

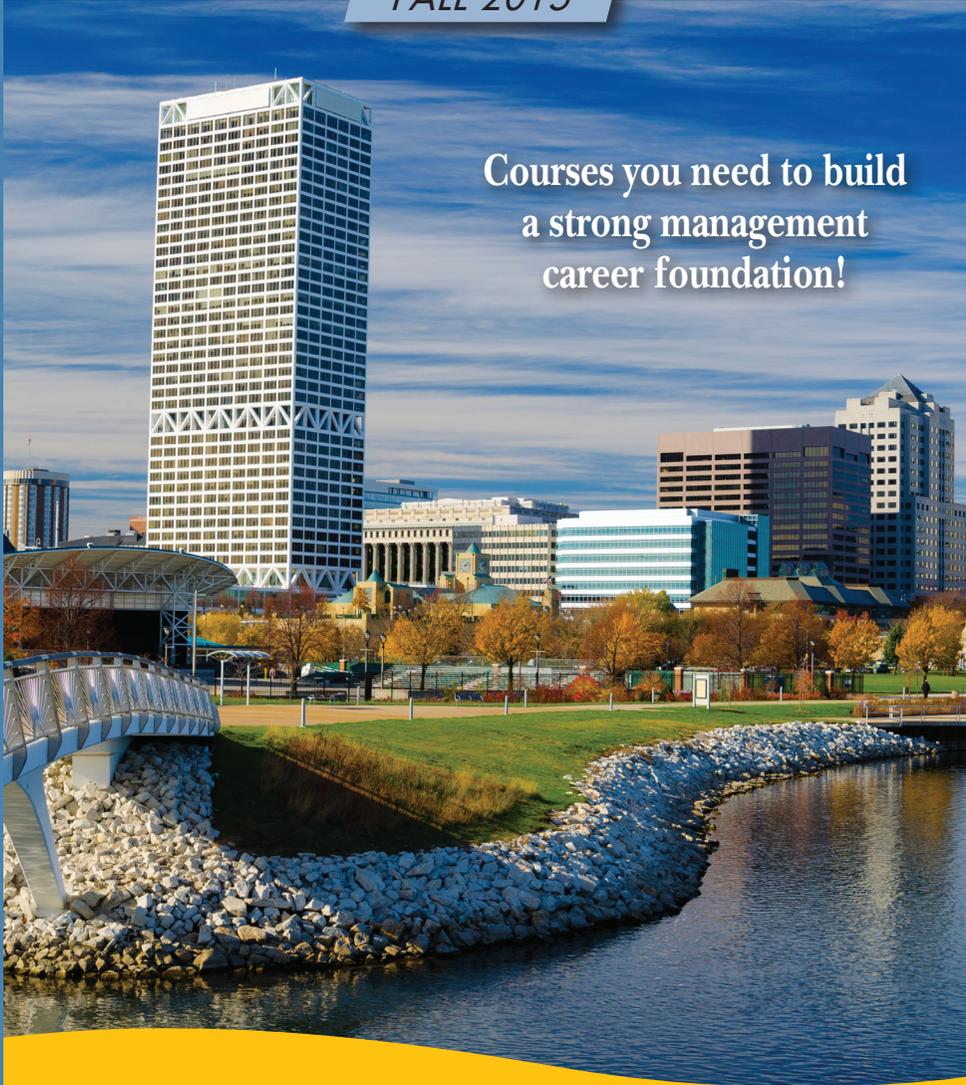
CERTIFICATE PROGRAMS

Management Development Certificates

Business Communication Emerging Leaders

FALL 2015

**Courses you need to build
a strong management
career foundation!**



**SCHOOL OF
CONTINUING
EDUCATION**

UNIVERSITY of WISCONSIN
UWMILWAUKEE

Business Communication Certificate

Improve your written, spoken and interpersonal communication skills to help pursue a new position or promotion. Professional instructors with real-world experience provide up-to-date knowledge in small group sessions. Visit uwm.edu/sce-communication for full certificate and course details.

 Earn the certificate by completing four core courses, three electives and the capstone course in as little as 18 months (not to exceed three years). Courses can also be taken individually.

