

New for 2011-2012!

Access to the HPL  
LinkedIn group for  
continuous motivation &  
connection with  
classmates



**CUSTOM  
EXECUTIVE EDUCATION**  
WISCONSIN SCHOOL OF BUSINESS

*and*



*invite you to the third year of*

# HIGH PERFORMANCE LEADERSHIP: Management Skills for Dairy Professionals

## Overview

**High Performance Leadership provides your managers and supervisors the skills to lead, motivate, and manage your employees to create a stronger, more productive organization.** Participants will spend a total of eight days (four, two-day modules) immersed in thought-provoking and pragmatic training with action learning components, group discussion, team exercises, and case studies built into each module. They will also gain immediately applicable tools to integrate learned best practices into their daily work environments.

## Benefits

- Develop a solid foundation of management and leadership capability within your organization
- Create effective communicators capable of managing change and minimizing conflict
- Foster a high performance culture of engaged employees to increase productivity and quality

Module A  
Sept. 7 - 8, 2011

Module B  
Nov. 17 - 18, 2011

Module C  
Jan. 25 - 26, 2012

Module D  
March 7 - 8, 2012



## Who Should Attend?

Many managers and supervisors have risen to strategic positions in the dairy industry without formal management training. As such, this unique program has been produced exclusively for:

- Managers at WCMA member companies and cooperatives
- Supervisors at WCMA member companies and cooperatives
- Dairy producer managers

Enrollment in each module is limited to 30 participants. WCMA manufacturer and processor/marketer members will receive first priority for placement, followed by WCMA supplier member companies and dairy producers.

## The Certificate

*High Performance Leadership* is a certificate program designed to build leadership, management, and business acumen in dairy industry professionals so they may lead and motivate your employees to create a stronger, more productive organization.



*Participants who have completed all 4 modules will receive certificates and be honored at the annual joint meeting in April of the Wisconsin Cheese Makers Association and the Wisconsin Center for Dairy Research.*

## Designed for Dairy Professionals

The *High Performance Leadership* program and individual modules have been designed with key input from dairy manufacturers to support dairy professionals in their daily work. Each module is brief yet impactful (two days, two nights) to minimize time away from the workplace.

Industry leaders are encouraged to support your key management staff in the completion of the certificate program in a single year.

Completion of the certificate in a single year is ideal, as there are numerous advantages to a group of industry professionals completing a program as a cohort.

However, your participants may enter the program at any point and complete modules in any order. Participants have two years (from the date of their first module) to complete the four-module certificate program.

## Benefits of the Certificate

*High Performance Leadership* is an exciting opportunity for dairy leaders to show your key management staff your interest in their professional development and career goals. We encourage members to incorporate this program into corporate strategic development and internal management incentives.

WCMA manufacturer and processor/marketer members that complete the program and earn the certificate will receive a program reimbursement of \$1,000 from WCMA. WCMA encourages our members to participate in and benefit from this certificate program for the betterment of the dairy industry. WCMA earns no revenue from this partnership with the Wisconsin School of Business.

# High Performance Leadership Program Modules\*

## Module A

September 7 - 8, 2011

### Foundations of Leadership

Day One

**Your participant will:**

- Examine the difference between leadership and management
- Understand emotional and behavioral changes necessary to move from high performer to manager of a team to leader of an organization
- Through assessment, identify his or her leadership style, as well as explore the advantages and disadvantages of that style in terms of motivation and engagement, building trust, and reducing conflict
- Learn to create a collaborative environment where employees feel empowered, included, and trusted

Day Two

**Your participant will:**

- Explore the four behavioral styles of communication via the DiSC® profile
- Understand, value, and leverage the differences in communication styles to more effectively communicate with others
- Recognize and begin to overcome barriers to effective listening
- Learn how communication styles may be influencing workplace conflicts and how to limit future conflicts
- Understand models for effective communication and use these models as a general guideline for responding to specific situations

## Module B

November 17 - 18, 2011

### Essentials of Employee Performance

Day One

**Your participant will:**

- Understand the five fundamentals of engagement to create a high performance environment
- Learn techniques for motivating and coaching employees to higher performance
- Create action plans to enhance the level of employee engagement

Day Two

**Your participant will:**

- Understand characteristics of a high-performing work team
- Practice building trust and relationships
- Apply team-building skills to increase collaboration, as well as reduce conflict among team members and coworkers
- Learn to develop team goals, rules, and procedures to increase organizational clarity and productivity
- Learn to create shared accountability for results

\* Detailed outlines of each module will be forthcoming.



