LEADERSHIP & MANAGEMENT DEVELOPMENT

Apr-June 2016

Your key to essential skills for TODAY’S workplace

Continuing Studies UNIVERSITY OF WISCONSIN–MADISON

These classes are part of the Wisconsin Certified Public Manager® Program
LEADERSHIP & MANAGEMENT DEVELOPMENT — Apr-June 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. You’ll work smarter when you 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, Apr 6

Project Governance and Portfolio Management

Often, managers with no project management experience are placed in the role of a project sponsor. This class provides necessary tools and knowledge to oversee portfolio and project performance. Learn strategies to work with other project stakeholders: the project manager, project team members, peer managers, and senior management. Project management experience or certification is not required.

Instructor: Maytee Aspuro is the former chief information officer/information technology director of the Wisconsin Department of Children and Families. Owner of AyG Management Consulting, she offers management consulting and training services throughout the state.

A CPM Quantitative Methods Class

T, Apr 26

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 at work and elsewhere. Also discover your own ethical compass and how to use it effectively and consistently.

Instructor: Al Guyant is president of Guyant & Associates in Madison, 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

“It was helpful to learn specific strategies to engage myself and others more in strategic thinking.”
W, Apr 27
The Public Management Profession and Environment
Being effective as a public manager requires understanding the public management profession and the impact of a changing managerial environment. Step outside your daily duties to explore the history and characteristics of American public administration. Explore how the profession is changing, how your position is affected by trends outside the organization, and what issues you need to monitor in the coming year.

Instructor: Roberta Gassman is a senior fellow in the School of Social Work at UW-Madison. She previously served as deputy assistant secretary for employment and training for the United States Department of Labor.

A CPM Management Core Class

Th, Apr 28
Developing Public–Private Partnerships
In an era of declining tax support, government leaders are exploring creative ways to maintain quality, including developing effective partnerships with the private sector. Explore the changing role of government, the foundations of effective partnerships, the conditions that are most conducive to public-private partnerships, and various alternative strategies to government service delivery. Study examples of public-private partnerships and identify prospective partnerships for your agency.

Instructor: Jeff Russell is codirector 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 Public Policy Class

M, May 2
Strategic Thinking, Planning, and Organizational Transformation
Strategic planning provides both a process and a set of outcomes that help you find the answers to core questions about organizational identity and direction. Discover how to construct your organization’s strategic plan, involve other stakeholders in its development, and ensure successful implementation.

Instructor: Jeff Russell is codirector 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 Management Core Class

“’The session was nicely paced and interesting, with engaging applications of different participation methods (small group, large group, etc.).’”
T, May 3  
**Productivity and Quality Improvement**

This class examines productivity and quality improvement in technical and working terms. Learn about your role and your employees’ roles in productivity and quality improvement, measuring productivity and quality when the product is service, and making productivity and quality improvement organization-wide and ongoing. The class focuses on the carrots (not the sticks) that can be used to involve managers and employees in productivity and quality efforts.

**Instructor: Guy VanRensselaer** 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 Management Core Class*  

W, May 4  
**Organizational Performance Measurement**

Differing in content and scope from simple performance evaluation, organizational performance evaluation teaches you to analyze your agency’s effectiveness in achieving objectives. In this workshop you learn how to avoid the pitfalls of confused objectives when managing your organization’s performance, and examine the most efficient ways to achieve success at every level of management.

**Instructor: Guy VanRensselaer** 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*  

W, May 18  
**Management Assessment for Personal Planning and Development**

An essential tool for any manager, this class improves your understanding of yourself and of excellent management. Through a series of self-assessments completed before class, 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. Register by May 9 to complete the self-assessments before class. We use class time for analysis and problem-solving.

**Instructor: Robbi Dreifuerst** is director of the Wisconsin Certified Public Manager® Program for the UW-Madison Division of Continuing Studies.  

*A CPM Supervisory Core Class*  

> “The exercises were very useful to apply the styles. The instructor was very knowledgeable and set a great pace, explaining where more detail was needed but not overwhelming with unnecessary information.”
Th, May 19

Budgeting for Public Managers

Are you challenged with the complex realities of public finance and budgeting? Budgets play an integral role as a policy document, management tool, resource allocation plan, and financial plan for all entities. This workshop helps you understand the roles, responsibilities, and opportunities that administrators, elected officials, and the public face when developing, adopting, executing, and monitoring a public budget.

Instructor: Tom Long is the operations commander, a captain, and second-in-command of the Neenah Police Department. His 26-year career includes experience at all levels of law enforcement, and his areas of expertise include public finance, budgeting, and management of law enforcement agencies.

A CPM Resource Management Class

W, June 1

Executive Writing: Effective Workplace Communication

Strengthen your writing of memos, letters, and reports about a broad range of issues. Learn to select your structure and supporting materials carefully, to choose appropriate language for written communication, and to analyze your intended audience. We use writing samples for analysis and discussion. Register by May 16 to receive personalized feedback on your pre-class writing assignment.

Instructor: Sharon Van Sluijs has taught grammar, writing, and literature since 1990. She has worked at UW Press, UW-Madison, Washburn University, and SUNY and has written and edited for a wide range of clients through her manuscript consulting business.

A CPM Public Policy Class

Th, June 2

Presenting Yourself to One or Many

Effective speaking is a key skill for the successful manager. Learn tips to strengthen that skill in many different settings. Review how to use everyday occasions to enhance your personal presence. Develop skills to improve your formal speeches and to interview effectively with the media. The class provides opportunity for practice and exercises for continuing to improve on your own.

Instructor: Al Guyant is president of Guyant & Associates in Madison, 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
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 608-262-3830 or robbi.dreifuerst@wisc.edu.

Fee: $135 for one-day classes. Cost includes instruction, refreshments, and a nonrefundable $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 $25 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.

“This class provides critical information for anyone in business today; we all communicate to some degree via email, letter, reports, etc.”
Registration Form

Please register me for

☐ Project Governance and Portfolio Management, #0208, W, Apr 6, $135
☐ Ethics, Values, and the Public Manager, #0160, T, Apr 26, $135
☐ The Public Management Profession and Environment, #0100, W, Apr 27, $135
☐ Developing Public-Private Partnerships, #0223, Th, Apr 28, $135
☐ Strategic Thinking, Planning, and Organizational Transformation, #0120, M, May 2, $135
☐ Productivity and Quality Improvement, #0130, T, May 3, $135
☐ Organizational Performance Measurement, #0202, W, May 4, $135
☐ Budgeting for Public Managers, #0263, Th, May 19, $135
☐ Executive Writing: Effective Workplace Communication, #0092, W, June 1, $135
☐ Presenting Yourself to One or Many, #0110, Th, June 2, $135

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 have a disability and desire accommodations, please advise us when you register.
Requests are confidential. Programs offered by UW-Madison in cooperation with UW-Extension.
Leadership and Management Development
Apr-June 2016

Essential skills for TODAY’S workplace

Learn how to:
• Promote ethical behavior in your organization
• Recognize the unique challenges of the public management profession
• Strategically plan for your organization’s future
• Assess and develop your managerial strengths to be a better leader
• Write effectively
• Make budgets meaningful in establishing and reaching objectives
• Explore new opportunities for creating public-private partnerships
• Recognize the most efficient ways to achieve organizational success