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 DIVISION OF  
**CONTINUING STUDIES**  
University of Wisconsin-Madison  
Department of Professional Development and Applied Studies  
21 N. Park St, 7th Floor  
University of Wisconsin-Madison  
Madison, WI 53715-1218

**Wisconsin Certified Public Manager Program**



**Wisconsin Certified  
Public Manager Program**

*October-December 2009*

# Classes for Managers and Elected Officials in Government

**Problem Analysis and Problem Solving**  
*Wednesday, October 7*

**Advanced Problem Solving Strategies**  
*Thursday, October 8*

**Presenting Yourself to One or Many**  
*Wednesday, October 14*

**Media Relations**  
*Thursday, October 15*

**Leadership**  
*Thursday, November 5*

**Leading and Managing from the Middle**  
*Friday, November 6*

**Management Assessment for  
Personal Planning and Development**  
*Wednesday, November 11*

**Strategic Thinking, Planning and  
Organizational Transformation**  
*Thursday, November 12*

**Executive Writing:  
Effective Workplace Communication**  
*Tuesday, December 8*

**Personnel Management:  
Special Skills in Tight Times**  
*Wednesday, December 9*



**Problem Analysis and Problem Solving**  
*October 7, 2009*

The successful public manager knows that problem solving is based on a systematic process of recognition and analysis. You will learn the limitations of your present problem-solving style; communication processes to improve creativity; roles for groups and teams in problem solving; and how to define problems in different ways.

**Instructor:** Jeff Russell  
A CPM Management Core Class

**Advanced Problem Solving Strategies**  
*October 8, 2009*

You understand the foundations of decision making and problem solving (PSDM) and have a good knowledge of how to use the basic tools within the PSDM process. Now you're ready to move deeper into how to manage the group process within the PSDM process. This advanced seminar goes beyond the basics to explore such issues as developing consensus decisions, moving beyond an impasse when people disagree, dealing with counter-productive behavior by group members within the PSDM process, and applying more advanced PSDM tools and techniques. Prerequisite: Participants must have completed CPM's Problem Analysis & Problem Solving seminar prior to attending this advanced session.

**Instructor:** Jeff Russell  
A CPM Organizational Management Class

**Presenting Yourself to One or Many**  
*October 14, 2009*

Presenting yourself orally in varied situations is a key skill for the successful public manager. In this class you learn tips for strengthening that skill in many different settings. You review how to use everyday occasions, such as a one-on-one conversation or a routine meeting, to enhance your personal presence. You learn skills for improving your formal speeches and for responding in media interviews. The class provides opportunity to practice and gives you exercises for practice on your own.

**Instructor:** Al Guyant  
A CPM Management Core Class

**Media Relations**  
*October 15, 2009*

Find out how the media approach any news story, and how you can make the most of written publicity materials and interview opportunities. Learn how to establish and manage a pro-active media relations program for your agency and understand how the media format—newspaper, radio or TV—affects your message. We discuss public/media relations planning and how to deal with crises.

**Instructor:** Al Guyant  
A CPM Public Policy Class

**Leadership**  
*November 5, 2009*

Understand your own leadership style and learn a variety of other styles to strengthen your leadership practice. Identify the four elements of being an effective leader and the four ways in which you can exercise leadership from the middle of your organization.

**Instructor:** Susan Paddock  
A CPM Management Core Class

**Leading and Managing from the Middle**  
*November 6, 2009*

The middle manager may well be in the most difficult position: answering to both bosses and employees. The effective middle manager knows how to use the position to achieve organizational goals through both subordinates and superiors. In this class you will learn the bases of your power and influence as a middle manager. You will learn strategies for expanding your influence, and four ways to lead from the middle. Before class you will be asked to assess the bases of your power and influence; in class we'll build on those.

