November 5, 12, and 19, 2018

Public Utilities Basic Appraisal Course
- October 1-5, 2018
- 8:00 a.m. – 3:00 p.m.
- $1995
- Led by: Thomas K. Tegarden, MAI, CAE and Diane M. Ange, SRA, CAR

Three Main Types of Operations Strategies
- on track to learn...

Assess your organization’s core competencies, which are the building blocks of your operations strategy. The core competencies are the result of your company’s unique experiences and skills.

on track to learn...
- What is an Operations Strategy
- Three Main Types of Operations Strategies
- Comparison of Six Sigma, Lean and TOC
- Role of Metrics in Operations Strategy

Operations Management Strategy
- October 9, 2018
- 8:00 a.m. – 3:00 p.m.
- $395
- Led by: Dr. Sue Abdinnour

Commonalities among the three strategies include the emphasis on continuous improvement, customer focus, and the use of metrics to measure performance. However, Six Sigma focuses on process improvement, while Lean emphasizes the elimination of waste, and TOC focuses on balancing the demand and supply.

Lean Principles
- October 26
- 8:00 a.m. – 3:00 p.m.
- $395
- Led by: Dr. Gerald Graham

Lean is a set of principles that aim to eliminate waste and improve the efficiency of production processes. The principles of Lean include just-in-time production, Kanban, and continuous improvement (Kaizen).

What is an Operations Strategy

What you thought were buzz words have roots that grow profitable organizations. Come let Dr. Sue guide you on what you use and how to balance the methodologies for success.

Assessing Operations Strategy
- October 12, 2018
- 8:00 a.m. – 3:00 p.m.
- $279
- Led by: Dr. Gerald Graham

Assessing your operations strategy is an essential part of continuous improvement. Improving your operations strategy will help you identify areas for improvement and make your company more productive and effective.

on track to learn...
- Assertiveness and Leadership
- What Is My Communication Style?
- How To Be More Assertive
- How To Handle a Problem Boss
- Compliments, Criticism, Rejection
- Saying NO
- Constructive Confrontations

Communicating for Results
- October 16, 2018
- 8:00 a.m. – 3:00 p.m.
- $279
- Led by: Ms. Dotty Harpool, MBA

Communication is often perceived as someone else’s job. Leaders spend their time and resources focusing on goals that directly contribute to the bottom line, not knowing that communication does too!

on track to learn...
- Eléments of Productivity
- Communication in Organizations—Characteristics and Problems
- Formats for Communication
- A Systematic Approach to Communicating About Problems

For more information about all CMD programs go to: www.cmd.wichita.edu
These sessions are designed to lay the foundation for strategic organization into a market powerhouse. Strategic groundwork that will strengthen and raise an organization to its peak. Through the introduction of lean, many companies have enjoyed lower production costs, higher profits, superior quality, shorter order-to-delivery time, greater flexibility and improved response to changing client demands by introducing lean principles into their organization.

3-days building the Vision Strategy Model - November 5, 12 and 19, 2018
1-hour Strategic Review with both Instructors consulting - Dec. 3 or 10
$1,995
Led by: Doug Karber, MBA and Brian Rawson, MBA

Project Scope & Requirements Management
October 18-19, 2018 8:00 a.m. – 3:00 p.m. $899
Led by: Ms. Christina House, MBA, PMP, ACC
Managing scope on a project is one of the most difficult and demanding jobs of a project manager. Pinning down the project scope starts with a clear understanding of the needs and expectations of the key stakeholders. It involves more than just knowing what needs done. It also requires knowing what not to do and how to manage the changes that inevitably come up during a project.

Students will work in teams to develop a project charter, gather requirements, write a scope statement and create a WBS as well as learn to manage scope once the work begins.

on track to learn...
• Quick Review of the Basics
• Clarifying Needs and Expectations
• Creating a Scope Baseline
• Collecting Requirements
• Managing Scope & Requirements

Influencing without Authority
October 22, 2018 8:00 a.m. – 3:00 p.m. $279
Led by: Dr. Gerald Graham
Identify techniques and strategies that you can use to influence others where you do not have direct line authority. You will also address the situation where you do have line authority, but prefer to influence the actions and decisions of subordinates rather than direct them.

on track to learn...
• Leadership without Command and Control
• How to Build a Collaborative Work Environment
• How to Influence Change without Authority
• Exchange as a Basis of Influence
• Project Your Self-Image as an Influencer

The program “Influencing without Authority” addresses a topic that we all face in both our work and personal lives, and provides real world application to which we can all relate. Dr. Graham does a great job of providing a significant amount of information without making the student feel overwhelmed. He relates the topic to real life situations, and his energy keeps everyone engaged. CMD courses do a great job of marrying real world scenarios with academic data. The courses are relevant and the instructors are extremely knowledgeable about their topics.”

