

research in brief

Successful Manager

What makes a successful manager?

Ginsberg, through long years as a teacher of management and as a management executive, has developed a simple formula to assist young managers. The formula is 3 R's + 8 C's = a successful manager.

The 3 R's in the formula are, of course, the traditional 3 R's of education: reading, 'riting, and 'rithmetic.

The 8 C's refer to professional, personal, and character traits that develop over time. These qualities are calmness, contentment, caring, commitment, creativity, communication, courage, and confidence. The author expands on each of these qualities and explains why each of the qualities could help a person in becoming a successful manager.

Editor's Note

Although this wasn't a scientific study, the items suggested do give us some clues on needed job qualities for effective management.

"3 R's + 8 C's = A Successful Manager." Sigmund Ginsberg.
Supervisory Management, XXIII (April, 1978), 22-25.

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