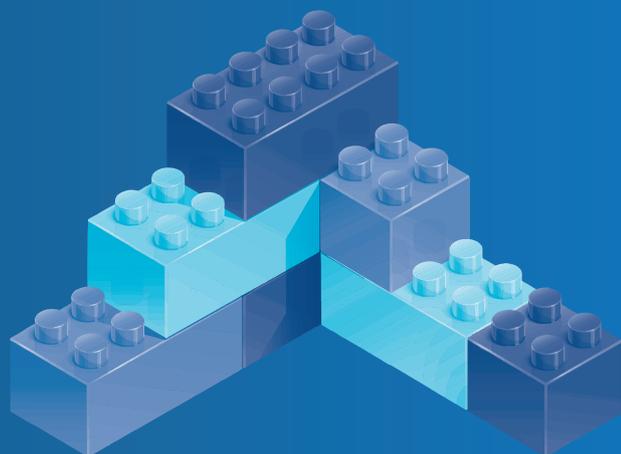




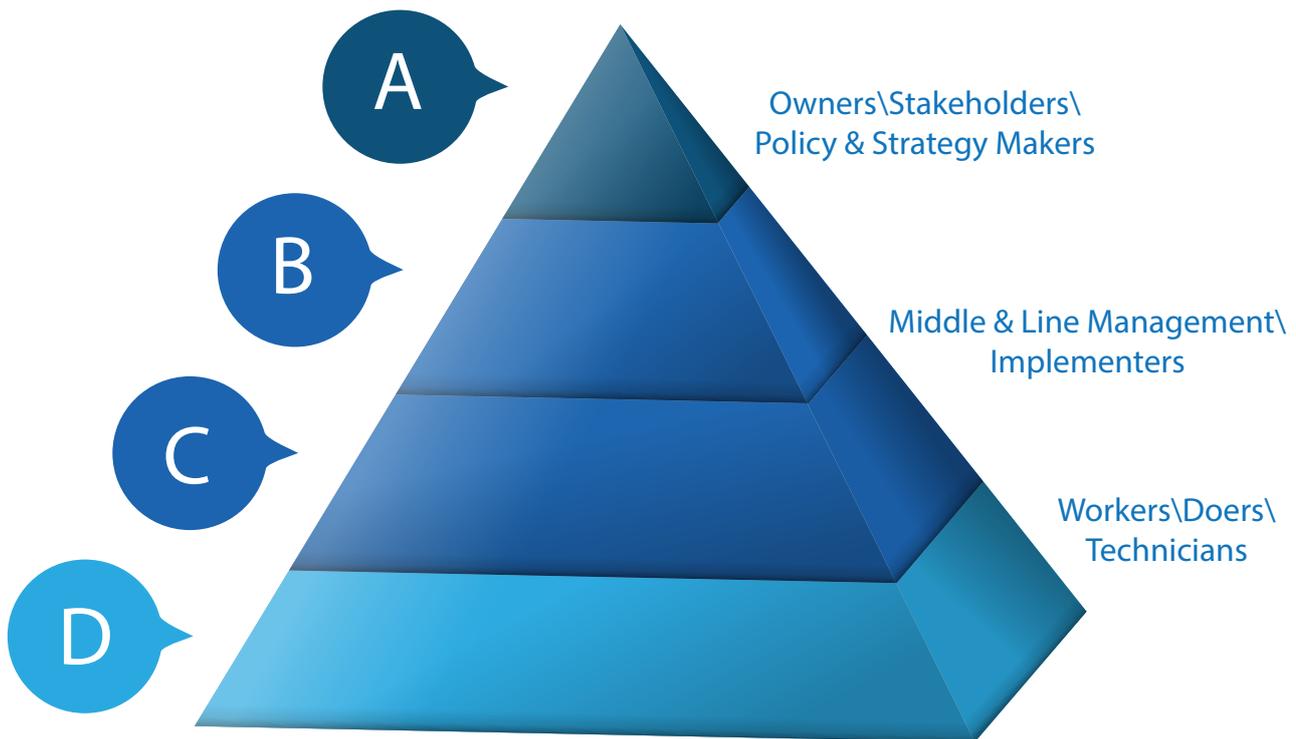
MAGNA



DEVELOPMENT PROGRAMME FOR MIDDLE & LINE MANAGERS

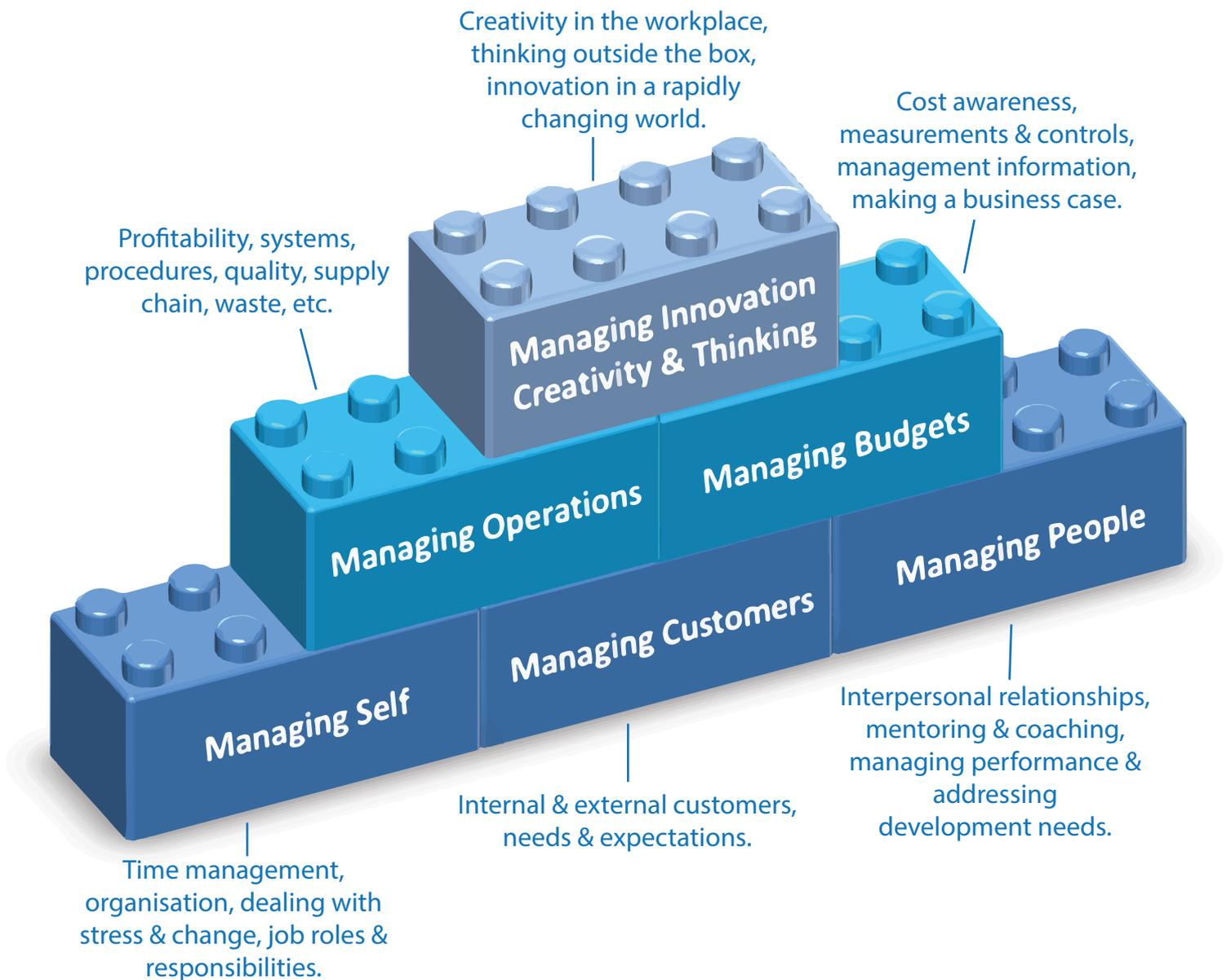
MAGNA (Managers Assisted in Gaining New Abilities) is a new approach to building the knowledge, skills, confidence and abilities of **your** middle & line managers working in **your** environment. The programme benefits from well tried & tested training methodologies and the expertise of vastly experienced trainers, but you design the programme to meet your needs, time & budgets.

Business experts across all sectors and sizes of organisation agree that it is the role of senior managers to set policies, provide leadership & vision, devise the business strategy and provide divisions and units with clear plans, goals and objectives to be achieved. Thereafter, competent and capable middle and line managers / supervisors should implement these plans and achieve the desired results with on-going supervision, leadership, monitoring and relevant assistance.