Adam Koo, Project Engineering Specialist, Boeing Aerospace, Wichita, KS

Strategic Visioning: Building and Sustaining Competitive Advantage from the Top Down
3-day building the Vision Strategy Model - November 5, 12 and 19, 2018
1-hour Strategic Review with both Instructors consulting - Dec. 3 or 10
$1,995
Led by: Doug Karber, MBA and Brian Rawson, MBA

This program is a 3-day series focused on creating a strategic visioning process that will transform an organization at every level.

These sessions are designed to lay the foundation for strategic groundwork that will strengthen and raise an organization into a market powerhouse. Strategic leaders inspire others, they transform their organizations and they deliver results. This series will give you the knowledge and inspiration to become a successful strategic leader.

• Gain a deep understanding of the key roles and responsibilities of business executives
• Develop a new lens to view competitiveness in product, talent and financial markets through a new understanding of stakeholder objectives and the relationships among them
• Enhanced critical thinking: the essential skill for every business executive
• Re-examined principles of value creation, the key basis for business decisions

Lean Principles
October 26, 2018 8:00 a.m. – 3:00 p.m. $395
Led by: Dr. Sue Alphine
Lean Principles focus on increasing efficiency while reducing expenses to deliver the maximum return-on-investment.

Through the introduction of lean, many companies have enjoyed lower production costs, higher profits, superior quality, shorter order-to-delivery time, greater flexibility and improved response to changing client demands by introducing lean principles into their organization.

on track to learn...
• An introduction to Lean
• First Improvement Phase
• Second Improvement Phase
• Management Readiness for Lean
• Review & Discuss Principles of Lean

Check out the 2 new online certificates!
Certificate in Cybersecurity
Cybersecurity, also known as Information Security, is the protection of data and personally identifiable information from malicious attacks, theft, and destruction. Failures of cybersecurity policies, both in large corporations and governmental agencies, have earned significant visibility and negative publicity in recent months and years. As the amount of data being stored continues to increase, and as hackers become more sophisticated, the need for cybersecurity is greater than ever.

This Certificate in Cybersecurity offers lessons on the critical elements of information security, as well as foundational information about key certifications for professionals in the industry. Each of the eight courses in this suite will help learners master the vocabulary of the industry and offers examples, videos, interactive games, and review questions to ensure mastery of the material.

Certificate in Digital Marketing
Digital marketing helps organizations promote and sell products and services through online marketing methods such as social media messaging, website ads, Facebook marketing campaigns, Google Adwords, and more. It’s vital to develop a marketing strategy that keeps up with the technology.

This Certificate in Digital Marketing covers the strategic issues, marketing methods and tactics, industry terminology, and best practices. Each of the nine courses in this suite offers examples, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

For more information about all CMD programs go to: www.cmd.wichita.edu

GENERAL INFORMATION
Location: Seminars are held at the CMD Training Center, WSU Campus, Woodman Alumni Building, 4205 E. 21st Street, Wichita KS, unless otherwise noted. CMD offices are located in Room 009, Devlin Hall. WSU is a smoke-free campus.

Parking: Refer to the CMD map for parking locations and regulations. Bring your car license tag number to class, and place the confirmation letter on your dash as a parking permit.

Check-in Time: 7:30 a.m. to 7:55 a.m.
Seminar Fee Includes: All training materials, Continuing Education Units (CEUs/PDUs/contact hours), credit towards a CMD Certificate, parking, refreshments and a delicious lunch.

BARTON School of Business
Where is the CMD?
Click on this QR code to find the video directions to the CMD classroom.

For more information about all CMD programs go to: www.cmd.wichita.edu

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