Wisconsin School of Business

Center for Professional & Executive Development

2020-21 Program Guide

Reimagine Your Impact

go.wisc.edu/2020-21guide

Online Programs
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Reimagine Your Impact

The way we do business has changed. To maintain strong performance and grow your career, you need to expand your skillset and learn to thrive despite global and organizational uncertainty. The Wisconsin School of Business Center for Professional & Executive Development (CPED) can help you resolve your professional challenges, immediately improve your work life, and help you achieve personal and organizational success.

We offer in-person and online professional development programs and certificates in ten topic areas designed to help you take the next step in your career. Each program is facilitated by expert instructors who have decades of real-world experience, which ensures you leave the program ready to make an immediate impact on your organization.

In addition to learning from world-class instructors, you’ll expand your professional network by engaging with peers from a variety of industries across the country. In-person discussions or online, synchronous live learning sessions help you build a professional community to support your continued growth.

These programs can also be customized to meet the unique needs of your organization and delivered at your location. For teams of 20 or 20,000, our Custom Development Solutions can help your organization move forward.

Career Growth at Your Convenience

Whether you join us online or in-person, you’ll gain the skills you need to stand out from the competition and achieve career success.
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Programs delivered by the Center for Advanced Studies in Business, an affiliate of the Wisconsin School of Business.
Online Opportunities to Transform Your Career

The skillset you need to be successful in your current position, or transition into a new position, has changed. The tools and techniques that have led to your success need to be adapted for a new business environment. Online professional development programs can sharpen your skills, making you a more valuable team member and preparing you for career advancement. Join us for online programs that will help you achieve your career goals without taking significant time away from work.

You will:

- Learn from Industry Experts
- Expand Your Professional Network
- Engage in Interactive Live Learning Sessions
- Get Real-Time Feedback to Improve Your Skillset
- Gain the Confidence and Tools You Need to Succeed

Learn More  go.wisc.edu/cped-programs-online
Upcoming Online Programs

» Agile At Scale (Online)
  Learn to assess hybrid Agile approaches, determine organizational readiness to scale, and develop the skills needed to deal with decentralized decision making.

» Business Acumen and Strategy (Online)
  As your leadership responsibilities expand, so does your need to understand the impact decisions have on your organization’s strategic and financial goals.

» Business Process Improvement Using Lean Six Sigma and Performance Metrics (Online)
  Learn a step-by-step, data-driven process improvement approach to identify real root causes and develop breakthrough solutions that empower employees and customers.

» Defining and Managing Business Requirements (Online)
  Gain the skills you need to effectively elicit, analyze, document, and prioritize business requirements and successfully complete projects.

» Developing Process Models and Use Cases (Online)
  Use process models and use cases to communicate and build easy-to-use, high-performing systems.

» How to Influence Without Direct Authority (Online)
  Employ informal and indirect authority to influence key stakeholders and develop the influence skills necessary to lead.

» Intro to Business Analytics - Quantitative Methods (Online)
  This program will give you the tools to dissect complicated business problems and provide quantitative analysis to the situation instead of relying on intuition.

» Lean Six Sigma Data Analysis (Online)
  Develop the practical skills needed to effectively apply the Lean Six Sigma methodology in your organization.

» Manager Boot Camp (Online)
  Establish your credibility as an effective leader by learning the processes and principles that characterize excellence in people management.

» Managing Project Risks (Online)
  This simulation-driven program provides software tools and techniques to help you identify, analyze, manage, and mitigate project risks.

» Managing Teams Effectively (Online)
  Gain the tools necessary to achieve successful team performance, accurately diagnose team issues, coach team members, and develop emotional intelligence.

» Project Management: Planning, Scheduling, and Control (Online)
  Develop a project management process that creates clear objectives and keeps your projects on schedule and within budget.
Professional Development Certificates

Credentials that will help you stand out from the competition.

Show employers how dedicated and versatile you are by pursuing a professional development certificate from the Wisconsin School of Business Center for Professional & Executive Development. Our non-credit certificate programs will give you the tools and resources you need to have an immediate impact on your organization’s success and give you a unique competitive advantage in the marketplace.