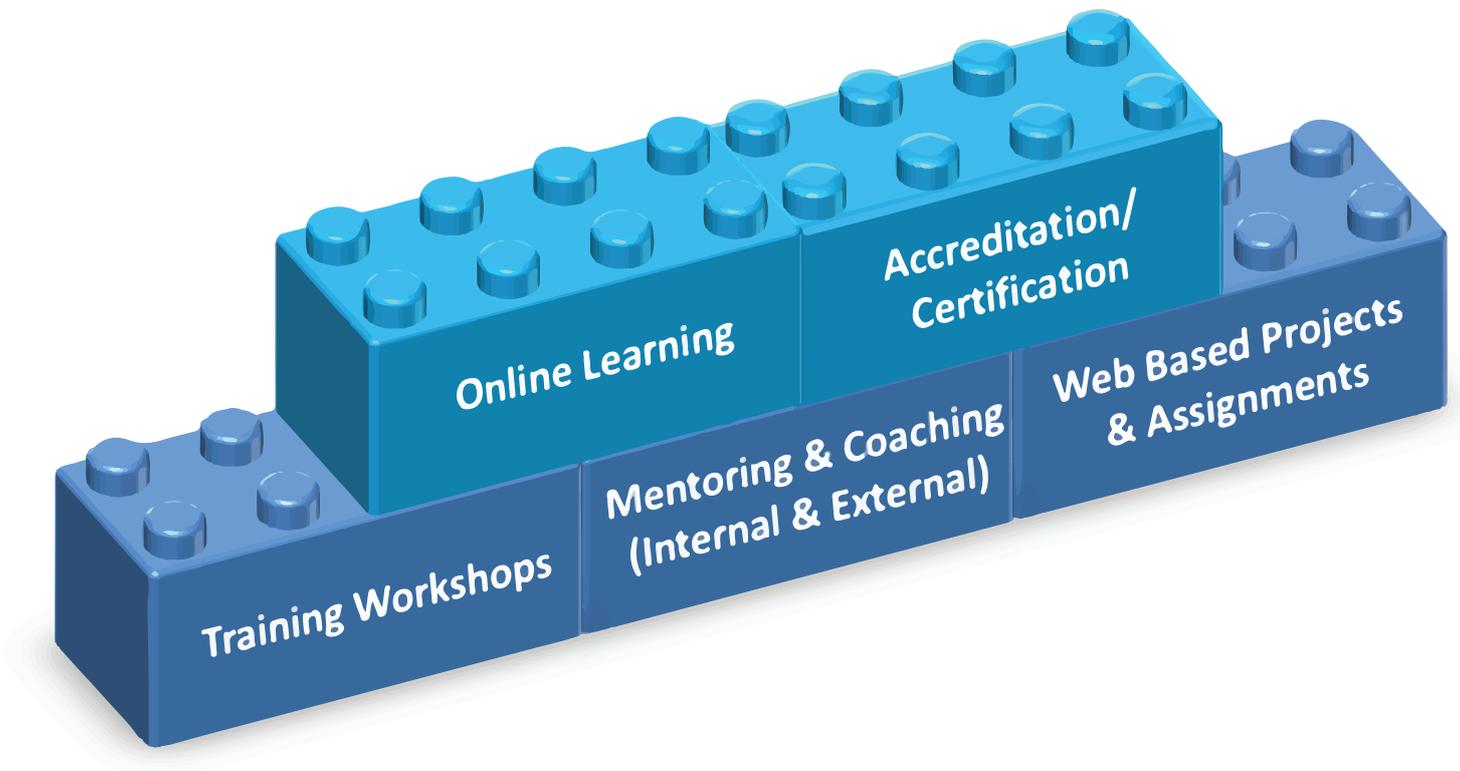
'Plan Implementers' (Line & Middle Managers) are often promoted from the lower ranks because they were good, reliable and trustworthy in their previous roles. However, they now need new skills & knowledge if they are to continue as star performers. MAGNA is not an 'off the shelf' training programme, we assist you (if required) to identify and prioritise specific training needs and we deliver the precise training required so as to optimise the use of time and budgets.

Typical Elements



“ In a hierarchy every employee tends to rise to their level of incompetence ”
- Dr. Laurence J. Peter, The Peter Principle

MAGNA's 'Building Blocks' allows you (with our assistance, as required) to decide the level, content, emphasis, frequency, outputs and evaluation method of your programme. You even decide how much it costs!



Key Points:

- Clear and measurable objectives for (i) the programme overall and (ii) each individual module
- Experienced, well qualified, subject-specific trainers – profiles provided in advance
- Programme workbook – allows learners to document expectation and capture the 'nuggets' for implementation from each module
- One programme manager – one point of contact for client project administration

Each client will be provided with a detailed specification / outline prior to commencement.

About Us

Now in our 20th year, Optimum Results specialise in building SME Management Competencies so as to optimise business performance. Based in Ireland, midpoint on the Dublin / Belfast economic corridor, we have a fulltime team of 22 people with 18 Specialist Associates. To date, we have worked with over 9,000 clients across 11 Countries

Our 'First Time & Early Exporters' programme, "Catalyst", which we deliver in the Middle East and Countries of Central & Eastern Europe, is deemed to be "a Three Star, International Best Practice programme" (highest possible ranking) by the EU's European Training Forum (ETF).

Recent years has also seen Optimum Results develop an advanced 'On-Line Learning & LMS' Services Division (Seamslms.com), this provides remarkable innovation and other benefits in cost, time & results effectiveness of its training services to clients at home and overseas. Our consumer research division, Customer Perceptions, also established in 1995, is a leading provider of critical information for managers of Retail & Service businesses and recently produced its 350,000th Mystery Shopping Report.

