

BioForward is pleased to offer this professional development program to our members in 2010, through the generous support of a grant from the Workforce Development Board of South Central Wisconsin, funded by the Wisconsin Department of Workforce Development.

# Professional Development Customized for the Bioscience Professional

## Advancing the Business of Science

**Choose a program option that meets your needs\*:**

### Science and Technology Professional Development Series

A wide variety of four and eight hour seminars covering an array of topics including leadership and management in a science-based organization, communicating to a non-technical audience, financial skills, human resources skills, project management and more. Seminar fees: \$30-\$60 each for members and \$99-\$449 for non-members.

Registration  
Open

### Structured Peer Learning Programs

#### **Foundational Theories of Work: The Science Behind Managing People**

Working with a small group over a 15 week period learn the science behind core management and leadership approaches, while learning to avoid falling into the latest fads in this unique program developed specifically for BioForward. Member-Fee: \$300. Non-Member Fee: \$850.

#### **Business Acumen in Action: Business Simulation Program for Biotech Leaders**

Gain experience in how finance, product development, marketing, managing people and strategic management all interrelate as you work with a team to run a real-world simulation over two days. Learn how to think outside your own area of expertise to address the needs of your business. BioForward assembled a team of Wisconsin biotechnology company representatives, led by Simulation Development Group, to create this program designed specifically for life science technology company employees. Max class size: 30 – Class is filling up fast! Member-Fee: \$550. Non-Member Fee: \$1500.

\*See 2010 Course Descriptions flyer for complete details.

In Collaboration With:

For more information:

BioForward  
events@bioforward.org  
(608)236-4693

To register online:  
www.bioforward.org



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BUSINESS EDUCATION AND RESEARCH

**Bioforward**  
where innovation & opportunity connect for wisconsin

# Professional Development Customized for the Bioscience Professional

*Advancing the Business of Science*

## 2010 Course Descriptions



### SCIENCE AND TECHNOLOGY PROFESSIONAL DEVELOPMENT SERIES

#### Developing as a Professional in a Technical Organization

Communicating as a Scientist Complete a DiSC behavioral assessment and receive a customized DiSC profile to assist you in identifying your communication style and how to relate to other technical and non-technical people. Develop specific communication strategies and identify tips to communicate effectively in different modalities to ensure your communication efforts lead to mutual understanding. *Member Fee: \$30. Non-Member Fee: \$250*  
*Location: TomoTherapy. Date: **Option 1:** Tue, Jan 19 (8 AM—Noon); **Option 2:** Wed, Jun 15 (8 AM—Noon)*

#### Management and HR Basics for Technical Organizations

Management and HR Basics Learn the human resources technical skills required to perform as a manager or supervisor, and build a fundamental legal understanding to avoid legal pitfalls in the workplace. This course serves as a good introduction for those new to human resources or managing others. Discover methods for effectively hiring technically skilled employees and practice interviewing techniques focused on what questions you can and cannot ask. *Member Fee: \$60. Non-Member Fee: \$449. Location: TomoTherapy. Date: **Option 1:** Th, Mar 4 (8 AM—5 PM); **Option 2:** Th Jun 24 (8 AM—5 PM)*

Coaching the Analytical Personality Learn the dynamics of how to effectively coach different types of team members. Form a development strategy for your team and practice how to seamlessly alter your management style depending upon the situational variables. *Member Fee: \$60. Non-Member Fee: \$400. Location: TomoTherapy. Date: Wed, Feb 10 (8 AM—5 PM)*

Managing Performance Understand the importance of performance reviews and how to properly prepare for and lead a discussion. Practice coaching techniques and gain insights into how to mentor others. Identify when to use corrective action to manage performance. *Member Fee: \$60. Non-Member Fee: \$400. Location: TomoTherapy. Wed, Apr 14 (8 AM—5 PM)*

#### International Topics

Going International: What to Do, and What not to Do When Taking Your Business International This full-day program features a slate of seasoned biotechnology professionals with experience in doing business internationally. Hear from those who have been there about considerations to weigh and issues to address as you prepare to expand your business outside the U.S. This session will go beyond the commonly discussed cultural issues, and will delve into topics related to business and economic climate, market entry mechanics, regulatory issues, and quality considerations. *Location: TBA. Date: Fall 2010, Date TBA*

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**TomoTherapy**



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# 2010 Course Descriptions continued...

