

**PUBLIC POLICY 735**  
**Winter 2019**  
**PROFESSIONAL DEVELOPMENT: PATHWAYS TO PROFESSIONAL  
SUCCESS**

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This one-credit seminar, designed to complement your strong analytical skills, will teach you a set of skills that will help you achieve the professional and personal success that you desire. Success means different things to different people, but most people want to achieve the following:

- Professional effectiveness: Making a meaningful contribution through your profession, as well as getting better (and measurable) results in less time while using fewer resources and with less stress.
- Career success: Having the career benefits you desire and deserve; this may include promotions, salary, job choice, job satisfaction, social contribution, and work-life integration.
- Quality of life: Achieving health and happiness

Researchers who study successful people agree on the following:

- Your IQ and cognitive intelligence are at best moderate predictors of your success in life. In other words, they are necessary but insufficient predictors of sustainable success throughout life.
- The talents that got you where you are today may not get you where you want to go in the future.
- Successful people have a wide variety of skills that help them succeed, including self-awareness (understanding your styles, strengths, weaknesses, and how you are perceived by others), resilience, interpersonal skills, influence skills, political skills, and the ability to bring out the best in others, including your direct reports, peers, and bosses).

In this seminar, you will learn these skills through practical and engaging readings, self-assessments, movies, simulations, and assignments. You will leave the seminar with a specific set of ideas, tools, and best practices that will help you bring out the best in yourself, others, and your organizations.

Dates and Times: **Fridays, March 22 and 29, 8:30 am-2:30 pm**  
**Attendance is mandatory for both days**

Required Materials, Course Assignment, and Evaluation: The book for this course is “**Management Skills for Everyday Life: the Practical Coach**”, 3<sup>rd</sup> Edition, by Paula J. Caproni, Prentice Hall. You can find the book online. You can download the book as a Kindle book from Amazon.com as well for about half the price. There is also a copy in

the library. You can use the 2<sup>nd</sup> edition, however, the page numbers may be different and some of the cases might not be as up to date.

There will be additional readings available on Canvas.

Assignment: Your assignment will be to write a 5-page double spaced professional development plan as described at the end of this syllabus in which you identify your personal and professional goals, as well as action steps you will take to achieve those goals. Your paper is due **on Canvas on April 12 at 11:00 p.m.**

Grades: The grade for this course will be “Satisfactory” or “Unsatisfactory”.

Special Considerations: If you need an accommodation for a disability, please let me know at your earliest convenience. Some aspects of the course, the assignments, and the in-class activities may be modified to facilitate your participation and progress. As soon as you make me aware of your needs, we can work with the Office of Services for Students with Disabilities to help us determine appropriate accommodations. I will treat information you provide as private and confidential.

Writing Assistance: If you would like writing assistance with course-related work, feel free to contact the Ford School Writing Center. The Center has staff available each weekday to meet with students who are having difficulty with their writing. The link is <http://www.fordschool.umich.edu/writing-center/>

<http://fordschool.umich.edu/academics/expectations>

## **Surry Scheerer**

Surry Scheerer, LMSW, is an executive leadership coach, trainer, and organizational culture consultant. Surry serves as a coach for The University of Michigan Ross School of Business, providing one-on-one and team coaching for Executive Education Custom Programs and the Executive MBA Program (Coach Lead). She has also coached individuals and teams in the Tauber Institute for Global Operations. Other clients include Zingerman’s Community of Businesses, the Regional Alliance for Healthy Schools (a University of Michigan Health System program) and National Arts Strategies. For five years, Surry was the team facilitator, leadership trainer and coach for young entrepreneurs in the International Professional Fellows Exchange Program, sponsored by the U. S. Department of State and implemented by The University of Michigan Institute for Social Research, Center for Political Studies. Surry teaches undergraduate and graduate classes on professional development at the University Of Michigan Ford School Of Public Policy.

Surry is a trainer in creating self and social awareness, self-management skills, and building effective relationships in the workplace. She speaks and trains nationally and internationally on Emotional Intelligence, Effective Communication, Building Relationships through Social Styles, Building High Performing Teams and Using Coaching Skills for Leadership Development.

Surry received her BS degree in Human Development and Social Policy from Northwestern University and her Master of Social Work degree from the University of Michigan.