**Instructor:** Susan Paddock  
A CPM Organizational Management Class

**Management Assessment for Personal Planning and Development**  
**November 11, 2009**

Self-evaluation is the cornerstone of outstanding management. Through a series of self-assessments completed before class, you learn how your own style and needs compare with agency goals and other public managers. In this seminar, you discover strategies to build on your identified strengths and address possible limitations. This class is an essential career tool for any public manager and shows you the value of diverse styles in the workplace. You must register by October 28 to complete self-assessments before class.

**Instructor:** Robbi Dreifuerst  
 CPM Supervisory Core Class

**Strategic Thinking, Planning, and Organizational Transformation**  
**November 12, 2009**

In a time of tumultuous change, where should the public manager look for guidance and direction in managing her or his department? What should the public manager do to better understand the environment in which his or her department functions? Strategic planning provides both a process and a set of outcomes that help public managers find the answers to the core questions of organizational identity and direction. Attend this session to find out how to construct your department's strategic plan, how to involve other stakeholders in its development, and how to ensure successful implementation.

**Instructor:** Jeff Russell  
 A CPM Management Core Class

**Executive Writing**  
**December 8, 2009**

As a public manager, you are called upon to communicate about a broad range of issues. This class helps you to strengthen your writing of memos, letters and reports. You learn to select your structure and supporting materials carefully, choose language appropriate for written, not verbal communication, and analyze your intended audience. Pre-class writing samples are used for analysis and discussion.

**Instructor:** Alice Honeywell  
 A CPM Public Policy Class required of all CPM candidates

**Personnel Management: Special Skills in Tight Times**  
**December 9, 2009**

Managing personnel in the public sector today provides special challenges for the middle manager. This workshop helps you gain an understanding of the personnel management function in government, including the critical role of the unit manager. Learn special skills to manage personnel during tight times from recruiting new employees to retaining current employees and addressing problems such as absenteeism and harassment.

**Instructor:** Tim Jeffery  
 A CPM Personnel Management Class

**Instructor Profiles**

**Robbi Dreifuerst** is an outreach program manager in the Department of Professional Development and Applied Studies at UW-Madison and coordinator of the Wisconsin Certified Public Manager Program.

**Al Guyant**, president of Guyant and Associates, is a nationally-recognized trainer, facilitator, coach, and author with more than 35 years of experience.

**Alice Honeywell** has helped adults improve their writing skills for more than 20 years. She has worked at University of Wisconsin Press and the UW-Madison LaFollette School of Public Affairs, and has written and edited for a variety of business, nonprofit and public sector organizations.

**Tim Jeffery** is a human resource consultant who previously served 14 years as director of labor relations for the City of Madison and 11 years as director of human resources for the Madison Metropolitan School District.

**Susan Paddock** is a professor of governmental affairs in the Department of Professional Development and Applied Studies at UW-Madison and director of the Wisconsin Certified Public Manager Program.

**Jeff Russell**, co-director of Russell Consulting, Inc., specializes in helping organizations successfully respond to the challenges of continuous change with a focus on leadership, strategic thinking, leading change, and performance coaching.

**General Information**

Classes meet from 8:30 am-3:30 pm at the Pyle Center, 702 Langdon St., on the UW-Madison campus. The training site will be specified in a pre-class e-mail that also provides a map, parking information, and a pre-class assignment.

**Fee:** \$128, includes the cost of instruction, breaks, and a non-refundable \$20 administrative fee. Participants are responsible for transportation and meals.

**Cancellations: If you are unable to attend a class:** You are welcome to send a substitute. If you must cancel and do so up to three business days prior to the class, you will receive a full refund minus the \$20 administrative fee. If you cancel less than three business days prior to the program, or do not participate, you are responsible for the entire fee. **In the event of bad weather or other emergencies:** Call 608-263-4432 or visit [www.dcs.wisc.edu](http://www.dcs.wisc.edu) to learn whether a Continuing Studies program or class has been cancelled.