BUSINESS ANALYSIS
Business Analysis Certificate

MANAGEMENT AND LEADERSHIP
Foundations of Management Certificate
Advanced Management and Leadership Certificate
Executive Leadership Certificate
Technical Leadership Certificate*
Transition to Executive Management Certificate

LEAN SIX SIGMA
Lean Six Sigma Yellow Belt Certificate
Lean Six Sigma Green Belt Certificate
Lean Six Sigma Black Belt Certificate

PROJECT MANAGEMENT
Master’s Certificate in Project Management
New Agile and Phase-based Tracks Available

*In partnership with the College of Engineering Professional Development. For a program listing visit: go.wisc.edu/2020-21guide • 800-292-8964

“...I’ve attained three different certificates, Foundations of Management, Business Analysis, and Project Management. The topics were always what I needed, when I needed the information. As our business grew, so did my role with the company.”

TIM SPICE, SOFTWARE DEVELOPMENT MANAGER, MASTERS GALLERY FOODS, INC.

ENROLL TODAY! go.wisc.edu/cpedcertguide
PROFESSIONAL DEVELOPMENT CERTIFICATES

Business Analysis Certificate

Learn More ➤ go.wisc.edu/cped-ba-certificate
Business Analysis Certificate

Set yourself apart by gaining the skills you need to:

- Reduce organizational costs and increase revenue
- Improve efficiency and performance
- Perform financial and operational modeling
- Define business requirements
- Conduct market analyses

Job Outlook and Salary Potential

19% Growth Rate in Business Analysis Related Fields Through 2024*

$87,500 National Average Salary for Business Analysts*

CERTIFICATE PATH

Participants are welcome to take programs individually or as part of a Professional Development Certificate.

REQUIRED PROGRAMS

- Defining and Managing Business Requirements
- Developing Process Models and Use Cases
- Effective Meeting Management and Facilitation

ELECTIVES (Choose Two)

- Business Process Improvement Using Lean Six Sigma and Performance Metrics
- Project Management: Planning, Scheduling, and Control
  - New Product Development and Innovation
- Agile Scrum Master

“The interaction with the classmates was incredible! I have built long-term, professional friendships from the programs I attended. I grew so much from hearing their stories and perspectives. CPED offers a safe environment to learn and gave me the opportunity to step out of my shell. I strongly recommend it for anybody who might be a little reluctant. It’s a fantastic experience!”

DANNI NORLANDER, PREMIUM AUDIT MANAGER, ACUITY INSURANCE

**Careerbuilder, 2020
**Agile Scrum Master**

Effective Scrum Masters use the Scrum framework to increase team performance and deliver value to their organizations. In this program, you'll gain the skills you need to help teams rise to increasing levels of learning, quality, and delivery while ensuring maximum organizational benefits.

**Business Process Improvement Using Lean Six Sigma and Performance Metrics**

Overly complex business processes create excess handoffs and mistakes. In this program, you'll learn a step-by-step, data-driven approach to identify real root causes and develop breakthrough solutions that empower employees and customers. You'll also get access to over two dozen business tools.

**Defining and Managing Business Requirements**

Successful projects depend on well-defined and well-understood requirements, including business requirements, product requirements, and specifications. This program will give you the skills needed to effectively elicit, analyze, document, and prioritize these requirements and successfully complete projects.

**Developing Process Models and Use Cases**

Two of the most powerful business analysis tools - use cases and process models - help teams communicate and build easy-to-use, high-performing systems. This program will improve your requirement gathering techniques and help you better communicate the needs of your desired future state solution.

**Effective Meeting Management and Facilitation**

As you manage more cross-functional projects, you need to develop tools and techniques that will keep meetings running smoothly. This program will help you manage common problems with group dynamics and decision making that can get in the way of achieving team alignment.

**New Product Development and Innovation**

Implement radical innovation to achieve success and stay ahead of the competition. The concepts and tools covered in this program can dramatically improve new product and service success rates, reduce costly redesigns and software patches, and eliminate post-launch service headaches.

**Project Management: Planning, Scheduling, and Control**

From project scope to stakeholder communication, project managers have a lot to think about. This program will give you a project management process that creates clear objectives and helps you plan and estimate project deliverables, manage scope creep, and keep the project on schedule and within budget.
The CPED Resource Center

The CPED Resource Center is an online collection of free professional development resources. It features articles, eBooks, and whitepapers in 12 topic areas. Each month, we add new articles and resources from our instructors.

