



## 3-D 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.

### 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

### 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 Approach

"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 training 3-D Managerial Effectiveness. The approach during this intensive training programme may best be described as 'Action Learning'. In small teams, managers are confronted with managerial issues and realizing 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.



# 3-D Managerial Effectiveness

## Structure

A typical training 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.

## Participants about the training

- "Reddin familiarises themselves 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."

## Reddin Netherlands

Reddin 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	