

Core Workshops

Supervisory Management 1

First-line managers need good leadership skills. Topics include: the transition to management, analyzing leadership styles, motivating employee performance, and discipline and work rules. Supervisory Management 1 is an excellent introductory course for new managers facing the challenges of leading a work group.

Instructor: [Bob Pecor](#)

- Wednesday and Thursday, Jan. 25 & 26, 2012
- Wednesday and Thursday, Sept. 26 & 27, 2012

Supervisory Management 2

Leadership development continues in four key areas: 1) orienting people to your work unit, 2) understanding your communication behaviors, 3) managing time, and 4) using delegation as a development tool. We build on the leadership skills learned in the first seminar and focus on maintaining a productive work group.

Instructor: [Scott Dickmeyer](#)

- Wednesday and Thursday, March 7 & 8, 2012
- Wednesday and Thursday, Oct. 17 & 18, 2012

Elective Workshops

Making the Most of Conflict

Conflict is inevitable and it can be part of everyday life. We have two basic choices when conflict arises: 1) shy away and try to avoid it, or 2) move into it and work to resolve it. Many people may not realize that by habitually avoiding the fear and emotional tensions that make conflict seem difficult, they are usually increasing the amount and intensity of future conflicts they will have to deal with. Put another way: "If you have to eat a frog, get it when it's a tadpole." This takes courage and skill. We can learn a lot about ourselves and others if we can develop the critical skills and self-regulation that can turn potential conflict into discovery, self-confidence, and increased personal power. Your skill and ability to communicate clearly and effectively while addressing conflicts smoothly will be a distinct factor in your future success. These skills are often what separate star performers from the rest of the organization.

Instructor: [Chris Hinrichs](#) | Wednesday & Thursday, Feb. 22 & 23, 2012

Communication Strategies for Managers

Managers can improve results by learning how to identify personality styles for the purpose of communicating expectations and then improving performance. This workshop provides managers and supervisors with the tools and skills they need to effectively listen, reframe, engage, and to properly address situations when expectations have not been met. In this workshop, you will learn: 1) a model for communication effectiveness, 2) your specific communication style, 3) how to identify other communication styles, 4) strategies for effectively working with different styles, 5) conflict resolution techniques for each style, 6) the art of framing and reframing, 7) how to give feedback concerning met and unmet expectations, and 8) how communication can help you become a versatile manager.

Instructor: [Tony Nagle](#) | Wednesday & Thursday, March 21 & 22, 2012

Maximizing Performance

If you are responsible for improving the performance of your work group, you will benefit by discussing performance issues with your peers from throughout the region. Small business owners and production supervisors will find this seminar very practical and the suggestions are readily implemented. People from health care, human services, banking, communication, engineering, utilities, construction, wholesale, retail, and manufacturing business settings have benefited from attending past sessions.

Instructor: [Bob Pecor](#) | Wednesday & Thursday, April 18 & 19, 2012

Lead with Integrity

Great leaders are people of integrity and live their lives in accordance with a value system. Great leaders also have a combination of traits that help inspire people to do and be their best. This leads to a positive culture in the workplace which is essential to maximizing effectiveness. In this workshop, among other topics, you will learn: 1) the true gifts of inspirational and conscientious leaders, 2) how to stay true to your mission in order to positively impact employee performance, 3) how to communicate courageously, and 4) how to plan with purpose. You will also learn why it is important to gain clarity (your Core Values) on who you are and the great leader you strive to be. Specific tools will be taught enabling you to live by those values on a daily basis.

Instructor: [Stacy Shapiro](#) | Wednesday & Thursday, May 23 & 24, 2012

Supervisory Management 3

Communicating clear, specific expectations to your people is critical for operational effectiveness. Giving feedback during day-to-day coaching sessions as well as during formal performance reviews is an essential skill. We discuss why there is resistance to performance assessment, how to establish job expectations, and how to conduct productive coaching sessions.

Instructor: [Scott Dickmeyer](#)

- Wednesday and Thursday, May 2 & 3, 2012
- Wednesday and Thursday, Dec. 5 & 6, 2012

High-Performance Negotiations

We negotiate constantly: project deadlines, work assignments, budgets, and human resource allocations. Learn how to negotiate win-win outcomes more effectively and efficiently, whether an everyday interaction or a specialized contract or conflict situation. You will learn the importance of preparation, entry, exploration, give-and-take, closing, and developing options. Learn to effectively deal with the common tactics and dirty tricks other negotiators may try to play on you. Learn how to recognize different types of negotiators and develop counter tactics so you can reframe the negotiation from "positional bartering" to "joint problem solving."