Visit the Resource Center Today!  blog.uwcped.org
PROFESSIONAL DEVELOPMENT CERTIFICATES

Lean Six Sigma Certificates

Learn More → go.wisc.edu/cped-lss-certificate
Lean Six Sigma Certificates

Set yourself apart by gaining the skills you need to:

➤ Solve complex business problems
➤ Evaluate and improve internal processes
➤ Lead and manage organizational projects

Job Outlook and Salary Potential

$95,261 | Average Annual Salary for Green Belts*

$126,550 | Average Annual Salary for Black Belts*

CERTIFICATE PATHS

Participants are welcome to take programs individually or as part of a Professional Development Certificate.

REQUIRED YELLOW BELT PROGRAMS

➤ Business Process Improvement Using Lean Six Sigma and Performance Metrics

REQUIRED GREEN BELT PROGRAMS

➤ Business Process Improvement Using Lean Six Sigma and Performance Metrics
➤ Project Management: Planning, Scheduling, and Control
➤ Lean Six Sigma Data Analysis
   ➤ Green Belt Certificate Project

ELECTIVE GREEN BELT PROGRAMS (Choose One)

➤ Achieving Operational Excellence
➤ Lean Six Sigma for Service and Health Care Industries

REQUIRED BLACK BELT PROGRAMS

➤ Lean Six Sigma Green Belt Certification

ELECTIVE BLACK BELT PROGRAMS (Choose Four)

➤ Intro to Business Analytics - Quantitative Methods (online only)
➤ New Product Development and Innovation
➤ Leadership: Transform Your Business Culture
➤ Project Leadership Communication
➤ Project Portfolio Management
   ➤ Value Stream Mapping
➤ Change Management
➤ Developing Process Models and Use Cases
➤ Effective Meeting Management and Facilitation

*GoLeanSixSigma.com
Achieving Operational Excellence in Manufacturing
Operational Excellence is achieved when processes within and among sales, marketing, engineering, supply chain, and production operations are working in harmony. This program will help you optimize performance in order to realize meaningful results from your continuous improvement efforts.

Business Process Improvement Using Lean Six Sigma and Performance Metrics
Overly complex business processes create excess handoffs and mistakes. In this program, you’ll learn a step-by-step, data-driven approach to identify real root causes and develop breakthrough solutions that empower employees and customers. You’ll also get access to over two dozen business tools.

Change Management
Businesses don’t succeed by standing still. Be prepared to effectively manage change within your organization by learning strategies that will help employees and coworkers adapt to new realities and adopt behaviors that support the growth and development of new initiatives.

Developing Process Models and Use Cases
Two of the most powerful business analysis tools - use cases and process models - help teams communicate and build easy-to-use, high-performing systems. This program will improve your requirement gathering techniques and help you better communicate the needs of your desired future state solution.

Effective Meeting Management and Facilitation
As you manage more cross-functional projects, you need to develop tools and techniques that will keep meetings running smoothly. This program will help you manage common problems with group dynamics and decision making that can get in the way of achieving team alignment.

Green Belt Certificate Project
Certification Project - Not a program
This project is one of the requirements for Green and Black Belt certification. By completing a Green Belt Certificate Project, participants will show they are able to utilize some of the concepts covered in their various continuous improvement programs at their organization.

Intro to Business Analytics – Quantitative Methods (Online)
Analysis of quantitative information is important to any business problem. Set up as a series of real-world challenges, this program will give you the tools to dissect complicated business problems and provide quantitative analysis to the situation instead of relying on intuition.
Lean Six Sigma Data Analysis
Data analysis is a critical component of process improvement. This program provides you with the practical skills needed to effectively apply the Lean Six Sigma methodology in your organization. You’ll gain tools and techniques that will have an immediate impact on your continuous improvement initiatives.

Lean Six Sigma for Service and Health Care Industries
Service organizations face a unique set of process improvement challenges. If they’re not properly addressed, these challenges can create internal and external dissatisfaction. This program provides tools and techniques that you can use to improve complex business systems in service organizations.

New Product Development and Innovation
Implement radical innovation to achieve success and stay ahead of the competition. The concepts and tools covered in this program can dramatically improve new product and service success rates, reduce costly redesigns and software patches, and eliminate post-launch service headaches.