## **PUBLIC POLICY 413: PROFESSIONAL DEVELOPMENT Foundations of Professional Relationships**

### **DAY 1:**

#### **Module 1: What is Leadership? What Predicts Success?**

##### **Required reading to be completed before class:**

- **Chapter 1: What Predicts Success?**
  - Required self-assessments to be completed before class (both in Chapter 1 of textbook):
- **Proactive Personality Scale** (Chapter 1, page 14)
- **Goal Orientation** (Chapter 1, page 16)

*In-Class Activities: What is Leadership?*

*What is your personal definition of success?*

*Visioning your future*

#### **Module 2: Developing Self Awareness and Self Management**

##### **Required reading to be completed before class: All on Canvas**

- **The Six Seconds EQ Model**  
<http://www.6seconds.org/2010/01/27/the-six-seconds-eq-model/>
- **The Brand Called You**  
<https://www.fastcompany.com/28905/brand-called-you>

Optional reading: **Ok Google, Take a Deep Breath** (on Canvas)

### Module 3 “The Brand Called You”: Your Value Statement

#### Required reading to be completed before class:

- **Chapter 2: Developing Self Awareness**
- **Canvas: The Brand Called You:**  
<https://www.fastcompany.com/28905/brand-called-you> This is a classic and controversial Fast Company article by organizational consultant and provocateur Tom Peters. Do you agree with Tom Peters that one of your most important jobs today is to develop and promote the brand called you? If you want to make a significant contribution to your organizations and society, do you have a responsibility to promote the brand called you? Why or why not? How do you build your personal brand?
- **Canvas: <http://www.siegelgale.com/personal-branding-whats-a-millennial-to-do/>**

*In class Activity: Creating Your Value Statement*

### Module 4: Developing Influence

#### Required reading to be completed before class:

- **Chapter 5: Gaining and Using Sustainable, Ethical Power and Influence**

*In-Class Film: The Power of Persuasion (with Robert Cialdini).  
Discussion questions: What are the foundations of ethical influence? In addition to using Cialdini’s six universal forms of influence to gain support, how can you use your knowledge of these forms of influence to be a wiser decision-maker (and not be too easily influenced by these “triggers”)?*

## DAY 2

### **Module 5: Using Social Styles: Understanding Your Styles, Strengths, Weaknesses**

#### **Required Self-Assessment To Be Completed Before Class:**

- **Social Styles Assessment** (in Chapter 5 of the textbook, pages 193-196)

#### *In-Class Activity:*

*Understanding and Using Social Styles: The assessment helps you identify the behaviors you tend to bring to the workplace. The activity will help you understand your strengths and weaknesses, as well as how others perceive you and how you can influence others who have styles that are different from your own.*

### **Module 6: Managing Professional Relationships**

#### **Required Reading To Be Completed Before Class:**

- **Chapter 6: Managing Relationships with Your Bosses, Subordinates and Peers**
- **Receiving, Giving and Seeking Feedback**, Broucek and Morgan (on Canvas)

#### Optional Reading

- **“An Introvert’s Guide to Networking”** Lisa Petrilli, Harvard Business Review (on Canvas)

#### **Required Self-Assessment:**

- **Networking Assessment** (In Chapter 6 of the textbook, pages 246-247): This assessment helps you understand your networking strengths and weaknesses so that you can develop a plan of action for enhancing your network, including both strong and weak ties.

*In-Class Activities: Active Listening and Respectful Engagement*

*Building Your Advisory Board*

### **Module 7: Crafting a Life**

When people think of “crafting a life”, they often think of health, happiness, and wealth – not only for themselves but for the people they care about and for the people who work for them. This module is designed to give you time to reflect on these topics, learn best practices in each of these areas, and develop a personal plan for crafting your life.

#### **Required reading:**

**Chapter 10: Crafting a Life**

## **Module 9: Personal Change Planning**

### **Required reading:**

- **Changing How You Change**, David Ulrich (Canvas): This reading provides specific strategies for implementing your change strategies that will enable you to achieve the success that you desire.

## PERSONAL SELF-DEVELOPMENT PLAN

### Comprehensive Action Plan for Change

*Note: This assignment should be up to 5 pages, double-spaced pages, with 12-point font and 1 inch margins. Please submit it as a "Word" document to the "Assignments" folder on Canvas.*

Purpose of assignment: Enhancing your effectiveness, career success, and well-being requires (1) knowing what it takes to stay on track; (2) being aware of your own strengths and weaknesses; and, most of all, (3) being willing to create new and more effective, ways of thinking and behaving. This assignment is designed to give you an opportunity to create a personalized development plan for your professional and personal success.

Task: Create an action plan for enhancing your effectiveness, career success, and well being ***based on what you've learned in this seminar through self-assessments, self-reflection, readings, group discussions, activities, and films. No need to footnote.***

Discuss in your paper:

- ✓ How do you define success for yourself?
- ✓ What do you believe are your three most important strengths and three most important areas for development, as well as how they may influence your effectiveness (your ability to make the contributions you want to make), career success, and well being?
- ✓ What 3 specific action steps you will take to enhance your effectiveness, career success, and well being?

I will read your professional development plan and provide feedback designed to help you achieve the goals that you desire.