



Managing Your Diverse Workforce

multiple generations...differing levels of training, expertise, and education...cultural and ethnic diversity

Do you communicate well with all members of your team? Is your management style effective with each person? Are you ready for the challenges which an increasingly-diverse workgroup present?

- Recognizing the role of culture
- Identifying negative responses to differences
- Overcoming resistance to differences

your style to meet needs expressed by your work group. Create an environment in which your employees can perform at their peak.

Who Should Attend

- Anyone responsible for managing others
- Small business owners
 - Supervisors
 - Managers
 - Production superintendents
 - Plant managers
 - Non-profit administrators

“After discussing how to modify our leadership style to fit a situation, I chose to modify my approach. I confronted a situation using a very direct approach. It worked better than I hoped it would. It was not my natural style, but it was what the person respected and needed.”

“MANAGING YOUR DIVERSE WORKFORCE” ATTENDEE

Whether the differences are as apparent as age or gender, or as transparent as training or education, our work groups are rapidly becoming more complex. Differences can create misunderstandings which result in divided departments, unclear communication, and unhappy people.

You will explore:

The Impact of Differences

- Understanding today's workforce
- Predicting tomorrow's workforce
- Identifying barriers and opportunities presented by differences
- Understanding the role of diversity

The Challenge of Differences

- Understanding resistance to differences

The Manager of Differences

- Identifying management style tendencies
- Defining workforce needs
- Developing a flexible style
- Mastering five keys to flexible communication

Everyday Demands of Differences

- Solving problems presented by differences
- Practicing new approaches
- Anticipating future needs
- Creating action plans for success

Discover strategies you can use immediately to strengthen your adaptability as a communicator and manager. Develop flexibility and increase your effectiveness as a leader. Identify your personal issues about differences, and then learn how to adapt

Instructor

SCOTT DICKMEYER dedicates himself to training people to be more effective communicators in all aspects of their lives. As a consultant and trainer to industry, Scott focuses on interpersonal, group and organizational communication issues. He is currently researching how communication practices impact employee satisfaction, production and loyalty at one of the “100 best companies to work for in America.”

Scott is also an award-winning teacher and researcher. He is currently Associate Professor of Communication Studies at the University of Wisconsin-La Crosse. He earned his Ph.D. in Organizational Communication at the University of Nebraska.

1-800-582-5182

www.uwec.edu/ce/business/SupervisorManage.htm

Managing Your Diverse Workforce is an ELECTIVE TOPIC in the Supervisory Management Certificate Program. It is also a stand-alone seminar and can be taken without enrolling in the Certificate Program.

Adaptive communication and flexible leadership are critical to...



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No state tax dollars were used to print this publication.

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SUPERVISORY MANAGEMENT

Invest in Yourself. Advance Your Career.

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SUPERVISORY MANAGEMENT

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JUNE 11-12
2009

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Take only **Managing Your Diverse Workforce.** Or, go further and earn your certificate.

ARE YOU... Interested in a specific management issue? Or, would you like to document your skills, knowledge and experience by earning your Supervisory Management Certificate?

OUR SUPERVISORY MANAGEMENT CERTIFICATE PROGRAM IS

PRACTICAL — Start with the basics that provide you with tips, tools, and proven strategies for management success.

ADAPTABLE — Tailor elective topic choices to meet your needs.

REALISTIC — You have up to five years to take the six two-day seminars needed for your Certificate.

FLEXIBLE — Seminars are held throughout the year in Eau Claire and La Crosse so you can choose when and where to attend.

INVALUABLE — In addition to learning from top-notch facilitators, you'll network and benefit from sharing experiences with professionals who do what you do.

EARN YOUR CERTIFICATE

To earn your Supervisory Management Certificate, attend the **three core seminars: SUPERVISORY MANAGEMENT 1, 2 AND 3.** Also, choose **three electives** that best meet your needs and interests.

THE THREE CORE SEMINARS provide a complete overview of the basics that are essential as you transition into management. The skills are vital to staying current as you progress in your management career.

THE ELECTIVE SEMINARS: Choose topics that are right for your management needs. Elective topics are available on building teams, facing conflict, improving efficiency, managing a diverse workforce, maximizing performance, negotiation skills, managing change, project management, and techniques for on-the-job training. Elective topics may be taken prior to core programs.

OUR PRESENTERS

University faculty and cutting-edge consultants bring you best practices, interactive and practical content, plus proven strategies you can put to use at work immediately.

WEBSITE

Please visit our website at www.uwec.edu/ce for other educational opportunities. For more information on any seminar in the Supervisory Management series, go to:

www.uwec.edu/ce/business/SupervisorManage.htm

In 2010, we can expect a decrease in the 18-44 year age group, while a 14% increase is expected in the 65+ age group.