CORE

Business Style of Writing

Content is king in business communication – and has even evolved into its own style of writing. Learn how the business style of writing enables writers and readers to understand each other without ambiguity. Very little grammar will be discussed, because business communication style simplifies grammar.

Note: Course is applicable to people doing technical writing as well.

Thu., Sept. 3, 8:30am-4pm

Instructor: Judy Steininger

Fee: \$395 | Early Bird: \$345 (register by Aug. 20)

CEUs: 0.7

Program No. 5050-8182

Effective Speaking and Presentation Skills

Develop the techniques every effective speaker needs and discover the elements of great speeches, then practice them in a small group.

Wed.-Thu., Sept. 23-24, 8:30am-4pm

Instructor: Amy Glimmer

Fee: \$795 | Early Bird: \$745 (register by Sept. 9)

CEUs: 1.4

Program No. 5050-8261

Effective Interpersonal Communication Skills

Learn about your communication style and how it affects others. Uncover your listening skills. Employ strategies for motivating performance improvement and overcoming perceptual barriers.

Wed.-Thu., Dec. 9-10, 8:30am-4pm

Instructor: Laura Page

Fee: \$895 | Early Bird: \$845 (register by Nov. 25)

CEUs: 1.4

Program No. 5050-8188

Emotional Intelligence I: Dealing with Difficult People, Including Yourself!

Develop an understanding of how the brain, body and emotions interact with each other, and learn how to identify the triggers of conflict in the workplace. Sharpen your neutralizing communication abilities and discover resolution techniques.

Tue.-Wed., Oct. 6-7, 8:30am-4pm

Instructor: Patricia Clason

Fee: \$895 | Early Bird: \$845 (register by Sept. 22)

CEUs: 1.4

Program No. 5050-8169



Crisis Communication and Media Relations in the Digital Age

All organizations are vulnerable to crisis. Today's digital environment decreases the amount of time we have to respond to crisis, and increases the chances of it going global. Learn the basics of crisis response, including message development, interview techniques and other media relations tools. You will have the opportunity to test your crisis response skills "on camera" in the afternoon.

Fri., Oct. 9, 8:30am-4pm

Instructor: Ann Knabe

Fee: \$395 | Early Bird: \$345 (register by Sept. 25)

CEUs: 0.7

Program No. 5050-8201

Business Writing Formats

Business communicators have created formats that clearly signal to writers and readers what is expected of them. Explore the importance of an efficient release of business information as you learn to apply the appropriate formats for every audience. **Note:** *Course is applicable to people doing technical writing as well.*

Wed., Oct. 21, 8:30am-4pm

Instructor: Judy Steinger

Fee: \$395 | Early Bird: \$345 (register by Oct. 7)

CEUs: 0.7

Program No. 5050-8172

Developing a Strategic Communication Plan

Whether your communications strategy is designed for a specific project or for your organization, it should establish objectives, audiences, messages, tools and activities, resources and timescales, and evaluation and amendments. Cover all six principles in-depth, and walk away with an action plan.

Fri., Dec. 4, 8:30am-4pm

Instructor: Ann Knabe

Fee: \$395 | Early Bird: \$345 (register by Nov. 20)

CEUs: 0.7

Program No. 5050-8162

Developing a Strategic Communication Plan: Part II

Prerequisite: Students must complete Developing a Strategic Communication Plan.

Work on customized plans for your company, nonprofit or organization in part two of this series. This interactive, hands-on class is limited to seven participants, which allows for personalized assistance in developing a strategic communications plan.

Fri., Dec. 11, 8:30am-4pm

Instructor: Ann Knabe

Fee: \$395 | Early Bird: \$345 (register by Nov. 27)

Program No. 5050-8200

Facilitating Difficult Meetings: How to Achieve Consensus and Collaboration

Hone your facilitation skills, and avoid the pitfalls of group decision making when it comes to important issues. Know what to do when your group gets stuck in the "groan zone," and implement strategies for fostering consensus.

Wed., Sept. 23, 8:30am-4pm

Instructor: TBA

Fee: \$395 | Early Bird: \$345 (register by Sept. 9)

CEUs: 0.7

Program No. 5050-8194

From Conflict to Resolution: Managing and Mediating Conflict at Work

Learn how to examine causes of conflict, explore how to manage emotions and respond effectively in challenging conversations.

