

Management Skills Series

March 2011 – February 2012

The Management Skills Series is a professional development initiative designed to strengthen the participant’s basic and intermediate level management skills. The curriculum encompasses 12 topics offered on a monthly basis for three hours (9:00 a.m. – 12:00 p.m.*). Sessions can be taken on a stand-alone basis or as a certificate program. Offered in a workshop format, sessions will include an information-packed overview of the topic as well as participatory learning activities such as case studies, role-playing, and group discussion. Participants will have the opportunity to build their knowledge base on management practices, policies and principles, sharpen comprehension of complex topics, and practice ways to apply new knowledge as a manager in a public health setting.

Date	Topic	Learning Objectives Upon completion of each session, participants will be able to:
Foundations of Managing an Organization		
March 24	Introduction to Management Principles	<ol style="list-style-type: none"> 1. Distinguish leadership and management and describe the ways in which managers need to employ leadership skills 2. To compare and contrast three basic types of managerial roles and cite examples of their effectiveness in a public health setting 3. To explain three types of managerial skills that every manager needs to cultivate 4. To increase self-awareness as a result of taking a management skills assessment
April 21	Vision, Mission, and Planning	<ol style="list-style-type: none"> 1. Describe and distinguish mission, vision, values and strategy in the context of leading a public health organization 2. Identify the components of an effective strategic planning process, the role of board and staff, and when appropriate, an outside consultant 3. Conduct an organizational SWOT analysis (strengths, weaknesses, opportunities and threats) in the context of strategic planning 4. Develop a work plan with goals, objectives and strategies
May 19	Building an Effective Board of Directors/Advisory Board	<ol style="list-style-type: none"> 1. Distinguish the role and function of a governing board from that of an advisory board 2. Identify best practices in building an advisory board, recruiting and retaining members, and using an advisory board effectively 3. Utilize a basic understanding of governing boards to increase effectiveness with community-based nonprofits and other stakeholder groups.

Increasing Your Management Effectiveness		
June 16	Understanding Communication Styles	<ol style="list-style-type: none"> 1. Articulate different styles of communication and their respective strengths and weaknesses 2. Recognize the importance of communication as it relates to managing 3. Communicate with greater awareness of the way that others perceive one's communication style 4. Understand the importance of communication as it relates to diversity in the workplace
July 21	Building and Motivating Teams	<ol style="list-style-type: none"> 1. Articulate why team building is an essential skill set in every manager's tool kit 2. Describe effective methods for building team motivation and commitment to team objectives 3. Gain personal insight about how one's individual actions and behaviors either add to or detract from teamwork and teambuilding
August 25	Conflict Resolution	<ol style="list-style-type: none"> 1. Recognize the importance of conflict resolution and the unexpected benefits to an organization 2. Describe three to five different approaches to conflict resolution 3. Articulate the basic premises of the Interest-Based Relational Approach (IBR) and the steps involved in implementing it 4. Increase one's managerial effectiveness through practical application of the IBR approach
Sept. 15	Overcoming Burnout	<ol style="list-style-type: none"> 1. Identify the signs and symptoms of burnout 2. Recognize causes of burnout in the workplace, and identify potential strategies for addressing burnout among employees 3. Utilize Prochaska's stages of change as a framework for overcoming burnout 4. Engage in a range of practices that promote well-being and reduce stress
Managing Operations		
October 20	Planning and Managing a Sustainable Budget	<ol style="list-style-type: none"> 1. Recognize the basic structure of a budget and the indicators to look for when reading a financial statement 2. Recognize the importance of building and maintaining diversified sources of revenue and support 3. Describe the process of planning, presenting and monitoring an organizational budget, including a list of who should be involved 4. Address the specific challenges of managing sustainability with federal and state dollars

November 17	Project Management Essentials	<ol style="list-style-type: none"> 1. Define project management and distinguish it from program management 2. Describe the roles and responsibilities of the project manager and the types of skills required for project management, e.g. delegation 3. Articulate the steps involved in creating a project plan and managing the project cycle 4. Increase one's managerial effectiveness through utilization of best practices in project management
December 15	Continuous Quality Improvement	<ol style="list-style-type: none"> 1. Define continuous quality improvement (CQI) and distinguish it from other approaches to quality management 2. Describe the core concepts of CQI and the benefits of applying these concepts in the public health workplace 3. Articulate the core steps involved in the practice of CQI 4. Apply the practice of CQI on a collaborative basis in the public health workplace
Managing the 21st Century Organization		
January 19	Increasing Impact through Collaboration and Partnerships	<ol style="list-style-type: none"> 1. Identify the external drivers leading to increased collaboration and partnerships today 2. Explain the benefits of collaboration and partnerships for public health agencies, community-based organizations and other stakeholders 3. Articulate strategies for identifying opportunities and managing the process of building collaboration and partnerships 4. Become familiar with innovative models of collaboration and partnerships in the public health field
February 16*	Using Social Media for Marketing and Advocacy	<ol style="list-style-type: none"> 1. Define social media and the types of platforms that are widely used today 2. Define and distinguish the use of social media for marketing from that of advocacy 3. Examine case studies that demonstrate the potential as well as the challenges of using social media for marketing and advocacy 4. Articulate steps towards establishing a social media plan for marketing and/or advocacy <p>*The final session will be extended one hour (to 1 p.m.) so that Certificates of Completion can be awarded. Lunch will be provided.</p>