CUSTOM  
EXECUTIVE EDUCATION  
WISCONSIN SCHOOL OF BUSINESS



# High Performance Leadership Program Modules\*

## Module C

January 25 - 26, 2012

### Dairy Business Acumen: Basic Finance and Marketing in the Dairy Industry

Day One

**Your participant will:**

- Learn basic finance and understand the revenue and cost centers of your organization
- Analyze balance sheets and cash flow income statements
- Understand principles of management accounting and capital budgeting

Day Two

**Your participant will:**

- Understand marketing in the dairy industry and how it influences your organization
- Understand milk pricing and its impact on the manufacturing process
- Construct a profit and loss statement for an individual product, focusing on both revenue and cost
- Explore the history of dairy regulation, current pricing issues, and federal orders
- Learn to interpret a milk check
- Explore and apply principles of risk management in terms of dairy marketing

## Module D

March 7 - 8, 2012

### Leading & Managing Change; Putting it All Together

Day One

**Your participant will:**

- Identify the fundamental building blocks of a successful organizational or workflow change
- Analyze the positive and negative impacts of change on his or her team
- Learn to use influence to facilitate adoption of new change initiatives
- Create plans to implement change in the workplace

Day Two

**Your participant will:**

- Apply proven problem solving techniques and tools to real organizational problems
- Learn to define a problem so that alternatives become more readily apparent
- Understand the various criteria for making decisions that are more likely to be accepted and successfully implemented
- Prepare to integrate and apply plans for his or her leadership effectiveness



CUSTOM  
EXECUTIVE EDUCATION  
WISCONSIN SCHOOL OF BUSINESS



\* Detailed outlines of each module will be forthcoming.

## Schedule

Participants will stay overnight at the Fluno Center the evening before the first day of training. On Day 1, the course lasts from 8:15 a.m. to 4:30 p.m. All modules are held in spacious classrooms, and breakfast, lunch, snack breaks, and dinner are provided on the first day.

Participants spend a second night at the Fluno Center and the course continues until 4:30 p.m. on the second day. Breakfast, lunch, and breaks are provided on Day 2. Parking is also included.

## Location

All modules will take place at the Fluno Center in Madison, Wisconsin. Located in the heart of UW–Madison’s campus, the Fluno Center provides a total-immersion learning environment. Collaborative classroom technology is combined with the ambiance of a comfortable, relaxed residential setting to establish an ideal venue for introspection, innovation, and focused learning.

Complimentary wireless is provided throughout the building. For more information on the Fluno Center, please visit [www.fluno.com](http://www.fluno.com).

Visit [www.fluno.com](http://www.fluno.com) to learn more about the Fluno Center.



## Program Fees & Policies

The cost to attend a module is \$1,475 per participant and includes instruction, educational materials, meals, parking, and overnight accommodations for two nights.

**Please Note:** If your participant(s) are unable to attend a module, notify the registration office at (608) 441-7330. A cancellation notification 6 days or more before a module will result in a full refund. A notification 5 days or less prior to the module will result in full payment retained by the Fluno Center. Failure to attend a module also results in forfeiture of the registration fee. Your organization can substitute personnel for a module at any time prior to the module at no additional cost.

## Questions

For more information on the *High Performance Leadership* program, contact Mal Jeffris, Wisconsin School of Business Custom Executive Education, at (608) 441-7355 or email [mjeffris@exed.wisc.edu](mailto:mjeffris@exed.wisc.edu).

## Register Today

Register your staff using the form provided with this brochure or visit [www.fluno.com/high-performance.html](http://www.fluno.com/high-performance.html) to register online. Lodging and parking information will be sent along with a confirmation letter to your enrolled staff.

LinkedIn®



Past participants have cited meeting fellow managers and supervisors tackling the same issues as a benefit of the program. New this year, participants can easily maintain these connections with their colleagues using the *High Performance Leadership*® group.



CUSTOM  
EXECUTIVE EDUCATION  
WISCONSIN SCHOOL OF BUSINESS



# REGISTRATION

## **High Performance Leadership: Management Skills Program for Dairy Professionals**

- Yes, sign me up for the full certificate series.
- Sign me up for Module A, September 7-8, 2011.
- Sign me up for Module B, November 17-18, 2011.
- Sign me up for Module C, January 25-26, 2012.
- Sign me up for Module D, March 7-8, 2012.

Participant Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Please Note: Registration deadline is Friday, August 19, 2011.** Program payment by check or credit card is required prior to the start of the program. Please remit \$1,475 for each participant. Copy this form to register additional personnel if paying by fax or mail.

**Register and Pay Online:** [www.fluno.com/high-performance.html](http://www.fluno.com/high-performance.html)

**Register and Pay by Fax:** Please fill out this form completely, including credit card information, and fax to Linda Gilsdorf at (608) 441-7358.

**Register and Pay by Mail:** If paying by credit card, please use the fields below. If paying by check, please make the check payable to Center for Advanced Studies in Business, Inc.

**Mail to:** Center for Advanced Studies in Business, Inc., 601 University Avenue,  
Madison, WI, 53715, Attn: Linda Gilsdorf

CREDIT CARD:     AmEx     Mastercard     Visa

CC#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

**Questions?** For more information, contact Pam Yunker at [pyunker@exed.wisc.edu](mailto:pyunker@exed.wisc.edu) or (608) 441-7330.



**CUSTOM  
EXECUTIVE EDUCATION**  
WISCONSIN SCHOOL OF BUSINESS