Project Management: Planning, Scheduling, and Control
From project scope to stakeholder communication, project managers have a lot to think about. This program will give you a project management process that creates clear objectives and helps you plan and estimate project deliverables, manage scope creep, and keep the project on schedule and within budget.

Project Leadership Communication
Project managers rarely have formal authority over their team. To be effective, you must know how to lead and manage conflict through relationship building and effective communication. This program will teach you how to apply research-based techniques to help manage conflict and achieve success.

Project Portfolio Management
Organizations are quickly realizing that having a project management office is not enough to ensure a healthy project pipeline. This program will teach you how to select, prioritize, and prune projects from the pipeline in a way that creates value for the organization and customers.

Value Stream Mapping
Value Stream Mapping will provide you with practical knowledge and hands-on workshop exercises for three different beginning-to-end process mapping methodologies and two tools that will help you map an individual process step contained within a larger process.
PROFESSIONAL DEVELOPMENT CERTIFICATES

Management and Leadership Certificates

Learn More ➔ go.wisc.edu/cped-ml-certificate
Management and Leadership Certificates

Set yourself apart by gaining the skills you need to:

» Motivate and inspire the people you manage
» Collaborate cross-departmentally to complete projects
» Empower team members to do their best work

Job Outlook and Salary Potential

7% Growth in Management Positions by 2028* $105,660 Median Annual Wage in 2019*

CERTIFICATE PATHS
Participants are welcome to take programs individually or as part of a Professional Development Certificate.

Foundations of Management Certificate

REQUARED PROGRAMS
» Manager Boot Camp
» Managing Teams Effectively
  » Coaching and Motivating in the Workplace

Advanced Management and Leadership Certificate

REQUARED PROGRAMS
» How to Influence Without Direct Authority
» Business Acumen and Strategy
» Finance and Accounting for Non-Financial Professionals
» Effective Meeting Management and Facilitation

ELECTIVES (Choose One for Foundations of Management and Two for Advanced Management and Leadership)
» Change Management
  » Coaching and Motivating in the Workplace
  » Effective Negotiation in the Workplace
» Project Management: Planning, Scheduling, and Control
» Business Process Improvement Using Lean Six Sigma and Performance Metrics

Executive Leadership Certificate

REQUARED PROGRAMS
» Leadership Beyond Management™
» Business Acumen and Strategy
» Aligning Strategy for Organizational Growth
  » Leadership: Transform Your Business Culture

*Bureau of Labor and Statistics
Aligning Strategy for Organizational Growth
Strategic leaders create a more forward-looking enterprise by ensuring all facets of the organization are aligned with the overall strategy. This program will teach you how to successfully attain organizational alignment through developing your organizational culture and change agility.

Business Acumen and Strategy
As your leadership responsibilities expand, so does your need to understand the impact daily decisions have on your organization’s strategic and financial goals. This program will improve your understanding of how all business functions work together to execute a successful business strategy.

Business Process Improvement Using Lean Six Sigma and Performance Metrics
Overly complex business processes create excess handoffs and mistakes. In this program, you’ll learn a step-by-step, data-driven approach to identify real root causes and develop breakthrough solutions that empower employees and customers. You’ll also get access to over two dozen business tools.

Change Management
Businesses don’t succeed by standing still. Be prepared to effectively manage change within your organization by learning strategies that will help employees and coworkers adapt to new realities and adopt behaviors that support the growth and development of new initiatives.

Coaching and Motivating in the Workplace
Great managers are defined by their desire and ability to grow the people around them. This interactive and experiential program will give you the tools you need to effectively coach those around you while creating conditions that inspire discovery, reflection, and persistence in others.

Effective Meeting Management and Facilitation
As you manage more cross-functional projects, you need to develop tools and techniques that will keep meetings running smoothly. This program will help you manage common problems with group dynamics and decision making that can get in the way of gaining team alignment.

Effective Negotiations in the Workplace
High-performing managers negotiate every day to ensure projects are completed on time and within budget. In this program, you’ll learn and practice the specific steps of the negotiation process, begin to strategically think through challenging situations, and become a more effective negotiator.
**Finance and Accounting for Non-Financial Professionals**
Financial data is the universal language of business. To be successful, you need to use financial concepts to better understand your competitors’ operations and drive strategic growth for your organization. This program will help you master the financial language and achieve financial success.

