



## Wisconsin Certified Public Manager Program

### **2009-2010 Schedule of CPM Classes**

*(Last updated 7/13/09)*

**To register call 608-262-0810 or 800-725-9692.**

*Reference UW Registration code UW68.*

#### **Advanced Issues in Ethics**

How do you build and support an ethical environment? This workshop helps you design strategies for encouraging high ethical standards in your agency and strategies for responding to ethical problems which may arise. Building on the CPM course, Ethics, Values and the Public Manager, this class takes a deeper look at how managers can create a work environment which promotes ethical behavior. Prerequisite: CPM Ethics class or consent of CPM Program Administrator

Instructor: Al Guyant is a nationally recognized trainer, facilitator, coach, and author with over 35 years of experience as a trainer, and working in government

8:30 am-3:30 pm; Wed, Jan 27, 2010 (#0229); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Public Policy Course*

#### **Advanced Problem Solving Strategies**

You understand the foundations of problem solving and decision making (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 strategies in problem solving 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 is co-director of Russell Consulting, Inc., specializing in helping leaders and supervisors build a supportive and motivating work environment.

8:30am-3:30pm; Thurs, Oct 8, 2009 (#0250); Location: The Pyle Center, 702 Langdon St.; Limit 25; Cost: \$128; 0.6 CEU.  
*A CPM Organizational Management Course*

### Analyzing and Presenting Organizational Performance Data

Analyzing, interpreting and presenting the results of performance measurement provide the foundation for informed decision making. We will focus on some basic rules of statistics that prevent us from making uninformed interpretations of data; tools that help us “see” the sometimes hidden information behind the data; and presenting the data in a way that enables you and other stakeholders to take appropriate action. This session builds on the CPM class, Organizational Performance Measurement, with a focus on interpretation and presentation. Prerequisite: CPM Organizational Performance Measurement scheduled on June 2 or consent of instructor. Instructor: Guy Van Rensselaer is an organizational improvement specialist with the City of Madison and has taught classes in organization performance measurement, productivity and quality management throughout the state.  
8:30 am-3:30 pm; Thurs, Jun 3, 2010 (#0239); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.  
*A CPM Public Policy Class*

### Budgeting in Local Government

Budgets can be a source of possibilities, not just problems, with the right training. Learn the forms and varieties of budgeting in public administration and specific opportunities for improvement in the public manager’s budget. This workshop is for practicing public administrators and elected officials who need a better understanding of budget possibilities. Instructor: Michael Daun is deputy comptroller for the City of Milwaukee.  
8:30 am-3:30 pm; Wed, Mar 24, 2010 (#0263); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.  
*A CPM Resource Management Class*

### Certificate in Project Management

Project Management is the key to success in all organizations especially when resources are limited, demands are increasing, and responsibilities are multiplying – in short, in government agencies! In Part I of this two-part program you will learn the skills you need to be an effective project manager, including the steps in the project process and the tools and techniques of project management. You will learn how to build commitment among and work with stakeholders and to identify the qualities an organization needs to support project management. In Part II, experienced project managers will share examples of successful project management in the fields of information technology, planning and development, public health, and construction. You will also practice project management through team-based activities related to actual or simulated projects. **NOTE: You may take Part I without enrolling in Part II; however, you must enroll in Part I if you wish to enroll in Part II as well.**

Instructor: Guy Van Rensselaer has been a project manager for over 20 years. He has managed projects in the public, private and not-for-profit sectors. Projects have spanned such areas as implementing a new service; facility design and construction; implementing a multi-government education program; managing cultural change in volunteer organizations; and developing and implementing performance measurement systems.

8:30 am-3:30 pm; Part I: Tue-Wed, Apr 13-14; Part II: Wed-Thurs, Apr 21-22, 2010; (#0097); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: Part I \$215, 1.2 CEU; Part I&II: \$405; 2.4 CEU.

*Each day of class is one CPM Quantitative Methods or Resource Management Class.*

### **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. Identify your own ethical compass and how to use it effectively and consistently.

Instructor: Al Guyant, president of Guyant and Associates, is a nationally recognized trainer, facilitator, coach, and author with over 35 years of experience as a trainer, and working in government

8:30 am-3:30 pm; Tue, Jan 26, 2010 (#0160); Location: The Pyle Center, 702 Langdon St. Limit 30; Cost: \$128; 0.6 CEU.