## Project Management and Finance Skills

Project Management Essentials This day long course takes the mystery out of how to organize and plan projects, meet deadlines, and keep the budget under control. You will benefit by saving time and money through improved plans, schedules and communications. *Member Fee: \$60. Non-Member Fee: \$199.*  
*Date: Wed, Apr 21 (8:30 AM—4PM). Location: UW Madison, Grainger Hall, Room 5120.*

Understanding and Interpreting Financial Statements Understand how to read the three types of financial statements: profit and loss, balance sheet and cash flow. Learn useful ways to use statements to gauge financial health and make decisions. Use ratio analysis to determine return on equity, assets and sales and learn what they mean to your business. *Member Fee: \$30. Non-Member Fee: \$99.*  
*Date: Th, May 20 (8:30 AM—Noon). Location: BTCL, 5445 Cheryl Parkway, Room 216/217, Madison.*

Budgeting and Profit Planning Learn how to develop an operating budget and a capital budget. Use Net Present Value to help make investment decisions to meet your company goals. *Prerequisite: Understanding and Interpreting Financial Statements, or equivalent experience.* *Member Fee: \$30. Non-Member Fee: \$99.*  
*Date: Th, Jun 3 (8:30 AM—Noon). Location: BTCL, 5445 Cheryl Parkway, Room 216/217, Madison.*

## Structured Peer Learning Programs

Foundational Theories of Work: The Science of Organizations Working with a group of eight to ten life science peers, over a nine week period, learn some of the core management and leadership approaches that will work best for you. Contribute to your organization's ability to attract and retain talent. Further your professional network. This in depth program focuses on the intersection of employee needs and the needs of the organization. Program schedule will be based around participant availability. *Member Fee: \$120. Non-Member Fee: \$500.*  
*Location: BioForward, 455 Science Drive, Suite 160, Madison.*  
*Contact Karen Dettinger for more information: (608) 236-4756 or [kdettinger@bioforward.org](mailto:kdettinger@bioforward.org)*

Peer-to-Peer Learning for Entrepreneurs (PeerSpectives™) A limited number of scholarships are available for BioForward members new to PeerSpectives™. Open to CEO's, Presidents and Business Owners. The Wisconsin PeerSpectives Network forms peer groups that are composed of eight to 12 non-competing business owners who gather for confidential sharing of experiences and challenges approximately 10 times over a 12-month period. The peer-to-peer exchanges enhance the decision-making processes, critical for owners who want to grow their already established companies. *Contact Karen Dettinger for more information: (608) 236-4756 or [kdettinger@bioforward.org](mailto:kdettinger@bioforward.org)*

### Program Notes:

1. Specific courses and times are subject to change.
2. Fees shown reflect registration fee per attendee after grant subsidy.
3. All courses taught at TomoTherapy will be held on the 1st floor of 1212 Deming Way, Madison WI 53717
4. Programs are made possible through a grant by the Workforce Development Board of South Central Wisconsin, funded by the Wisconsin Department of Workforce Development.
  - Grant funding makes it possible for us to offer courses at reduced fees. Savings range from \$69 per course to \$800 per course.
  - Per the grant requirements, course participants will complete a Department of Workforce Development Training Application prior to each course.
5. Enrollment is limited based upon class size and grant fund availability. Register early to ensure a seat in the courses you wish to attend.
6. Registration is confirmed once payment is received.
7. Course registrations are transferrable. Cancellations accepted up to 14 days prior to the course.