Management Development Certificates

Business Communication
Emerging Leaders

FALL 2015

Courses you need to build a strong management career foundation!
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 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

**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 Climer
Fee: $795 | Early Bird: $745 (register by Sept. 9)
CEUs: 1.4
Program No. 5050-8261

**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 Steininger
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
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 Steiningher
- 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

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

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.

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

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.
ELECTIVES

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
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
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 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.
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

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Small Business Development Center  uwm.edu/sce-sbdc

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