*A CPM Management Core Class*

### **Executive Writing: Effective Workplace Communication**

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 will 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 will be used for analysis and discussion.

Instructor: Alice Honeywell has helped adults improve their writing skills for more than 20 years. She has worked at both the 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.

8:30 am-3:30 pm; Tues, Dec 8, 2009 (#0227); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Public Policy Class required of CPM Candidates*

### **Facilitating Effective Meetings**

Meetings are a fundamental reality of every organization. It is through meetings that people receive information, give information, deliberate issues, air their grievances, offer suggestions, and make decisions. Too often, however, our meetings drift, are unfocused, and lead to unsatisfactory outcomes. This seminar guides participants in better understanding the

basics of meeting management. Topics include: developing the agenda, the roles of the leader/facilitator and participants, strategies for keeping the meeting on track, and how to deal with disagreement and discord.

Instructor: Jeff Russell is co-director of Russell Consulting, Inc., specializing in helping leaders and supervisors build a supportive and motivating work environment.

8:30am-3:30pm; Fri, June 4, 2010 (#0247); Location: The Pyle Center, 702 Langdon St.; Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Organizational Management Class*

### Keys to Coaching Your Employees

Do you have memories of a favorite coach, teacher, or boss? How did they work with people that was so outstanding? In this class, we will analyze our current strengths, review research on what great managers do differently, and practice coaching skills that we can use everyday at work. To help you put coaching principles into practice, we will explore the importance of body language, tone of voice, and three levels of listening; we will also practice open-ended questions, reflective responses, positive feedback, correcting statements, and how to engage cooperation from your staff.

Instructor: Mary Hoddy coordinates Staff Education and Training at UW-Madison's Wisconsin Union, where she develops and facilitates programs in communication skills, coaching, management, learning styles and workshop design.

8:30am-3:30pm; Thurs, May 13, 2010 (#0297); Location: The Pyle Center, 702 Langdon St.; Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Personnel Management Class*

### Leadership

Leadership is mission critical in today's public environment. Learn how to use your own leadership style and talents to strengthen your organization and support others' work. Learn how to adapt that style to respond to individual and organizational changes and demands. Develop a leadership philosophy that contributes to your organization's mission.

Instructor: 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.

8:30 am-3:30 pm; Thurs, Nov 5, 2009 (#0170); Location: The Pyle Center, 702 Langdon St. Limit 30; Cost: \$128; 0.6 CEU.

*A CPM Management Core Class*

### The Leader's Role in Emergency Planning and Management

All managers play a key role in preparing for and managing unforeseen events in their communities. In this workshop you'll learn the framework of an Emergency Operations Center, become familiar with the National Incident Management System (NIMS) and Incident Command System (ICS), and learn to identify the key action items within the Response and Recovery phases of Emergency Management. You'll discover the importance of an organized emergency response and recovery process and what such a

process looks like, what resources and tools are needed to develop your own emergency management plan, and what is required for developing an emergency management plan for your community.

Instructor: Jim Reseburg has been in Emergency Services for over 30 years, serving as Chief and Emergency Manager and Hazardous Materials Director of the Beloit Fire Department, member of the Rock County Emergency Planning Committee, and adjunct faculty member at the Emergency Management Institute.

8:30 am-3:30 pm; Wed, Feb 24, 2010 (#0096); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Organizational Management Course*

### **Leading and Managing from the Middle**

As a middle manager you are a vital link, a go-between, translating superiors' expectations into work standards for your employees, and representing your work unit to others. In today's world your job is increasingly important. Learn what you can do as an effective middle manager to contribute to your organization's high performance. Learn how to use your position to achieve organizational goals through others. Learn how to use your seven bases of power more effectively and strategies for expanding your influence.

Instructor: 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.

8:30 am-3:30 pm; Fri, Nov 6, 2009 (#0243); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Organizational Management Course*

### **Management Assessment for Personal Planning and Development**

Self evaluation is the cornerstone of outstanding management. Through a series of self-assessments completed before class, you will learn how your own style and needs compare with other public managers' and with your agency goals. You will discover strategies to build on your identified strengths and address possible limitations. This class is an essential career tool for any public manager and will improve your understanding of yourself and of excellence in public management.

