Management Development Certificates

Advanced Leadership
Employee Engagement

SPRING 2015

Be the catalyst that motivates your team to heightened productivity and surpass set goals!
MANAGEMENT DEVELOPMENT CERTIFICATE PROGRAMS
From the UWM School of Continuing Education

Being successful in a higher management role requires a strong foundation of employee engagement and advanced leadership skills. Throughout the following pages, you’ll find two unique certificate programs that will arm you with the tools needed to be an effective leader in today’s business world.

COMPLETE A PROFESSIONAL CERTIFICATE

Professional certificates are the fastest-growing postsecondary credential awarded today, and are a smart way to grow your skillset and your career. Management development certificates consist of noncredit, hands-on courses in critical areas of leadership roles.

WHY CHOOSE SCE?

UWM is Wisconsin’s premier public, urban university with a strong international reputation for excellence in education. At UWM’s School of Continuing 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

A management development certificate from SCE will help you achieve your goal.

Find the right program for you this spring!
**Advanced Leadership Certificate**

This program is designed to be the next step after completing the Emerging Leaders Certificate for professionals with five or more years of management experience. Learn how to be a better leader by critically evaluating information, making hard decisions and generating new ideas for innovation. Identify your leadership strengths, develop new skills and enhance the effectiveness of your teams. Visit uwm.edu/sce-mgmt for full certificate and course details.

🔗 Earn the certificate by completing five 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 the opportunity to meet with a personal career coach to plan your next development opportunity.

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**The Communication Problem Solver - Tools and Techniques for Leaders**

Be more influential – making significant contributions to help people and projects move ahead. Gain the skills to increase your interpersonal effectiveness up, down and across your organization, as well as with customers and suppliers outside the company.

- **Wed., Apr. 1, 8:30am-4pm**
- **Instructor:** Dave Merges
- **Fee:** $395 | Early Bird: $345 (register by Mar. 18)
- **CEUs:** 0.7
- **Program No:** 5050-7768

**Creating and Leading Accountable Teams**

Our ability to connect to a group is a requirement for human survival. Behavior in a group setting is driven by our fear of separation. Understand the six conditions that must exist for a highly functional team to succeed.

- **Thu., Mar. 5, 8:30am-4pm**
- **Instructor:** Eric Coryell
- **Fee:** $395 | Early Bird: $345 (register by Feb. 19)
- **CEUs:** 0.7
- **Program No:** 5050-7753

**Essentials of Leadership**

Build a solid foundation for your high-level leadership role by learning what true leaders have in common and how they create an engaged team that follows them passionately. Explore historical and current approaches to leadership in order to identify your strengths and development opportunities.

- **Tue.-Wed., Feb. 17-18, 8:30am-4pm**
- **Instructor:** Dave Merges
- **Fee:** $895 | Early Bird: $845 (register by Feb. 3)
- **CEUs:** 1.4
- **Program No:** 5050-7743

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uwm.edu/sce-mgmt | 414-227-3219 | allen3@uwm.edu
Finance for Nonfinancials - Advanced
Strengthen your business acumen and master financial tools used in business today. Leave equipped to speak the language of accounting and finance with your colleagues and evaluate alternatives that add to your company's success.

Fri., Apr. 10, 8:30am-4pm
Instructor: Kathleen Villars
Fee: $395 | Early Bird: $345 (register by Mar. 27)
CEUs: 0.7
Program No. 5050-7751

You Can Learn to be Creative
This course teaches the tools that creative leaders need to drive innovation. It covers the five stages of creativity; tools such as the cause-and-effect diagram; Pareto chart; divergent and convergent processes for problem definition for brainstorming and ideation. The goal is to have the take-home creativity toolkit that can be applied at your company whatever its size.

Fri., Apr. 10, 8:30am-4pm
Instructor: Dan Steininger
Fee: $395 | Early Bird: $345 (register by Mar. 27)
CEUs: 0.7
Program No. 5050-7829

CUSTOMIZED TRAINING SOLUTIONS AVAILABLE
All of the Spring 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.
Many of today’s measurement techniques to evaluate our emotional intelligence are really accurate and it gives you a great framework for how you operate and conduct yourself in the business world.

