

PRESS RELEASE



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MDDUS SETS UP BESPOKE MANAGEMENT ACADEMY

The UK-wide medical and dental defence organisation MDDUS is sending its managers back to school as part of a unique new learning and development programme in management excellence.

MDDUS has teamed up with the internationally renowned and triple-accredited Business School at Strathclyde University in Glasgow to set up its own Management Academy.

The innovative move has seen the creation of a bespoke career development programme to provide managerial staff with the opportunity to pick up new skills and learn the latest management techniques - with the ultimate aim of providing an even better service to members.

Prof Gordon Dickson, CEO, says the company devised its own learning programme in order to ensure that its middle management is "suitably encouraged and challenged" in their careers.

"Despite a rigorous formal performance development process, MDDUS did not have a formal management development programme and established the Management Academy as a way of filling this gap."

"We took the idea for our own Management Academy to Strathclyde and together we developed a curriculum that included participation in some of the university's MBA modules and in-house workshops."

Seven members of staff are taking part in the initial scheme - many of whom also have line management responsibilities. On successful completion of the programme they will be awarded a Postgraduate Certificate in Management.

The course includes six intensive weekend learning sessions over a nine month period - covering topics such as strategy analysis & evaluation and management & organisational learning.

The managers will be assessed through essays and collaborative assignments, before undertaking a management project which will be relevant to both the Union and its members.

Professor Dickson says that the idea of going to School has been welcomed by staff.
"Admission to our new Management Academy is by selection by senior management, with the intention that over time it will be seen as an accolade to which members of staff will aspire. We are a company whose reputation is built on its people, and as such provide a range of learning opportunities for staff to help them maximise their potential."

"Management development is a worthwhile and logical expansion of this. The skills learned or developed in the Management Academy will in turn be put to good use which can only benefit the company and therefore its members."

Ends

For further information contact Colin Calder on 0141 616 2677 or 07850 510881.

Note to editors

MDDUS (Medical and Dental Defence Union of Scotland) is a medical defence organisation providing access to professional indemnity and expert medico-legal advice for doctors, dentists and other healthcare professionals throughout the UK.

For further information on MDDUS go to www.mddus.com