Instructor: 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.

Option 1: 8:30 am-3:30 pm; Wed, Nov 11, 2009 (#0030); Location: The Pyle Center, 702 Langdon St. Limit 30; Cost: \$128; 0.6 CEU. Registration deadline: November 4, so that you can complete self-assessments before class.

Option 2: 8:30 am-3:30 pm; Wed, May 12, 2010 (#0031); Location: The Pyle Center, 702 Langdon St. Limit 30; Cost: \$128; 0.6 CEU. Registration deadline: May 5, so that you can complete self-assessments before class.

*A CPM Supervisory Core Class*

### Media Relations

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, president of Guyant and Associates, is a nationally recognized trainer, facilitator, coach, and author with over 35 years of experience as a trainer, and working in government

8:30 am-3:30 pm; Wed, Mar 3, 2010 (#0229); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Public Policy Class*

### 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. Avoid the pitfalls of unorganized, confused objectives when managing your organizations' performance, and learn the most efficient ways of achieving success at every level of management.

Instructor: Guy Van Rensselaer is an organizational improvement specialist with the City of Madison and has taught classes in productivity and quality management throughout the state.

8:30 am-3:30 pm; Wed, Jun 2, 2010 (#0202); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Quantitative Methods or Resource Management Class*

### Personnel Management: Special Skills in Tight Times

Managing personnel in the public sector today provides special challenges for the middle manager. This workshop will help 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, substance abuse and harassment.

Instructor: 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.

8:30 am-3:30 pm; Wed, Dec 9, 2009 (#0281); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Personnel Management Class*

### Presenting Yourself to One or Many

Being able to present yourself orally is a key skill for the successful public manager. In this class you'll learn tips for strengthening that skill in many different settings. You'll review how to use everyday occasions, such as a one-on-one conversation or a routine meeting, to enhance your personal

presence. You'll learn skills for improving your formal speeches, and for being interviewed by the media. The class provides opportunity for practice, and exercises for practice on your own.

Instructor: Al Guyant, president of Guyant and Associates, is a nationally recognized trainer, facilitator, coach, and author with over 35 years of experience as a trainer, and working in government

8:30am-3:30pm; Tue, Mar 2, 2010 (#0110); Location: The Pyle Center, 702 Langdon St.; Limit 30; Cost: \$128; 0.6 CEU.

*A CPM Management Core Class*

### **Problem Analysis and Problem Solving**

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 is co-director of Russell Consulting, Inc., specializing in helping leaders and supervisors build a supportive and motivating work environment.

8:30 am-3:30 pm; Wed, Oct 7, 2009 (#0140); Location: The Pyle Center, 702 Langdon St, Limit 30; Cost: \$128; 0.6 CEU.

*A CPM Management Core Class*

### **Productivity and Quality Improvement**

Doing more with less, and doing it better, seems to be what is expected of government today. In this class you will look at productivity and quality improvement in both technical and working terms. You will learn what your role and your employees' roles are in productivity and quality improvement, how to measure productivity and quality when the "product" is service; and how to make productivity and quality improvement organization-wide and on-going. This class will focus on the "carrots," not the "sticks" which can be used to encourage both managers and employees to be involved in productivity and quality efforts.

Instructor: Guy VanRensselaer is an organizational improvement specialist with the City of Madison and has taught classes in productivity and quality management throughout the state.

8:30am-3:30pm; Tues, Mar 9, 2010 (#0130); Location: The Pyle Center, 702 Langdon St.; Limit 30; Cost: \$128; 0.6 CEU.

*A CPM Management Core Class*

### **Productivity Tools**

This workshop gives you the opportunity for hands-on application of productivity and quality improvement topics. You will learn how to develop and interpret checksheets, run charts, histograms, flowcharts, cause-and-effect diagrams and control charts. These tools used separately or in combination are effective for examining problems and/or examining data.

Ample time will be spent in discussion of the potential use of the tools back at the office.

Instructor: Guy Van Rensselaer is an organizational improvement specialist with the City of Madison and has taught classes in productivity and quality management throughout the state.

