

Certificate in

# Effective Employee Management *for Managers*

PROFESSIONAL DEVELOPMENT

The Certificate in Effective Employee Management for Managers prepares participants for promotions to higher levels of management. This program has enjoyed great popularity among the Orange County business community for the last several years. Classroom lectures and out-of-class readings focus on current theory, and are integrated with more sophisticated case studies and role-playing exercises.

The program consists of 12 seminars totaling 36 hours of lecture and hands-on experience. The certificate graduate will receive 3.6 Continuing Education Units (CEUs), a nationally recognized unit used for professional development.



## PROGRAM OBJECTIVES

- Identify the role and functions of an effective manager
- Define the core components of effective listening and communication
- Discuss the important steps necessary to recruit, select, and train new employees
- Identify valuable techniques in coaching, monitoring and retaining employees
- Learn the latest developments in employment law
- Develop an understanding of effective strategies that motivate employees and resolve conflict
- Explore the role of leaders in vision setting and decision making
- Examine the crucial roles managers play in ensuring the success of an organization

## PROGRAM FEATURE

The certificate includes 12 three-hour seminars that can be completed in one term.

Register today at [www.csufextension.org](http://www.csufextension.org) or 657.278.2611

For more information, contact Kristyn Hursh: 657.278.7427, [khursh@fullerton.edu](mailto:khursh@fullerton.edu)

**Cal State Fullerton**  
university extended education  
[www.csufextension.org](http://www.csufextension.org)

## THE CLASSES

### **COMMUNICATION SKILLS FOR LEADERS**

Learn and practice effective communication approaches. Learn to overcome the barriers to effective listening

### **THE ART OF MOTIVATING EMPLOYEES**

Focus on a comprehensive strategy for motivating employees and sustaining motivation over the long haul.

### **SELECTING, ORIENTING, AND COACHING EMPLOYEES EFFECTIVELY**

Learn how to conduct interviews, orient new employees, and coach employees in order to improve their performances.

### **BUILDING TEAMWORK IN ORGANIZATIONS**

Learn the key factors of team effectiveness. Lead teams through the phases of evolution, and create self-directed groups.

### **WIN-WIN STRATEGIES FOR MANAGING POLITICS, CONFLICT, AND PROBLEM EMPLOYEES**

You will learn how to negotiate personnel disputes and resolve conflicts, and recognize and respond to problem employees.

### **EFFECTIVE GOAL SETTING AND PERFORMANCE APPRAISALS**

This class will enable participants to set goals and manage by objectives. Learn the tools and rules for conducting appraisals.

### **NEW DEVELOPMENTS IN DISCIPLINING AND TERMINATING EMPLOYEES LEGALLY**

Discuss union and non-union environments. Learn to give effective oral/written reprimands, and discipline without punishment.

### **ADVANCED SPEAKING AND LISTENING SKILLS FOR LEADERS**

Learn to speak effectively in one-on-one or group encounters. Increase listening efficiency and communicate assertively.

### **EFFECTIVE TIME AND STRESS MANAGEMENT**

Learn how to avoid burnout, set priorities, organize and schedule activities, overcome procrastination, and managing stress.

### **EFFECTIVE LEADERSHIP DECISION MAKING**

Learn whether a team or a contingency leadership style is most effective for you. Re-creates real life situations.

### **HOW TO MAKE MORE CREATIVE AND ETHICAL DECISIONS**

Exercise your "heart" and right brain decision making ability.

### **HOW TO ACHIEVE CUSTOMER SERVICES EXCELLENCE**

Learn to develop a customer service strategy, foster a service-oriented culture, and measure customer services outcome.

For more information [www.csufextension.org](http://www.csufextension.org) or  
contact Kristyn Hursh: 657.278.7427, [khursh@fullerton.edu](mailto:khursh@fullerton.edu)