**How to Influence Without Direct Authority**
Effective, innovative managers know how to use informal and indirect authority to influence key stakeholders. This program will show you how to analyze situations and use positive relationships, influence, and persuasion to develop the influence skills necessary to lead.

**Leadership Beyond Management™**
Inspiring managers lead with purpose, passion, and intent. This program is an empowering, self-reflective journey that gives you a 360° view of your leadership strengths and developmental needs. You will learn strategies to positively impact others in ways that improve business performance.

**Leadership: Transform Your Business Culture**
Organizational culture greatly impacts business results. As a senior leader, you need to understand how your leadership style impacts business performance and profitability. This program will help you become more self-aware, confident, and better equipped to achieve organizational success.

**Managing Teams Effectively**
Managing teams requires a different skillset than managing individuals. This program will provide you with the knowledge and tools necessary to identify conditions that achieve successful team performance, accurately diagnose team issues, coach team members, and develop emotional intelligence.

**Manager Boot Camp or Manager Boot Camp (Online)**
Most managers never receive formal management Boot training. Establish your credibility as an effective leader by learning the processes and principles that characterize excellence in people management. This program will give you the tools to inspire your team and become a great manager.

**Project Management: Planning, Scheduling, and Control**
From project scope to stakeholder communication, project managers have a lot to think about. This program will give you a project management process that creates clear objectives and helps you plan and estimate project deliverables, manage scope creep, and keep the project on schedule and within budget.
PROFESSIONAL DEVELOPMENT CERTIFICATES

Master’s Certificate in Project Management

Learn More ➤ go.wisc.edu/cped-mcpm-certificate
Master’s Certificate in Project Management

Set yourself apart by gaining the skills you need to:

- Manage large-scale projects
- Implement new methods, tools, and techniques
- Evaluate and improve workflows

Job Outlook and Salary Potential

33%  |  Career Growth by 2027*

$86,573  |  National Average Salary in 2020**

CERTIFICATE PATH

You are encouraged to take programs in whatever order helps resolve your immediate business challenges and professional development needs.

PHASE-BASED TRACK

REQUIRED PROGRAMS

- Project Management: Planning, Scheduling, and Control
- Managing Project Risks
- Project Management Capstone

CORE PROGRAMS (Complete all for either Track)

- Project Leadership Communication
- How to Influence Without Direct Authority

ELECTIVE PROGRAMS (Choose one for either track)

- Business Process Improvement Using Lean Six Sigma and Performance Metrics
- Defining and Managing Business Requirements
- Project Portfolio Management

NEW! AGILE TRACK

REQUIRED PROGRAMS

- Agile Scrum Master
- Agile Product Owner
- Agile at Scale
- Agile Capstone

Our organization has been approved by PMI® to issue professional development units for these training programs.

*Project Management Institute

**Indeed.com
Agile at Scale

Agile at Scale will help you assess hybrid Agile approaches, determine organizational readiness to scale, identify challenges with synchronized deliverables, and learn the special leadership skills needed when dealing with decentralized decision making. This program is offered both in-person and online.

Agile Capstone

Using simulations, you’ll play the role of Scrum Master, Product Owner, executive stakeholder, and customer as you practice Agile team rituals including sprint and release planning, retrospectives, and user story prioritization. This capstone program is offered both in-person and online.

Agile Product Owner

Product Owners are responsible for ensuring that Scrum teams are delivering value to the organization and becoming intimately familiar with the needs and priorities of customers and stakeholders. This program will give you the skills you need to become an effective Product Owner by guiding teams and prioritizing work to meet customer and stakeholder needs.

Agile Scrum Master

Effective Scrum Masters use the Scrum framework to increase team performance and deliver value to their organizations. In this fully online program, you’ll gain the skills you need to help teams rise to increasing levels of learning, quality, and delivery while ensuring maximum organizational benefits.

Business Process Improvement Using Lean Six Sigma and Performance Metrics

Overly complex business processes create excess handoffs and mistakes. In this program, you’ll learn a step-by-step, data-driven approach to identify real root causes and develop breakthrough solutions that empower employees and customers. You’ll also get access to over two dozen business tools.

Defining and Managing Business Requirements

Successful projects depend on well-defined and well-understood requirements, including business requirements, product requirements, and specifications. This program will give you the skills needed to effectively elicit, analyze, document, and prioritize these requirements and successfully complete projects.