8:30 am-3:30 pm; Wed, Mar 10, 2010 (#0204); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Quantitative Methods Elective or Resource Management Elective*

### **Program Evaluation Techniques**

Your ability to both manage and conduct evaluations can be improved through an understanding of the techniques used to evaluate a program. We will learn the major information sources for a program evaluation, specific evaluation methods, the variety of statistical measures for analyzing data, and how to prepare a responsive evaluation report.

Instructor: 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.

8:30 am-3:30 pm; Wed, May 26, 2010 (#0207); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Quantitative Methods Course*

### **The Public Management Profession and Environment**

Objective analysis of your effectiveness as a public manager does not lie solely in the ability to assess your personal management style; an equally crucial factor is current and relevant information on public management as a profession. You will have the chance to step outside your daily duties and look at how the profession is changing, how your position is affected by trends outside the organization, and issues you will want to monitor in the coming year.

Instructor: TBD.

8:30am-3:30pm; Tues, May 25, 2010 (#0100); Location: The Pyle Center, 702 Langdon St.; Limit 30; Cost: \$128; 0.6 CEU.

*A CPM Management Core Class*

### **Records Management: A Primer to Managing, Maintaining and Surviving Your Own Information**

As public managers, we all understand that records are not only important to our organization, but critical to its success. The amount and variety of information that is created and maintained has increased dramatically over the last few years, with notable increases yet to come. Through class discussions, practical simulation, demonstrations and handouts, you will discover what records are, what are not records, how to conduct a records inventory, and set up a records management program for your agency. Other topics will include electronic records, retention scheduling and records law.

Instructor: Harold Coltharp has worked for the State Records Center of the Wisconsin Department of Administration for over 15 years. He is a Wisconsin Certified Public Manager and has been a member of the Madison chapter of the Association of Records Managers and Administrators for over ten years.

8:30 am-3:30 pm; Tues, Feb 23, 2010 (#0265); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*A CPM Resource Management Class*

### Strategic Thinking, Planning and Organizational Transformation

Strengthen your skills so that you can use planning as a reliable management tool. You will learn to develop measurable and obtainable goals, motivate others to understand these goals, and adapt your strategic plan for the future.

Instructor: Jeff Russell is co-director of Russell Consulting, Inc., specializing in helping leaders and supervisors build a supportive and motivating work environment.

8:30 am-3:30 pm; Thurs, Nov 12, 2009 (#0120); Location: The Pyle Center, 702 Langdon St. Limit 30; Cost: \$128; 0.6 CEU.

*A CPM Management Core Class.*

### Team Management and Team Building

One of the most important tasks facing an organization is building a cohesive team that empowers the organization to reach its goals. This workshop presents team-building concepts and explores how to develop cohesiveness in your agency. You will learn techniques for effective team development and management that can help you strengthen participative management in your organization.

Instructor: Amy Volkmann is administrator for the Town of Verona and formerly served for 15 years as administrator for the Town of Burke. She is an ad hoc instructor for Lakeland College and Edgewood College and is also a Wisconsin Certified Public Manager.

8:30 am-3:30 pm; Wed, Feb 10, 2010 (#0289); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.

*CPM Organizational Management or Personnel Management Class*

### Wellness for Managers

Wellness: A conscious, self-directed and evolving process of achieving full potential. Given our health care crisis, wellness and health promotion are hot topics these days. Join us to interactively explore topics including: U.S. health care problems and statistics, the benefits of worksite wellness for you and your staff, emotional intelligence - a key managerial skill, and your personal wellness journey. You'll measure your current Health Today Index and we'll conclude with action items for building a wellness culture at your workplace.

Instructor: Paul Riehemann is founder of the wellness training, consulting and coaching practice, Well Today<sup>SM</sup>. He is certified by the National Wellness Institute and National Exercise and Sports Trainers Association, and has completed two Ironman World Championship races in Hawaii. Paul is also a Wisconsin Certified Public Manager.

8:30 am-3:30 pm; Thurs, Feb 11, 2010 (#0267); Location: The Pyle Center, 702 Langdon St. Limit 25; Cost: \$128; 0.6 CEU.  
*A CPM Resource Management Class*