

Wisconsin Certified Public Manager® Program

CPM classes offer the tools and techniques you need to effectively manage the ever-changing challenges of today's workplace. They are open to all public sector professionals.

General information

Location and time: Classes in September and October will take place virtually, via Zoom. November classes will take place at the Dane County Extension Building, 5201 Fen Oak Dr. in Madison with possibility to be moved online pending health and safety policies. They run from 8:30am-3:15pm, with a 45-minute break for lunch. Check your email one week before class for session information, which may include an assignment to complete before class begins.

For more information: Visit <https://localgovernment.extension.wisc.edu/cpm-program/> for class details. If you have questions, contact Sunshine Jansen at 608-262-4354 or sunshine.jansen@wisc.edu.

Fees: Classes are \$225 each (includes a non-refundable \$25 administrative fee).

Register for future CPM Public Classes

If you are interested in registering for current or future CPM class offerings, visit our website at: <https://localgovernment.extension.wisc.edu/cpm-program/>

**Public Classes
September~ November 2021**

Wisconsin Certified Public Manager® Program

Essential skills for the public sector workplace

Learn how to:

- Identify the quality requirements of your customers
- Present yourself effectively
- Learn impactful writing skills
- Improve individual and organizational performance in your agency
- Make productivity and quality improvement organization-wide and ongoing
- Explore the basics of delegation
- Learn basic guidelines for digital creation
- Manage your time and stress to increase your effectiveness
- Develop strategies to build and use power and influence as a middle manager
- Learn to successfully manage projects
- Make budgets meaningful in both establishing and reaching objectives

Local Government Education Program
Division of Extension
University of Wisconsin–Madison
Pyle Center
702 Langdon St.
Madison, WI 53706

**Wisconsin
Certified Public Manager®
Program**

**Public
Classes
September~
November
2021**



**Essential skills for
the public sector
workplace**



CPM Classes

September- November 2021

Tues, September 21

Presenting for Influence in the Public Sector

Presenters present so that audiences will think or act differently when the presentation ends. This class will help you move audiences from where they are to where you want them to be. Learn how to establish credibility using four types of "influence power" and how to style your slides to hold your audience's attention, and practice applying these ideas to your own work situation.

Instructor: Kyle Henderson (MS, UW-Whitewater) leads information design and publishing at UW-Madison's DoIT Communications.

Wed, September 22

Effective Workplace Writing for Public Managers

Master the writing skills necessary to communicate effectively with internal and external audiences in today's professional environment. Learn techniques of document structure, grammar, and style proven to enhance credibility, connection, and influence. Discover the most common credibility-damaging errors and get tips for avoiding them. Apply these techniques to your own work situations.

Instructor: Kyle Henderson (see above)

Wed, September 29

Organizational Performance Measurement for Public Managers

Differing in content and scope from simple performance evaluation, organizational performance evaluation teaches you to analyze your department's effectiveness in achieving objectives. Learn how to avoid the pitfalls of confused objectives when managing your organization's performance, achieve success at every level of management, and evaluate the Voice of the Customer.

Instructor: Tim Garczynski (MS Organizational Change, UW-Platteville) is the Water Distribution Operations Manager with the Milwaukee Water Works.

Tues, October 5

Productivity and Quality Improvement for Public Managers

Take a systematic approach to identify what's necessary to initiate and sustain organizational productivity and quality improvements. Through assessments and tools, examine current productivity and quality improvement efforts and then explore ways to improve systems, align activities, build processes designed for success and create a culture that supports your efforts.

Instructor: Tim Garczynski (see above).

Tues, October 12

Ethics, Values, and the Public Manager

Re-discover and apply the underlying values that vary among people but nevertheless drive our actions and conclusions about ethical behavior in public service.

Instructor: Philip Freeburg (J.D. University of Wisconsin-Milwaukee) teaches and writes on local government law including ethics, Open Meeting Law, Public Records Law, roles and responsibilities and land use. He is a longtime educator with the Local Government Education Program at the UW-Madison Division of Extension.

Tues, October 19

The Art of Delegation for Public Managers

Learn how to create a clear, shared vision of the end result that you and your employees are attempting to achieve. Explore the basics of delegation: identifying the "starting" conditions that ensure success, detailing the role that leaders play throughout the process, and exploring common obstacles to effective delegation. Find out how to enable your employees to willingly take more responsibility and use their expanded authority well.

Instructor: Jeff Russell (See above).

Wed, October 20

Elements of Digital Style for Public Managers

This course provides practical guidelines for digital marketers, editors and designers. Learn styles for digital layout, content and text you can apply immediately with confidence.

Instructor: Kyle Henderson (see above)

Wed, November 3

Time and Stress Management Skills for Public Managers

Explore the relationship between time and stress. Discover different approaches to managing time and stress, practice stress management techniques, and develop a personal time and stress management system that reflects your values, priorities, roles and preferences.

Instructor: Kay Lawrence (MBA, Univ. of Iowa)

Thurs, November 4

Leading and Managing from the Middle for Public Managers

As a middle manager, your job is increasingly important. You translate the expectations of supervisors into standards for your employees, and you represent your unit to others. Learn how you can contribute even more effectively to your organization's high performance. Discover how to use your position to achieve organizational goals through others, use your seven bases of power more effectively, and find strategies for expanding your influence.

Instructor: Guy VanRensselaer (BS, UW-Madison)

Tues-Wed, November 16-17

Project Management Fundamentals for Public Managers

Gain foundational knowledge and explore contemporary best practices in project management to build the personal knowledge, skills and confidence you need to effectively lead projects. Whether you're leading your first project, struggling to get through all the projects on your to-do list, or looking for strategies to ensure project success, you will benefit from this class.

Instructor: Sagar Awate (MS, Ohio State Univ.) has spent nearly a decade in project management.

Thurs, November 18

Budgeting for Public Managers

Budgets play an integral role as a policy document, management tool, resource allocation plan, and financial plan. Understand the roles, responsibilities and opportunities that administrators, elected officials, and the public face when developing, adopting, executing, and monitoring a public budget.

Instructor: Bryan Gadow (MURP, Hubert H. Humphrey School of Public Affairs) serves as the City of Monona's City Administrator and Economic Development Director.