Wed., Oct. 28, 8:30am-4pm

Instructor: TBA

Fee: \$395 | Early Bird: \$345 (register by Oct. 14)

CEUs: 0.7

Program No. 5050-8189

Attend our complimentary Open House for a taste of SCE

You'll meet with SCE instructors, learn more about our courses and certificate programs and enjoy a keynote from Maureen Boyt titled "She's Just Not That Into You." Register today!

Thu., Aug. 20, 7:30-9am | Program No. 5050-8624

**SCE OPEN
HOUSE**

Technical Writing for Non-Writers

Write effective manuals, documentation, proposals and reports using proven approaches and techniques. As a technical staff member, you'll achieve successful written communication of technical information.

 **Open Enrollment: July 1-Dec. 31**

Instructor: Dave Clark, Ph.D.

Fee: \$289

CEUs: 0.8

Program No. 5052-8085

Writing for Publication

Publishing an article requires writing ability, a worthwhile subject, research of appropriate publications, editors and audiences, subject knowledge, timing, and some luck. Learn to minimize luck and maximize the other components of an interesting, well-written article to better its chances for publication, whether electronic or print.

Thu., Oct. 1, 8:30am-4pm

Instructor: Judy Steininger

Fee: \$395 | Early Bird: \$345 (register by Sept. 17)

CEUs: 0.7

Program No. 5050-8176

Emotional Intelligence II: Deepening Your Emotional Intelligence Skills

Delve deeper into understanding the neuroscience and psychology behind emotional intelligence. Gain more insight into the dynamics and successful management of relationships, and increase your awareness in regards to controlling emotions and impulses when adapting to change.

Tue.-Wed., Oct. 13-14, 8:30am-4pm

Instructor: Patricia Clason

Fee: \$895 | Early Bird: \$845 (register by Sept. 29)

CEUs: 1.4

Program No. 5050-8168

Handling Difficult Conversations

See description in Emerging Leaders Certificate.

Listening Skills

See description in Emerging Leaders Certificate.

Negotiation Skills

See description in Emerging Leaders Certificate.

Emerging Leaders Certificate

Designed for professionals new to management (five years or less) and those aspiring to take on management positions, the Emerging Leaders certificate program introduces and reinforces five key principles of leadership: Self-Knowledge, Valuing Others, Integrity, Personal Accountability and Change Management. Visit uwm.edu/sce-mgmt for full certificate and course details.

 Earn the certificate by completing six core programs and two electives in as little as 18 months (not to exceed three years). Courses can also be taken individually. **Please note: There is a \$95 enrollment fee to secure your spot in this certificate program. The fee also includes a Myers-Briggs Type Indicator assessment, and a meeting with a career coach to interpret the results.**

Business Coach Approach

Employee engagement is one of the toughest issues facing today's employers, as they struggle to maintain the talent and knowledge base necessary for competing in the global market. Gain an understanding of the business coach approach to managing in order to empower employees and create an environment of open communication and collaboration. Apply the behavioral models on the job immediately to reap organizational success.

Wed.-Thu., Dec. 2-3, 8:30am-4pm

Instructor: Darcy Luoma

Fee: \$895 | Early Bird: \$845 (register by Nov. 18)

CEUs: 1.4

Program No. 5050-8300

Effective Interpersonal Communication Skills

See description in Business Communication Certificate.

Emotional Intelligence I: Dealing with Difficult People, Including Yourself!

See description in Business Communication Certificate.

CUSTOMIZED TRAINING SOLUTIONS AVAILABLE

All of the Fall 2015 Management Development Certificate Programs can be tailored to your company's specific needs!

Contact Rachelle Perotto at sce-customized@uwm.edu or 414-227-3243 to learn more.

Essential Skills for Supervisors

Understand management roles and responsibilities, including the art of leadership, motivation, communication and delegation. Acquire the leadership skills necessary to a new or prospective supervisor, or take the opportunity to refresh your dexterity as a seasoned leader.