How to Influence Without Direct Authority

Effective, innovative managers know how to use informal and indirect authority to influence key stakeholders. This program will show you how to analyze situations and use positive relationships, influence, and persuasion to develop the influence skills necessary to lead.
Managing Project Risks
Risk is inherent in any project. The better you understand it, the more likely you are to minimize the impact. This simulation-driven program provides software tools and techniques to identify, analyze, manage, and mitigate project risks, with an emphasis on estimating the impact that risks have on project success.

Project Leadership Communication
Project managers rarely have formal authority over their team. To be effective, you must know how to lead and manage conflict through relationship building and effective communication. This program will teach you how to apply research-based techniques to help manage conflict and achieve success.

Project Management Capstone
In the final program of the Master’s Certificate in Project Management, you will work on a complex project from beginning to end in a team environment. You will use all of the skills introduced throughout your certificate program to initiate, plan, execute, control, and close a simulated project.

Project Management: Planning, Scheduling, and Control
From project scope to stakeholder communication, project managers have a lot to think about. This program will give you a project management process that creates clear objectives and helps you plan and estimate project deliverables, manage scope creep, and keep the project on schedule and within budget.

Project Portfolio Management
Organizations are quickly realizing that having a project management office is not enough to ensure a healthy project pipeline. This program will teach you how to select, prioritize, and prune projects from the pipeline in a way that creates value for the organization and customers.

Project Management Essentials
Effectively managing projects can save your organization money and prepare you for the next stage of your career. This one-day program will help non-certified project managers learn the skills needed to successfully deliver small and medium-sized projects faster and with fewer surprises or problems.
PROFESSIONAL DEVELOPMENT CERTIFICATES

Transition to Executive Management Certificate

Learn More → go.wisc.edu/cped-tem21

SAVE $1,500
By Registering Before Dec. 31, 2020
Transition to Executive Management Certificate

Become an Inspiring Executive Leader

Ignite your executive career path by enrolling in the Transition to Executive Management certificate. This elite program is composed of three, week-long, on-site visits that will give you the tools to:

- Broaden your perspective
- Increase your operational abilities
- Inspire your teams
- Drive organizational success

Job Outlook and Salary Potential

6% Growth in Employment for Top Executives from 2018 – 2028*  $184,460 Median Annual Wage for Chief Executives*

Learn to effectively lead your organization in the following areas:

- Global Economic Trends
- Commercial Strategy and Analysis
- Financial Strategy
- Financial Reporting
- Managing People
- Operational Management
- Negotiation
- Leadership

Executive Management Cohort

This program is most relevant for leaders with 10 years of experience. Together with your peers, you’ll learn from, and network with, industry executives with decades of real-world, practical experience.

Program Details

Program Fee USD: $12,495

Includes tuition, course materials, breakfast, lunch, dinner, snack breaks, and non-alcoholic beverages. Accommodations are not included.

March 2-4, 2021 | April 6-8, 2021 | May 3-5, 2021

*Bureau of Labor and Statistics, 2019
Custom Development Solutions
Together, we can move your organization forward.

Programs
Immersive, hands-on learning opportunities lead by instructors who combine world-class research with real-world experience.

Coaching
One-on-one or team action plans designed to assess and identify strengths, gaps, and pathways to individual and organizational success.

Assessments
Validated, researched-based assessments that provide deep visibility into leadership styles and organizational culture.

Advising
Expert insight that will align talent management and organizational strategies through workforce planning and talent optimization.

Learn More ➤ go.wisc.edu/cped-partner20
Custom Development Solutions for Your Organization

Today’s modern workplace is agile, diverse, and more flexible than ever before. If your organization hasn’t built a culture where talent is engaged, empowered, and enabled to do their best work, you’re sacrificing success.

At the Wisconsin School of Business Center for Professional & Executive Development, we’ll work alongside you to design a customized solution that resolves business challenges and supports your structure, processes, and people. Our diverse suite of assessments, advisory services, development programs, and coaching opportunities create practical solutions that will move your organization forward.

