

GENERAL INFORMATION

Location and time: Classes take place at one of two UW–Madison buildings: the Pyle Center, 702 Langdon St., or the Gordon Dining and Event Center, 770 W. Dayton St. They run from 8:30am-3:15pm, with a 45-minute break for lunch. Check your email for a map, driving directions, parking information, and an assignment to complete before class begins.

For more information, visit continuingstudies.wisc.edu/certified-public-manager, or contact Robbi Dreifuerst at 608-262-3830 or robbi.dreifuerst@wisc.edu.

Fees: All classes are \$165. Fees include instruction, light refreshments, and a nonrefundable \$25 administrative charge. Participants are responsible for transportation and meals.

Approved hours and continuing education credits: Each class earns you 0.6 CEU, or six hours of professional continuing education. For information on continuing education credit for social workers, counselors, psychologists, marriage and family therapists, substance abuse counselors, educators, and other types of professionals, see continuingstudies.wisc.edu/ceu-approved-hours.html.



Wisconsin Certified Public Manager® Program: The classes listed may be used toward the requirements of the Wisconsin Certified Public Manager® (CPM) Program. CPM is a nationally accredited management development program that prepares participants for the challenges and unique demands of the public management profession. It is designed specifically for local, state, and federal managers, as well as elected officials and professionals working in nonprofit organizations. Most CPM classes are also appropriate for private-sector managers.

Cancellation policy: You will receive a full refund, minus the administrative fee, if you cancel three or more business days before the start of class. If you cancel less than three business days before the start of class, or do not participate, you are responsible for the entire fee. You are welcome to send a substitute if you are unable to attend a class. In the event of bad weather or other emergencies, call 608-263-4432 to learn whether a class has been canceled. You can also find emergency cancellation notices at continuingstudies.wisc.edu.

WHAT OUR STUDENTS ARE SAYING:

"The instructor brings a passion and experience in the leadership world, which he freely shared with the class."

"I learned some very helpful techniques to use in interpersonal relations, both with supervisors and subordinates."

"The class provided a well-rounded approach to cover all things involving RFPs and procurement, and I appreciated the good examples in the binder."

"The knowledge the instructor shared through assessments was valuable. She really engaged everyone in the class and kept us focused on the task."



Continuing Studies
UNIVERSITY OF WISCONSIN-MADISON

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LEADERSHIP AND MANAGEMENT DEVELOPMENT

Sep-Dec 2017

Essential skills for TODAY'S workplace

- Assess and develop your managerial strengths to become a better leader
- Promote ethical behavior in your organization
- Write effectively
- Develop your personal leadership philosophy
- Prepare RFPs and bids that achieve your intended outcomes
- Develop strategies to build and use your influence as a middle manager
- Make productivity and quality improvement organization-wide and ongoing



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These classes are part of the Wisconsin Certified Public Manager® Program

LEADERSHIP & MANAGEMENT DEVELOPMENT

Essential skills for
TODAY'S workplace



LEADERSHIP & MANAGEMENT DEVELOPMENT

Sep-Dec 2017

Essential skills for TODAY'S workplace—Whether you're just beginning your supervisory career or have several years of management experience, it has never been more important to invest in your professional skills. You'll work smarter after learning how to effectively manage the ever-changing landscape of today's workplace.



These classes are part of the Wisconsin Certified Public Manager® Program

Tue, Sep 26

Management Assessment for Personal Planning and Development

Self-awareness is the cornerstone of outstanding management. Using a series of self-assessments, learn how your styles and needs compare with those of other managers and with agency goals. Discover strategies to enhance your strengths and address limitations. This class provides essential tools to improve your understanding of yourself and identify excellence in management. Register by September 19 to complete self-assessments before the class starts.

Instructor: Robbi Dreifuerst is an outreach program manager in the Leadership and Management program in UW-Madison's Division of Continuing Studies and director of the Wisconsin Certified Public Manager® Program.

A CPM Supervisory Core Class

Wed, Sep 27

Ethics, Values, and the Public Manager

Don't get your name in the headlines! Learn what is required for ethical decision-making and action. Find out how codes of ethics and sanctions imposed for unethical conduct influence individual actions and the actions of groups. Identify and discuss ethical dilemmas you face at work and elsewhere. Discover your ethical compass and learn how to use it effectively and consistently.

Instructor: Al Guyant is president of Guyant & Associates, a training and consulting firm that specializes in human communications and services. He is a nationally recognized trainer, facilitator, media coach, and author with more than 35 years of experience.

A CPM Management Core Class

Wed, Oct 11

Executive Writing: Effective Workplace Communication

Strengthen your ability to write memos, letters, and reports covering a broad range of issues. Learn techniques to increase efficiency, apply different structures depending on your purpose, improve your editing, choose appropriate language for written rather than oral communication, and analyze your intended audience. Writing samples will be used for analysis and discussion.