Wed.-Thu., Aug. 19-20, 8:30am-4pm

Instructor: Rodney (Buck) Hillestad

Fee: \$895 | Early Bird: \$845 (register by Aug. 5)

CEUs: 1.4

Program No. 5050-8171

Finance Skills for Nonfinancial Managers

As a manager, you need to make decisions that affect the bottom line. Understand the accounting process and enhance your ability to forecast financial performance. Learn how to spot trends and study your competition with a keener eye. Become more effective in your organization by participating at a higher level in strategic planning and decision making.

Wed.-Thu., Nov. 11-12, 8:30am-4pm

Instructor: Kathleen Villars

Fee: \$895 | Early Bird: \$845 (register by Oct. 28)

Program No. 5050-8164

Managing Change

It's a complex, integrative process to manage change in an organization. Business initiatives often miss their intended deadlines due to lack of commitment, motivation, understanding and communication. Learn to recognize the ways in which human dynamics affect business initiatives. See how unintended outcomes can occur when plans for success and staff reactions to change are not aligned.

Tue., Sept. 8, 8:30am-4pm

Instructor: Julie Jordan

Fee: \$395 | Early Bird: \$345 (register by Aug. 25)

CEUs: 0.7

Program No. 5050-8181

The Confident Leader

This course is designed to guide you through the next steps – getting out of your comfort zone on purpose, identifying a meaningful goal, developing a path to achieve the goal and moving in entirely new ways.

6 Fri., Sept. 11-Oct. 16, 8:30-11:30am
Instructor: Susan Marshall
Fee: \$895 | Early Bird: \$845 (register by Aug. 28)
CEUs: 1.8
Program No. 5050-8212

Delegation Skills

Learn to delegate effectively and you'll also find it saves you time, develops your people, grooms a successor and motivates your team.

Thu., Sept. 10, 8:30am-4pm
Instructor: Sue Schoenfeld
Fee: \$395 | Early Bird: \$345 (register by Aug. 27)
CEUs: 0.7
Program No. 5050-8179

Handling Difficult Conversations

Uncover the secrets great leaders use for responding to employee performance problems immediately, comfortably and with assurance. Learn to handle these situations with prompt and responsible performance feedback.

Tue., Oct. 20, 8:30am-4pm
Instructor: Victor Gray
Fee: \$395 | Early Bird: \$345 (register by Oct. 6)
CEUs: 0.7
Program No. 5050-8170

Influence Without Authority

Understand the working dynamics of your organization: the nature of power and influence, your own personal sources and style of influencing others, and how to leverage your power to get things done.

Tue., Sept. 15, 8:30am-4pm
Instructor: Julie Henszey
Fee: \$395 | Early Bird: \$345 (register by Sept. 1)
CEUs: 0.7
Program No. 5050-8177

Making the Shift from Technical Expert to Organizational Leader

Get a roadmap for the skills, competencies and experiences you'll need to successfully transition from a position as a content/technical expert into leadership.

Wed., Sept. 16, 8:30am-4pm
Instructor: Alan Patterson
Fee: \$395 | Early Bird: \$345 (register by Sept. 2)
CEUs: 0.7
Program No. 5050-8178

Negotiation Skills

Discover influential skills to facilitate productive and lucrative solutions. Learn to state your case while respecting the views of others. Lead constructive conversations and reach fair agreements.

Tue., Sept. 22, 8:30am-4pm
Instructor: Rodney (Buck) Hillestad
Fee: \$395 | Early Bird: \$345 (register by Sept. 8)
CEUs: 0.7
Program No. 5050-8160

Understanding the Language of Corporate Finance NEW!

Gain a better understanding of definitions for commonly used finance and accounting terms, what they mean and how they affect a company's bottom line. This class is intended as a precursor for the more in-depth course entitled "Finance Skills for Nonfinancial Managers".

Thu., Oct. 8, 8:30am-4pm
Instructor: Richard Taylor
Fee: \$395 | Early Bird: \$345 (register by Sept. 24)
CEUs: 0.7
Program No. 5050-8463

Listening Skills

Discover influential skills to facilitate productive and lucrative solutions. Learn to state your case while respecting the views of others. Lead constructive conversations and reach fair agreements.