No tests. No homework. What are you waiting for?

Earn your Supervisory Management Certificate at your own pace, take elective topics that meet your needs and move your career forward.

WE'LL EVEN COME TO YOU

In-house presentations tailored to your needs are available. Contact your university program manager for more details:

UW-Eau Claire

Marilyn Kanne | Small Business Development Center
715-836-5811 | kannemj@uwec.edu
www.uwec.edu/ce

UW-La Crosse

Stephen Woessner | Small Business Development Center
608-785-8783 | woessner.step@uwlax.edu
www.uwlax.edu/sbdc

In 2008, 70% of the new entrants to our labor force were women and minorities.

By 2010, 34% of the USA workforce will be non-Caucasian.

For Registration or More Info

PH : 715-836-5811 | 800-582-5182

FX : 715-836-5263 | 800-835-3755

WB : www.uwec.edu/ce

EM : ce@uwec.edu

ML : Supervisory Management
P.O. Box 4004
Eau Claire, WI
54702-4004



The Supervisory Management Certificate Program is a collaborative effort of UW-Eau Claire Continuing Education, UW-Eau Claire Small Business Development Center, and UW-La Crosse Small Business Development Center. The Small Business Development Centers at University of Wisconsin-Eau Claire and University of Wisconsin-La Crosse are partners in education with University of Wisconsin-Extension and the U.S. Small Business Administration. The Small Business Development Centers are members of the Wisconsin Entrepreneurs' Network, a coalition of more than 100 partner organizations which provide access to services for small business throughout Wisconsin. The SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

Detach form and mail with payment to:
Supervisory Management, P.O. Box 4004, Eau Claire, WI 54702-4004

Eau Claire

Sweetwaters Restaurant
EXIT 65 FROM I-94, JUST OFF HWY. 37 AND 12

REGISTRATION FORM Managing Your Diverse Workforce

Yes, I plan to attend.			
Eau Claire	June 11-12	2009	B656-094

NAME		JOB TITLE	
COMPANY NAME			
ADDRESS			
CITY / STATE / ZIP			
HOME ADDRESS			
CITY / STATE / ZIP			
WORK PHONE (WITH AREA CODE)		HOME PHONE (WITH AREA CODE)	
E-MAIL ADDRESS			
PAYMENT INFORMATION			
Course fee: \$425 per person.			
Group fee: \$375 per person for 3-5 people from the same firm for the same class. (Discount registrations must be received together.)			
<input type="checkbox"/> Check or Purchase order enclosed. P.O. # _____ (Payable to UW-Eau Claire)			
<input type="checkbox"/> VISA <input type="checkbox"/> Mastercard		CREDIT CARD EXPIRATION DATE	
CREDIT CARD NUMBER			
PRINT CARDHOLDER'S NAME		CARDHOLDER'S SIGNATURE	
FOR OFFICE USE:	CUST ID	CO ID	B3

SEMINAR DATE & TIME

Eau Claire June 11-12, 2009

Seminars meet from 8:30 a.m.-4 p.m.

COURSE FEE

\$425 per person per seminar.

Includes refreshment breaks, luncheons, materials, and instruction. **Payment is required at time of registration.** Please make checks payable to **UW-Eau Claire**. Fees are subject to change after June 30, 2009.

CONFIRMATION

Prior to the seminar, you will receive a letter with a link to directions to the seminar site and lodging information. Parking permits will be included if needed.

SAVE MONEY WITH DISCOUNTS

Group discounts save you \$50 per person per seminar. Registrations must be received together to qualify for discounts.

Group Discount Fee

\$375 per person per seminar for 3 to 5 people from the same firm to attend the same session.

REFUND POLICY, TRANSFER FEES

You may cancel or transfer your registration up to 5 business days before a program's start date. If you cancel or transfer fewer than 5 business days prior to the program start date, a \$50 administrative fee will be assessed. If you cancel or fail to attend the day of the event, you are responsible for the full fee. Full refunds are given if a program is cancelled or full. You may substitute another person for your registration at any time. Call the Continuing Education Office (715-836-5811 or 1-800-582-5182) for assistance.

ACCOMMODATIONS

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact Marilyn Kanne at 715-836-5811 or toll-free 800-582-5182, or use the Wisconsin Relay System by dialing 7-1-1-715-836-5811.

University of Wisconsin-Eau Claire Continuing Education reserves the right to cancel any program due to insufficient enrollment or other administrative reasons, as well as the right to limit enrollment to ensure quality. In the event of a UW-Eau Claire Continuing Education cancellation, a full refund will be issued.

An EEO/Affirmative Action employer, University of Wisconsin provides equal opportunities in employment and programming, including Title IX and ADA requirements.