evaluated. The team analyses the degree of task orientation, relationships orientation and effectiveness of team members and will be asked to develop a plan for improvement. Other elements of cooperation are being evaluated: How the team reaches decisions, whether the team looks critically at the habits that have developed in the way meetings are being held and whether the present team structure is adequate still.

Within a team one will find different styles of cooperation. These will be evaluated against the 3-D management theory. From session, it will become clear whether the team is able to operate as flexible as the individual team members are. Team members will decide whether changes are required.

### Structure

The program will be adjusted to the needs of the team and can take from 1 to 3 days.

Prior to the program, the team has a preliminary meeting with the consultant delivering the seminar. Afterwards, team members individually prepare themselves by carrying out a number of assignments. A certain amount of detail is to be decided upon by the team.

### Participants about 3-D Team Effectiveness

- “Reddin familiarises itself 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 everyday work situation.”
- “The trainers show great empathy and know what they’re talking about.”

### Reddin Netherlands

Reddin in The Netherlands is affiliated with W.J. Reddin & Associates International. The latter organisation was founded 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	The Netherlands
Australia	Norway
Belgium	South Africa
Brazil	Spain
Canada	Sweden
Finland	Trinidad
Germany	United States
Great Britain	Zimbabwe
Greece	and other countries
Mexico	