Thu., Oct. 22, 8:30am-12pm
Instructor: Ben Merens
Fee: \$195 | Early Bird: \$145 (register by Oct. 8)
CEUs: 0.4
Program No. 5050-8173

SATURDAY SEMINARS

Sat., Nov. 7

8am-12:15pm

Get a taste of the Certificate program at SCE. Choose two, two-hour sessions and enjoy a morning of stimulating topics and networking with other business professionals.

Career Development Strategies

Everyone Communicates, Few Connect

Numbers Don't Lie and Other Myths of Business

Three Mistakes of Customer Service Pros

Ten Things You Need to do to be a Star Performer

How to be an Extraordinary Manager as an Introvert

Strengthfinder FYI (For Your Improvement)

Science of Sales

Qualities and Characteristics of Successful Teams

Passing the Baton Across Generations



UWM
School of
Continuing Education

MANAGEMENT DEVELOPMENT CERTIFICATE PROGRAMS

If you enjoyed the Saturday Seminar, consider pursuing a professional certificate in management development. Certificates consist of noncredit, hands-on courses covering useful areas of leadership roles, and are a convenient and cost-effective way to grow your skillset and career.

WHY CHOOSE SCE?

UWM is Wisconsin's premier public, urban university with a strong international reputation for excellence in education, you will receive:

- Instruction from local industry experts with real-world knowledge and advice
- Opportunities to network with like-minded professionals
- Convenient downtown location
- Amenities including course materials, meals and discounted parking

CALLING ALL LEADERS!

Management Development an SCE Business Program

Management Development certificate programs are comprised of exceptional courses taught by industry experts. With relevant curriculum and compact schedules, you'll be able to apply new knowledge to your work and new value to your résumé immediately.



**Register Today and Save
with Early Bird Pricing!**

See web for details. uwm.edu/sce-mgmt



For more information contact
Jan Allen at 414-227-3219
or allen3@uwm.edu.



School of Continuing Education
161 W. Wisconsin Ave., Ste. 6000
Milwaukee, WI 53203-2602

Nonprofit Organization
U.S. Postage
PAID
Milwaukee, WI
Permit No. 864

! DON'T FORGET TO USE THESE CODES WHEN REGISTERING

Your Keycode:

Your Message Code:

WPDF

MY-04-15-W

uwm.edu/sce-mgmt

REGISTER

uwm.edu/sce-registration
800-222-3623 | 414-227-3200
Mon.-Fri., 8am-5pm CST

LOCATION

Programs will be held at the UWM School of Continuing Education, 161 W. Wisconsin Avenue. SCE is conveniently located in downtown Milwaukee.

For the latest information on getting to and from SCE, visit uwm.edu/sce-directions. The webpage includes access to printable color PDFs of current maps, information about parking, public transportation information and other details relevant to our location. Visit uwm.edu/sce-hotels for an abundance of nearby lodging and entertainment options.

PROGRAM CANCELLATIONS/REFUNDS

A full refund is issued to program participants if the School of Continuing Education cancels a program for any reason. Participant withdrawals made at least two weeks (14 days) prior to the start of a program can receive a 100% refund. When a participant withdraws less than two weeks prior to the program start, participants may have their fees transferred one time to any currently available program, otherwise participants will receive a refund minus a 20% administrative fee. For programs with a fee of \$35 or less, no refund will be given. Once a program has begun, refunds are no longer issued.

“I believe our instructors focus and energy made it easy to listen and learn. It felt very advantageous.”

Jeff Ohrmundt,
Emerging Leaders
Certificate Participant

SAVE THE DATE!

WOMEN LEADERS CONFERENCE

Mar. 25, 2016

See details as they're announced at
uwm.edu/sce-womenleaders

SCE SKILL ENHANCEMENT OPPORTUNITIES

Business & Management

uwm.edu/sce-business.

Business Analysis uwm.edu/sce-ba

Business Process Improvement

uwm.edu/sce-businessimprovement

Customized Training

uwm.edu/sce-customized

Marketing & Technology

uwm.edu/sce-marketingtech

Languages uwm.edu/sce-languages

Management Development

uwm.edu/sce-mgmt

Project Management uwm.edu/sce-pm

Small Business Development Center

uwm.edu/sce-sbdc

Social Media uwm.edu/sce-social

POWERFUL
IDEAS

PROVEN
RESULTS®