

Introducing three new workshops designed to maximize your company's human capital, brand awareness on the Internet and leadership and coaching skills.

Our new **TRAINING AND DEVELOPMENT SERIES** offers programs for directors, managers and human resource personnel who embrace the concept of continuous improvement through training and development as a means of promoting employee growth and acquiring a highly skilled workforce.

The **EXECUTIVE STRATEGIES SERIES** programs are designed to increase the leadership skills in top level managers, making them more effective as a strategist, coach and mentor.

These programs are high impact, engaging, relevant and impart knowledge that is immediately applicable to your business operations. We hope you will join us!

From our Training and Development Series

ESSENTIAL CONVERSATIONS

April 19, 2011 • 8:30 am – 4:30 pm

University of Wisconsin-Stout • Menomonie, Wisconsin

Workshop website: www.uwstout.edu/profed/tdseries/conversations

- Develop the knowledge and skills to deliver essential conversations
- Understand the elements of a essential conversation and why its application is often difficult
- Understand how to maintain personal integrity as the foundation for essential conversations and how to support others in doing the same

Instructor

Dianne Moore, Partner, Accelerated Leadership

Dianne has more than 30 years of experience in leadership and business development, helping organizations and individuals increase their impact and effectiveness. In the 20 years she worked for 3M, she held senior organization development and human resource assignments. In addition to her Accelerated Leadership role, she co-founded Total Leadership Connection, a year-long development program that explores leadership patterns and dynamics for personal growth. [View full biography.](#)



Tuition and registration

\$395 early registration rate before April 9; \$425 thereafter
Special discounts are available when two or more attend from the same organization; and for UW-Stout alumni, faculty, staff and students. For all the details, [visit our website.](#)

DEVELOPING YOUR INTERNET BRAND STRATEGY

April 20, 2011 • 8:00 am – 4:30 pm

University of Wisconsin-Stout • Menomonie, Wisconsin

Workshop website: www.uwstout.edu/profed/exec_strategies/internetbranding

- Build a strong brand resulting in increased customer loyalty
- Achieve marketing clarity and build brand relevance
- Bring your brand to life online via interactive marketing

Instructors

Gino Giovanelli, Miles Interactive

Gino is a proven leader in helping clients leverage the Internet to maximize business success. Current clients include SuperValu, Caribou Coffee and the Bloomington Convention and Visitor Bureau. [View full biography.](#)

Kevin McDonald, University of Wisconsin-Stout

Currently a marketing professor at the UW-Stout, Kevin has developed successful branding strategies for companies that he has owned and operated, as well as for small- and mid-sized organizations in a broad range of industries. [View full biography.](#)



Tuition and registration

\$595 early registration rate before April 9; \$625 thereafter
Special discounts are available when two or more attend from the same organization; and for UW-Stout alumni, faculty, staff and students. For all the details, [visit our website.](#)

RESILIENCY IN LEADERSHIP AND COACHING

April 21, 2011 • 8:30 am – 4:30 pm

University of Wisconsin-Stout • Menomonie, Wisconsin

Workshop website: www.uwstout.edu/profed/exec_strategies/leadership

Leadership requires innovation, creative thinking and resourcefulness to create a vision for the future despite environments full of uncertainty and ambiguity.

- Develop leadership and coaching skills and strategies
- Explore behaviors and processes that drive effective leadership
- Share best practices with peers and course leaders

Instructors

Kevin Wilde, General Mills

Kevin is responsible for world-wide people growth at General Mills. Since joining the company in 1998, the organization has earned Fortune magazine's #3 ranking for its leadership development and Training magazine's "Hall of Fame" designation for its employee development. In 2007, Chief Learning Officer magazine selected Kevin as CLO of the Year. [View full biography.](#)

Julie Paleen, Consultant

For more than 20 years, Julie has worked as a consultant in transformational leadership and individual coaching. Julie understands business partnerships and the entrepreneurial spirit, as well as the bottom line. Julie's clients have included First Bank System, now US Bank, Dain RBC Dain Rauscher, Grant Thornton LLP, and the law firm of Leonard, Street and Deinard. [View full biography.](#)



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