Instructor: [Tony Nagle](#) | Thursday & Friday, Oct. 4 & 5, 2012

Difficult Conversations:

Effective Tools and Strategies for Telling the Truth

Each of us needs to have a conversation with someone we will find difficult. Whether this difficult conversation involves saying "no" to your boss, giving constructive feedback to a co-worker, or conducting a performance review with a wayward direct report, such conversations are filled with stress and anxiety. During this highly-interactive workshop, you will learn models, tools, and techniques for approaching your difficult conversations with confidence and composure. You will learn how to: discuss why we engage in self-defeating and self-destructive behaviors during difficult conversations; create safety for yourself and others in the midst of a difficult conversation; describe the two mindsets that drive our beliefs, thinking, and behaviors; demonstrate an integrative model for conducting a difficult conversation; and much more.

Instructor: [Jeff Russell](#) | Wednesday & Thursday, Oct. 24 & 25, 2012

Building High-Performance, Strength-Based Teams

Traditional management philosophies tend to concentrate on identifying the weaknesses of an individual and then attempt to overcome those weaknesses with extensive training. Typically this approach to team building produces an average team versus high performance. Participants in this workshop will learn how to build high-performance teams by identifying the specific talents and strengths of each team member with the goal of maximizing the impact of each as well as the effectiveness of the entire team. You will learn how to: use three strengths-based assessments to identify the specific strengths, skills, and traits of yourself and team members; apply and enhance the strengths and skills within your team; establish and maintain quality communication within your team; assign team members to tasks based on their individual strengths; motivate and inspire your team; and much more. Each participant will receive a free copy of the *Wall Street Journal* bestselling book *Strengths Finder 2.0* in advance of the workshop.

Instructor: [Michael Kiefer](#) | Wednesday & Thursday, Nov. 7 & 8, 2012

All workshops are conveniently located at the UW-La Crosse Cleary Alumni & Friends Center.

UNIVERSITY OF WISCONSIN-LA CROSSE Supervisory Management Certificate Program

Offer your team the opportunity to learn and expand their skills through high-quality business education. We can deliver any of our Supervisory Management programs in a customized, on-site format. Program start dates are flexible depending on your needs. Please call the UW-La Crosse SBDC (608.785.8783) to discuss options.

SBDC
Small Business Development Center
UNIVERSITY OF WISCONSIN-LA CROSSE



Small Business Development Center

University of Wisconsin-La Crosse
1725 State St.
La Crosse, WI 54601 USA

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Supervisory Management Certificate Program Spring and Fall 2012 Registration Form

Please enroll me in the following workshops:

workshop name _____ date _____ fee _____

Information is used to contact you about your registration and for future program announcements

name _____ company _____

address _____ city/state/ZIP _____

phone (area code+daytime number/evening number) _____ e-mail _____

Enclosed is my check or money order, payable to UW-L
 Please charge to the following account: MasterCard VISA

card number _____ expires ____/____/____

cardholder's name _____

Clip and mail to: Small Business Development Center | UW-La Crosse
120 Wimberty Hall | 1725 State Street | La Crosse, WI 54601

Register by phone: 608.785.8783

Register by fax: 608.785.6919

Register online: www.uwlax.edu/sbdc



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Supervisory Management Certificate Program General Information

General Information

The Supervisory Management Certificate Program is offered collaboratively by the UW-La Crosse and UW-Eau Claire Small Business Development Centers. Programs attended at either campus will count toward the completion of your Certificate.

You may register for any seminar. Participating in the certificate program is optional.

Certificate Requirements:

- Completion of Supervisory Management 1, 2 and 3 workshops
- Completion of three elective workshops
- Up to five years to complete the workshops for the certificate

Fees, Location, and Times

All workshops run two days and are \$450. Some discounts may apply. The fee includes all materials, catered lunches, snacks, refreshments and parking permits. All workshops are held at the Cleary Alumni & Friends Center on the UW-La Crosse campus. Each workshop begins at 8:30 a.m. and ends by 4 p.m.

Group Discounts

Save \$50 per person, per workshop when at least three or more people from the same organization attend the same workshop.

Save Money with Discounts

Save \$150 by registering for Supervisory Management 1, 2, and 3 in a 12-month period. Each 1-2-3 session will cost \$400 versus the normal \$450, or \$1,200 total. You can also save \$150 by registering for three elective topics in a 12-month period. Each elective topic will cost \$400 versus the normal \$450, or \$1,200 total.

Refund Policy

To receive a full refund, you must cancel no later than five (5) business days prior to the start of the program. Cancellations after this time will receive a refund, less a \$50 administrative fee. Please note, if you no-show or cancel the day of the program, you are responsible for the full program fee.

Transfer Fees

Substitutes are welcome and may attend in your absence. Just call the UW-La Crosse SBDC and we will take care of everything for you. Walk-ins are welcome — please call 24-hours ahead to ensure space availability. If you wish to transfer your registration to another workshop, a \$50 transfer fee will be applied to each transfer.

SMALL BUSINESS DEVELOPMENT CENTER

SPRING AND FALL 2012 WORKSHOP CALENDAR

Supervisory Management Certificate Program

**Practical and tactical
management training
that will advance
your career**

