



# NEWS

FROM **WATERLOO LUTHERAN UNIVERSITY**

**WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY**

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For Immediate Release

## MIDDLE MANAGEMENT SEMINAR

### WILL PROBE MOTIVATION

A two-day seminar probing effective motivation of men in middle management positions will be offered. May 16 and 19 at Waterloo Lutheran University.

Dr. Brant Bonner, director of the university's management seminar programs, in describing the course, said:

"The practical importance of understanding the motivation of men in middle management positions in business and industry has long been recognized. Besides being important as supervisors, these men usually have technical skills that are of critical value to their firms."

Dr. Bonner said recent research has confirmed an impression often voiced by those responsible for directing such men: most of the factors supposed to be central to motivation do not apply at this level.

"The seminar will examine new ideas about how middle managers are motivated, check these ideas against the experience of participants in workshop sessions and consider the implication of these ideas for personnel policies," Dr. Bonner said.

Seminar leader will be Dr. Clifford Anderson, acting chairman of the university's department of psychology. He is a former assistant professor and director of the vocational guidance centre at McGill University, Montreal.

Dr. Anderson has conducted courses for business management personnel through the Applied Psychology Centre at McGill and the Industrial Credit Union Association of Montreal. He also has industrial experience in research for the Aluminum Company of Canada.