Leadership and Management Development

January-March 2015

Essential skills for TODAY’S workplace

These seminars enable you to:
• Promote ethical behavior in your organization
• Strategically plan for your organization’s future
• Identify the quality requirements of your customers
• Recognize the unique challenges of the public management profession
• Effectively manage difficult employees
• Improve individual and organizational performance in your agency

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

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 will provide the exact class location, a map, directions, parking information, and a pre-class assignment.

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

Fee
Each one-day class is $135. This includes the cost of instruction, breaks, and a nonrefundable $20 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 in this brochure 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. You will receive a full refund minus the $20 administrative fee if you cancel up to three business days prior. 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 can also be found at continuingstudies.wisc.edu.

Past Participant Comments
The instructor facilitated helpful small group activities and compelling class discussion. Her broad background and high energy made the class interesting and enjoyable.
I learned so much from the lively group discussion on ethical issues and the cross-fertilization of ideas that the participants and instructor generated.

Very knowledgeable and approachable instructor. She presented good research on the brain function behind our behaviors that supported good practical application.

The instructor’s teaching techniques were the strength of this class; he was very knowledgeable on strategic thinking and planning. And I have tools and worksheets I can use back on the job.
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Essential skills for TODAY’s workplace—Whether you’re just starting your supervisory career or have several years of management experience, it’s never been more important to invest in your job skills. You’ll work smarter when you have the tools and techniques to effectively manage the ever-changing challenges of today’s workplace.

Jan 21

Ethics, Values, and the Public Manager

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

Instructor: Al Guyant is president of Guyant & Associates, Madison, WI, a training and consulting firm specializing 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

Mar 5

Leveraging the Power of Employee Engagement in Government

A key strategy to enable public sector organizations to meet the challenges of today’s tough economic environment is to focus on increasing employee engagement. Research shows that improving employee engagement will drive higher levels of organizational performance, reduce unwanted turnover, and yield other important workforce benefits. This workshop focuses on empirically proven approaches to assess and improve employee engagement, providing participants with the knowledge and tools to improve individual and organizational performance in their agencies.

Instructor: Bob Lavigna is assistant vice chancellor and director of human resources for UW-Madison. He previously was administrator of merit recruitment and selection for the state of Wisconsin and began his career in the U.S. Government Accountability Office. A CPM Personal Management Class

Feb 24

The Psychology of Managing Difficult Employees

To be effective managers we must learn to manage difficult and angry people as well as ourselves. Through discussion, role play, and case studies, learn why some people are difficult to work with or for, why people get angry, and how to handle yourself and others in high-conflict situations.

Instructor: Marni Bekkedal is a neuroscientist with expertise in brain chemistry and the processing of emotions. Her teaching emphasizes the importance of the brain in emotions and controlling our behaviors, making complex neuroscience understandable and applicable to daily life. A CPM Personal Management Class

Mar 25

Measuring Customer Satisfaction

You know the importance of routinely measuring customer satisfaction, but what is the best way to do that in the public sector? This seminar explores why customer assessment is essential to government success and identifies the various approaches for measuring customer satisfaction. Whether your customers are your residents, other governmental agencies, or others within your own agency, this session gives you specific insight into developing and using effective customer measures.

Instructor: Guy VanRensselaer is the process improvement specialist for the City of Madison. He has been an instructor for UW-Madison’s Certified Public Manager program for more than 20 years. He also provides consulting services to public and not-for-profit organizations statewide. A CPM Quantitative Methods Class