Our team of instructors and advisors can deliver customized content in a variety of topic areas within the following categories:

- Leadership & Management Development
- Strategy Formulation & Execution
- Finance, Business Acumen & Supply Chain
- Culture & Organizations
- Talent Retention & Engagement
- Professional Skills Development
- Change Management
- Team Management
- Continuous Improvement
- Project Management
- Innovation & Emerging Technologies
- Sales & Marketing

Solution Design Process

Your organization is unique. Your talent is unique. Your challenges are unique. With your expertise and insights, we’ll evaluate your business needs and find a solution that will create a lasting impact on your employees and your organizational goals.

After the initial Discovery Session, we’ll work with you to:

**Discover**
We’ll gain an understanding of your needs, goals, and culture while uncovering areas that may be negatively impacting your success or preventing you and your talent from reaching their full potential.

**Define**
Together, we’ll design a comprehensive talent management or organizational development solution with a mix of coaching, advisory services, development programs, and assessments.

**Deliver**
We’ll provide learner-centric professional development programs delivered in your preferred way to provide employees with practical skills and knowledge they can implement immediately.

**Measure**
Throughout the development experience, we’ll help you evaluate the success of the program and assess the impact on your organization’s strategic goals.

Featured Clients:
The Wisconsin School of Business Center for Professional & Executive Development can help you address current business challenges and build the organizational capability to face future challenges with confidence.

Armed with leading practices and frameworks, we’ll ensure your team can solve challenges systemically and strategically.

Our team of consultants can help you solve a variety of business challenges including:

- Strategy Development
- Changing Business Models
- Organizational Design & Alignment
- Digital Transformation
- Managing Remote Workforces
- Professional Development During a Pandemic
- Mergers and Acquisitions
- Change Planning and Communication

Schedule your Discovery Session today.
800-292-8964 | info@uwcped.org
“CPED has served as a strategic merger and acquisition advisor and provided invaluable support in helping us position ourselves for future growth and opportunity as we evolved from two organizations to One. Partnering with CPED has provided us with access to exceptional consultants with proven track records of success, expert professional development instruction, and the thought leadership and capability to advise and solve business challenges systemically and strategically.”

STEVE PEOTTER, PRESIDENT AND CEO, ONE COMMUNITY BANK
New! Agile Project Management Programs

Become a Certificate Agile Scrum Master or Product Owner

Create value for your organization by harnessing the power of collaborative teamwork to successfully complete projects with high levels of uncertainty. Agile project management can help you and your team see results more quickly, which increases motivation, momentum, and the likelihood of on-time delivery. Plus, becoming a certified Agile Scrum Master or Product Owner will give you the credentials you need to establish yourself as a successful project manager.

Agile Project Management Programs

- Agile Scrum Master
- Agile Product Owner
- Agile at Scale
- Agile Capstone

All Agile programs are offered in-person and online and are included in the new Agile Track of the Master’s Certificate in Project Management.

Register Now:  go.wisc.edu/cped-agile-mcpm
You bring unique challenges. We bring comprehensive expertise. Our network of partners can support a variety of business needs.

Family Business Center
Since 1996, the Wisconsin Family Business Center has helped family businesses grow and reach their full potential. Through insightful educational forums and discussions, peer group learning, and customized programming, the center provides family businesses with an opportunity to address their unique and critical issues. Join our vibrant community to network with fellow family business leaders and to discuss the distinct advantages family owned businesses face.

Learn more, visit uwfbc.org or email info@uwfbc.org

Small Business Development Center
The Small Business Development Center (SBDC) at the University of Wisconsin-Madison is part of a statewide network of SBDCs working with business owners and entrepreneurs to facilitate business growth and improvement and to launch successful new companies. Through no-cost consulting, low-cost entrepreneurial education, and strategic facilitation, SBDC experts serve as resources for small, emerging, and mid-size companies.
For entrepreneurs looking to start, manage, or grow a small business, they are the go-to resource for small-business success. The center is staffed by experienced business professionals and offers education, training and mentoring, one-on-one business counseling, and expert guidance and advice by phone.

Learn more, visit sbdc.wisc.edu
“I think CPED is the best extended education program I have ever taken. The fact that there are industry professionals teaching the programs and providing real-life examples is one of the traits that I find incredibly valuable. It provides even more credibility to the curriculum that is being delivered.”

DAVID RAUEN, SVP, PROJECT MANAGEMENT OFFICE MANAGER, ASSOCIATED BANK

What Kind of Impact Will You Make?

Center for Professional & Executive Development
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Madison, WI 53715
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