Instructor: Dan Kramarz is a project manager with the State of Wisconsin, where he focuses on program development, evaluation, and process improvement initiatives. He has trained and coached hundreds of people on communication skills and decision-making, including professionals working in government agencies, university settings, and the private sector.

A CPM Public Policy Class

Thu, Oct 12

Preparing RFPs and Bids

Learn what must legally be in any request for proposal or bid, and how to prepare for the proposal or bid process so you can describe your program and intended outcomes accurately. Discover strategies to distribute RFPs in a way that attracts high-quality, on-time bids and proposals.

Instructor: Cheryl Oliva is the former purchasing director for the City of Milwaukee, where she designed and implemented efficiencies in the procurement process. She currently works as an independent management consultant specializing in organizational effectiveness and efficiency.

A CPM Resource Management Class

Tue, Oct 17

Leadership

Explore leadership characteristics, ways to strengthen your organization, and strategies for supporting others' work. Learn about different leadership styles, public perceptions of leadership by sector, and servant leadership basics. Discover how to apply effective practices of leadership and develop a personal leadership philosophy that contributes to your organization's mission.

Instructor: Robert Toomey is a program director with UW-Madison's Division of Continuing Studies, where he works with leadership and management programs. Previously, he worked in public service with several State of Wisconsin agencies, where he focused on training and human resources.

A CPM Management Core Class

Wed, Oct 18

Leading and Managing from the Middle

As a middle manager, your job is increasingly important. You translate the expectations of supervisors into standards for your employees, and you represent your unit to others. Learn how you can further enhance and contribute to your organization's performance. Discover how to use your position to achieve organizational goals through others, use your seven bases of power more effectively, and find strategies for expanding your influence.

Instructor: Guy VanRensselaer is the process improvement specialist for the City of Madison. He has been an instructor for the Wisconsin Certified Public Manager® program for more than 20 years and provides consulting services to public and nonprofit organizations statewide.

A CPM Organizational Management Class

Wed, Dec 13

Productivity and Quality Improvement

Take a systematic approach to identify what's necessary to initiate and sustain organizational productivity and quality improvements. Through assessments and tools, examine current productivity and quality improvement efforts and then explore ways to improve systems, align activities, and build processes designed for success. You'll also discover how to create a culture that supports your efforts.

Instructor: Guy VanRensselaer (see Leading and Managing from the Middle)

A CPM Management Core Class

Thu, Dec 14

Productivity Tools

Apply productivity and quality-improvement concepts through hands-on activities. Learn how to develop and interpret checksheets, run charts, histograms, flowcharts, cause-and-effect diagrams, and control charts. Used separately or in combination, these tools are effective for examining problems and data. You'll also consider how to use these tools back at the office.

Instructor: Guy VanRensselaer (see Leading and Managing from the Middle)

A CPM Quantitative Methods Class

REGISTRATION FORM

PLEASE REGISTER ME FOR

Each class costs \$165.

- Management Assessment for Personal Planning and Development, Tue, Sep 26.....#0030
- Ethics, Values, and the Public Manager, Wed, Sep 27..... #0160
- Executive Writing: Effective Workplace Communication, Wed, Oct 11#0227
- Preparing RFPs and Bids, Thu, Oct 12.....#0273
- Leadership, Tue, Oct 17.....#0170
- Leading and Managing from the Middle, Wed, Oct 18.....#0243
- Productivity and Quality Improvement, Wed, Dec 13.....#0130
- Productivity Tools, Thu, Dec 14..... #0204

ENTER BROCHURE CODE FROM MAIL PANEL

CONTACT INFORMATION

NAME

TITLE

ORGANIZATION

MAILING ADDRESS

CITY / STATE / ZIP

PHONE ()

EVENING/CELL PHONE

EMAIL

PAYMENT METHOD

- Please bill my organization at the address above.
- Enclosed is my check payable to UW-Madison.
- Please charge to the following account: MasterCard VISA Am Ex Discover

CARD NO.

EXPIRES

CARDHOLDER'S NAME

Mail to: UW-Madison Continuing Studies Registrations
Pyle Center, 702 Langdon St., Madison, WI 53706-1487

Call: 608-262-2451 or 800-725-9692 (Wisconsin Relay 711)

Fax: 608-265-3163 or 800-741-7416

Online: continuingstudies.wisc.edu/leadership
Phone, fax or online registrations must include payments by credit card or purchase order.

If you would like to request an accommodation, please contact Andy Richardson at 608-262-0557 or email andy.richardson@wisc.edu. Requests are confidential. These programs are offered by UW-Madison in cooperation with UW-Extension.