**For more information on the Wisconsin Certified Public Manager Program**, call 608-262-3830 / 4354 / 2576 or e-mail: [rdreifuerst@dcs.wisc.edu](mailto:rdreifuerst@dcs.wisc.edu) / [sschaefer@dcs.wisc.edu](mailto:sschaefer@dcs.wisc.edu) / [spaddock@wisc.edu](mailto:spaddock@wisc.edu) or visit our Web site: [www.dcs.wisc.edu/pda/cpm](http://www.dcs.wisc.edu/pda/cpm)



**These classes are part of the Wisconsin Certified Public Manager Program. However, you need not be enrolled in the program to participate.**

If you have a disability and desire accommodations please advise us ahead of time. Requests are confidential. These programs are offered by UW-Madison in cooperation with UW-Extension. No Wisconsin tax dollars were used to print this publication.  
 DCS MAC -023-7/09

**Registration Form**

- Problem Analysis** ..... Oct 7 .....\$128 .....0140
- Advanced Problem Solving**..... Oct 8 .....\$128 .....0250
- Presenting Yourself to One or Many** Oct 14 ...\$128 .....0110
- Media Relations**..... Oct 15 ...\$128 .....0225
- Leadership** .....Nov 5 ....\$128 ..... 0170
- Leading/Managing from the Middle** Nov 6 ....\$128 .....0243
- Management Assessment** ..... Nov 11 ...\$128 .....0030
- Strategic Thinking, Planning** .....Nov 12 . \$128 ..... 0120
- Executive Writing**..... Dec 8.....\$128 .....0227
- Personnel Management** ..... Dec 9.....\$128 .....0281

Enter 3-digit code from mail panel: UW# W55

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_  
street

\_\_\_\_\_ city / state / zip

Phone ( \_\_\_\_\_ ) \_\_\_\_\_  
area code daytime number / evening number

E-mail \_\_\_\_\_  
May be used to contact you about registration and also for future marketing.

- I give permission for my name, work address, phone and e-mail address to be included on a roster to be distributed to class members (only).
- Please bill my agency at the above address.
- Enclosed is my check or money order, payable to UW-Madison.
- Please charge to the following account:  
 MasterCard  VISA  American Express  
 Card No. \_\_\_\_\_ Expires \_\_\_\_\_
- \_\_\_\_\_ Cardholder's Name

**Clip and mail to:** UW-Extension Registrations, Pyle Center  
 Dept. 111, 702 Langdon Street  
 Madison, WI 53706-1487

**Call:** 608-262-0810 or toll-free 800-725-9692  
 (TDD 608-265-2370)

**Or fax:** 608-265-3163 or toll-free 800-741-7416  
 Phone or fax registrations must include payments by credit card or purchase order.

**Online:** [www.dcs.wisc.edu/pda/cpm/current.htm](http://www.dcs.wisc.edu/pda/cpm/current.htm)

Voluntary information collected to enhance UW programming.

<input type="checkbox"/> Female	<input type="checkbox"/> Male	Birthdate: Month	Day	Year		
Heritage:	<input type="checkbox"/> African American	1	<input type="checkbox"/> Hispanic/Latino	4		
	<input type="checkbox"/> Asian/Pacific Islander	2	<input type="checkbox"/> White/Other	5		
	<input type="checkbox"/> American Indian/Alaskan Native	3				

Occupational Area:	<input type="checkbox"/> Educational Services	2	<input type="checkbox"/> Public Administration. (govt.)	8
	<input type="checkbox"/> Engineer., Architect., Surveying	3	<input type="checkbox"/> Retail Trade	9
	<input type="checkbox"/> Finance, Insurance, Real Estate	4	<input type="checkbox"/> Social, Recreat., Religious	10
	<input type="checkbox"/> Health Services (phy/mental)	5	<input type="checkbox"/> Transport., Comm., Utilities	11
	<input type="checkbox"/> Manufacturing	6	<input type="checkbox"/> Wholesale Trade	12
	<input type="checkbox"/> Protect. Svcs. (police, guards, corr.)	7	<input type="checkbox"/> Other	13

Are you enrolled in this program primarily for career purposes?  Yes  No