-- Christopher Lopez, Advanced Leadership Certificate Participant
Employee engagement is the relationship between an organization and its employees. An “engaged employee” is one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization’s reputation and interests. Did you know that employees with the highest level of commitment perform 20% better and are 87% less likely to leave the organization? These statistics perfectly illustrate the importance of employee engagement in the workplace. An ‘engaged employee’ is enthusiastic about their work, takes positive action to further an organization’s reputation and is directly linked to organizational performance. Visit uwm.edu/sce-mgmt for full certificate and course details.

 Earn the certificate by completing four core programs and three electives in as little as 18 months.

**CORE**

**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.

- **Wed.-Thu., June 3-4, 8:30am-4pm**
  - Instructor: Darcy Luoma
  - Fee: $895 | Early Bird: $845 (register by May 20)
  - CEUs: 1.4
  - Program No. 5050-7749

**Overview of Employee Engagement**
Studies have shown that an employee’s attitude toward the job’s importance and the company had the greatest impact on loyalty and customer service than all other employee factors combined. Learn strategies for shaping positive attitudes and building a motivated, productive and fulfilled team of employees.

- **Wed., Mar. 25, 8:30am-4pm**
  - Instructors: Julie Henszey
  - Fee: $395 | Early Bird: $345 (register by Mar. 11)
  - CEUs: 0.7
  - Program No. 5050-7740

**Managing Change**
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., May 12, 8:30am-4pm**
  - Instructor: Julie Jordan
  - Fee: $395 | Early Bird: $345 (register by Apr. 28)
  - CEUs: 0.7
  - Program No. 5050-7734

**The Resilient Leader: Strategies to Manage Effectively During Stress, Challenge & Change**
There are specific skills leaders can learn to help themselves and those they lead build their resiliency to stress. Understand the basics of resilience along with specific research-based skills to help you manage more effectively during challenge, stress and change.

- **Wed., May 20, 8:30am-4pm**
  - Instructor: Paula Davis-Laack
  - Fee: $395 | Early Bird: $375 (register by May 6)
  - CEUs: 0.7
  - Program No. 7710-7787
ELECTIVES

Implementing OJT - The Total Package
The total package provides results and makes your learners productive in the most expeditious way possible. If you are responsible for training new employees and/or current ones, this course is for you. Leave with a complete strategy to set up an effective on-the-job training program back at the office.

Tue., June 16, 8:30am-4:30pm
Instructor: Rodney (Buck) Hillestad
Fee: $395 | Early Bird: $375 (register by June 2)
CEUs: 0.7
Program No. 7710-7882

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. The ability to exercise influence without authority is one of the most important skills an individual can master.

Thu., May 14, 8:30am-4pm
Instructors: Julie Henszey
Fee: $395 | Early Bird: $345 (register by Apr. 30)
CEUs: 0.7
Program No. 5050-7733

Relationship Intelligence: How to Improve Your Team’s Communication to Increase Effectiveness
Does your organization suffer from any of the team toxins: blaming, defensiveness, stonewalling or contempt? Get strategies for building better communication skills to help you overcome barriers and get your team to work well together.

Tue., Apr. 28, 8:30am-4pm
Instructor: Darcy Luoma
Fee: $395 | Early Bird: $345 (register by Apr. 14)
CEUs: 0.7
Program No. 5050-7803

Resetting and Refueling
Discover the strategies based on this body of research that now serve as building blocks for restoring energy reserves and tackling the sources of stress. Whether we call it wellness, balance, stress reduction or overall life satisfaction, our ability to flourish largely depends on choices we make every day.

Tue., Apr. 7, 8:30am-4pm
Instructor: Julie Henszey
Fee: $395 | Early Bird: $345 (register by Mar. 24)
CEUs: 0.7
Program No. 5050-7804

Strategies for Succession Planning
Learn strategic principles of succession planning, models to put in place, creation of templates for knowledge transfer, and key practices in the successful succession planning of your organization’s staff and leadership.

Mon., May 11, 8:30am-4:30pm
Instructor: Mary Kurer
Fee: $395 | Early Bird: $375 (register by Apr. 27)
CEUs: 0.7
Program No. 7710-7788
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.

\[\text{“The programs I attended at UWM had a powerful impact on refining how I manage myself and my teams on a daily basis. The experienced teachers are personable, encourage interaction, and offer real life solutions applicable across multiple industries.”} \]

Ruth Herdric, Advanced Leaders Certificate Participant
SAVE THE DATE!
WOMEN LEADERS CONFERENCE
Mar. 20, 2015
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
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.

DON'T FORGET TO USE THESE CODES WHEN REGISTERING

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