Leadership and Management Development
Jan-Mar 2016
Essential skills for TODAY’S workplace

- Use tools and strategies for effective problem analysis and solving
- Hold challenging conversations where emotions are engaged
- Prepare RFPs and bids that achieve intended outcomes
- Strategically plan for your organization’s future
- Involve citizens in government decision-making
- Improve your supervisory and leadership skills

General Information
Time/location: Classes are held from 8:30am-3:15pm with a 45-minute lunch, at either the Pyle Center (702 Langdon St) or the Lowell Center (610 Langdon St) on the UW-Madison campus. A pre-class email provides a map, directions, parking information, as well as a pre-class assignment.

For information, visit: continuingstudies.wisc.edu/certified-public-manager, or contact Robbi Dreifuerst at 608-263-3830 or robbi.dreifuerst@wisc.edu.

Fee: $135 for one-day classes. Cost includes instruction, refreshments, and a non-refundable $25 administrative fee. Participants are responsible for transportation and meals.

Approved Hours/Continuing Education Credits: Each class earns 0.6 CEU or 6 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 professionals, see: continuingstudies.wisc.edu/pda/social-work-credit.htm.

Wisconsin Certified Public Manager® Program
The classes listed may be used toward 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, or federal managers and elected officials, and those working in nonprofit organizations. However, most CPM classes are appropriate for private sector managers as well.

Cancellation Policy: You are welcome to send a substitute if you are unable to attend a class. If you cancel up to three business days prior to your class, you will receive a full refund minus the administrative fee. If you cancel less than three business days prior to the class, or do not participate, you are responsible for the entire fee. In the event of bad weather or other emergencies, call 608-263-4432 to learn whether a class has been cancelled. Emergency cancellation notices are posted at continuingstudies.wisc.edu.

Past Participant Comments
- “Lots of good ideas and the toolkit will be a great resource. Using the different problem-solving models in practical exercises helped bring it home for me.”
- “I liked the variety of instructional methods. The class provided a good overview of all the steps needed in the various types of program evaluation.”

This document is part of the Wisconsin Certified Public Manager® Program.
LEADERSHIP & MANAGEMENT DEVELOPMENT—Jan-Mar 2016

Essential skills for TODAY’s workplace—Whether you’re just beginning your supervisory career or have several years of management experience, it’s never been more important to invest in your professional skills. That’s why you want to have the tools and techniques to effectively manage the ever-changing landscape of today’s workplace.

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

W, Jan 20
Problem Analysis and Problem Solving

Successful managers know that problem solving is based on a systematic process of recognition and analysis. Learn the limitations of your present problem-solving style and how to overcome them. Examine communication processes to improve creativity, identify solutions for groups and teams in problem solving, and learn how to define problems in new ways.

Instructor: Jeff Russell is co-director of Russell Consulting, Inc., where he helps organizations successfully respond to the challenges of continuous change with a focus on leadership, strategic thinking, leading change, and performance coaching.

A CPM Core Class

Th, Jan 21
Having Challenging Conversations

Learn how to more effectively deal with difficult interpersonal conversations and relationships in your workplace. Develop a framework to better understand the complex nature of interpersonal communication and explore why misunderstanding is so ubiquitous. Also learn multiple ways to manage your reactions to the challenging behaviors of others, and practice skills that are particularly helpful in dealing with conflict.

Instructor: Laura V. Page is a program director for UW-Madison’s Continuing Studies leadership and management group. Laura was an independent management consultant for more than two decades, and is a frequent seminar instructor and keynote speaker.

A CPM Organizational Management Class

W, Mar 2
Preparing RFPs and Bids

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

Instructor: Cheryl Olson 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

Th, Mar 3
Program Evaluation Techniques

Improve your ability to manage and conduct evaluations through a deeper understanding of the most effective program evaluation techniques. Examine the major information sources for a program evaluation, learn specific evaluation methods and a variety of statistical measures for analyzing data, and discover how to prepare a responsive evaluation report.

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

A CPM Quantitative Methods Class

T, Mar 22
Improving Public Participation

A government “of the people, by the people, and for the people” means developing ways to get and keep people involved. Learn strategies for involving citizens and residents in designing our government; setting its directions; and reviewing its laws, policies, and rules. Also explore such challenges as handicapped accessibility and reasonable accommodation, open-meeting requirements, and managing conflict during public-participation events.

Instructor: Bill Rizzo is a local government specialist with the UW Cooperative Extension. He specializes in community dialog, deliberation, and civility in local government.

A CPM Public Policy Class

W, Mar 23
Strategies for Effective Supervision

Learn the strategies, key skills, and abilities required to be an effective supervisor. Topics include performance feedback, coaching, counseling, team building, training, and discipline.

Instructor: Jana Champion is the director of the Wisconsin State Crime Lab. She is a Wisconsin Certified Public Manager and currently supervises five direct reports and more than 160 staff in three laboratories.

A CPM Personnel Management Class