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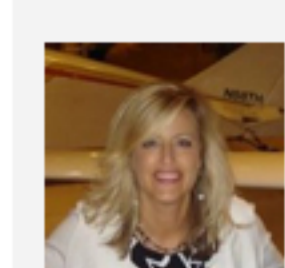
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Success Stories

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TDS values ‘great content, great instructors, great location’ at CPED



Madison, Wis. – As the manager who allocates training budgets for TDS Corporate Services employees, Vicki Kampmeier has a wide choice of training vendors. Kampmeier, the director of Human Resources and Administration, relies on the Center for Professional and Executive Development (CPED) in an ongoing, robust collaboration. It’s a case study of a satisfied client and a preferred training vendor reaching TDS workplace goals together.

“CPED offers great content and great instructors in a great location,” she said. “The center is a true partner that customizes programs for us.” Kampmeier, a past CPED attendee herself, has budgeted for 175 employees to attend CPED programs over the last five years.

Kampmeier noted, “It makes sense to outsource. We would saturate our environment pretty quickly with in-house training because we have 430 employees in our group and very low turnover. CPED is a great vendor located on the UW campus, literally in our backyard.”

In a recent program, CPED focused on improving Project Management outcomes at TDS. Kampmeier said, “Projects weren’t getting done on time and on budget. I asked whether the managers, who weren’t titled Project Managers, had received Project Management training. When I learned the answer was ‘no,’ I turned to CPED.”

Faced with another challenge involving decision-making processes, she asked: “How can we make more effective, faster decisions?” CPED customized a three-day course on statistics orientation, judgment and influencing for about 90, mostly mid-level, employees. A follow-up session is planned for senior leaders.

Across the enterprise, TDS’ biggest division, US Cellular in Chicago, recently hosted a CPED program on influencing. TDS also has opted for individual credentials. “For some employees, we have used a CPED certificate series program,” she said.

On-site programs serve TDS best. Kampmeier explained, “It’s most efficient for us to fill the seats in-house, cutting the cost per person by half and eliminating travel time.”

She emphasized, “CPED has the ability to respond, whatever the need. That’s why I recommend them. Recently, I was in California with a friend who was struggling with staff workplace challenges. I sent her the link to CPED.”

Kampmeier supports CPED’s approach in:

- **Listening to clients.** “With our decision-making course, they were flexible and responded very well to making changes,” she noted.
- **Actively checking in with the marketplace.** “If they have a new class they want evaluated, they may ask a TDS tester to try it and say if it works or not -- and why. Or sometimes they’ll offer us a seat to sample a class that we haven’t tried,” Kampmeier added.

“One of the ways CPED helps our company is that I don’t have to worry about keeping my training content fresh. Because CPED is responsible for it, I can concentrate on other priorities,” she said. “From an overall company perspective, TDS is focused on employee development. We have career discussions with every employee and we’re transparent about opportunities. CPED helps TDS follow through as we empower individuals to be more successful at work.”

By Sheila Nero

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Growing Wisconsin’s Real Estate Market

Challenge

In 2010, Wisconsin and the rest of the United States faced the toughest real estate market in history. Although the housing market had stabilized since 2008, it remained fragile, with credit in short supply.

Partners

The Graaskamp Center for Real Estate at the Wisconsin School of Business, Wisconsin Department of Commerce, Wisconsin Realtors Association, Wisconsin Housing and Economic Development Authority, and the Wisconsin Bankers Association.

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Preparing the Next Generation to Manage Insurance Claims

Challenge

Changing demographics expose insurers to a succession-planning problem. Currently, they have a cadre of established, experienced claims adjusters, as well as of talented, intelligent, yet inexperienced adjusters. Very few mid-level adjusters are available to take the reins from established adjusters in the coming years as retirements loom. There is a need to develop a new cadre of adjusters, so insurers can continue to function effectively in managing claims.

Partners

A global multi-billion-dollar reinsurance company, and Wisconsin School of Business faculty members in risk management and insurance.

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Developing Managers Worldwide

Challenge

Following a successful spin-off that resulted in phenomenal business growth and success, the company realized it had a critical need to develop its human capital.

Partners

A diversified industrial company with operations in more than 30 countries and Custom Executive Education programs of the Wisconsin School of Business.

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Enhancing the International Competitiveness of Wisconsin Companies

Challenge

Export sales are a critical ingredient for job growth in Wisconsin and the rest of the U.S. While some Wisconsin companies are already strong exporters, many have export-ready products but are not currently engaged in international trade, while others have ideas that could be developed into exportable products. Wisconsin companies must improve their ability to compete effectively in global markets, particularly in Brazil, China, and India. Companies with the largest U.S. exports to these emerging markets are well positioned to take advantage of these rapidly growing economies.

Partners

The Center for International Business Education and Research (CIBER) at the Wisconsin School of Business, Wisconsin Department of Commerce, Madison International Trade Association, and business executives representing a number of Wisconsin’s leading businesses who serve on the CIBER advisory board

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A Global Approach to Marketing Research

Challenge

A global company needed to bridge the gap between its far-flung offices to ensure individual marketing research departments had the tools necessary for worldwide growth.

Partners

A multi-billion-dollar electronics manufacturer and the A.C. Nielsen Center for Marketing Research at the Wisconsin School of Business.

Strategy

Develop a three-day program for 40 of the firm’s mid-level marketing research and brand managers, selected from locations around the world, in order to fill their knowledge gaps and share best practices in marketing research.

Outcomes

The company benefited as their managers enhanced their strategic marketing decisions, including how to collect data, present it meaningfully, and glean consumer insights to incorporate into the decision-making process. The presentations on emerging areas of marketing research, primarily social media, allowed the managers to upgrade their understanding of these important tools. Because of the value of knowledge received, the company intends to make this an annual opportunity for the company’s rising leadership around the world in the fields of marketing research and brand management.

The university benefited by generating revenue from a non-traditional source and by exposing faculty and students to a real-time applied learning business scenario.

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World-class Business Education Delivered to Company Headquarters

Challenge

A national retailer headquartered in Wisconsin wanted an effective way to increase the business skills of a large number of its employees, in order to make the company more competitive.

Partners

A national, retailer headquartered in the Milwaukee area, the Corporate Executive MBA program of the Wisconsin School of Business, and the Hub Quarter of Business at UW-Milwaukee.

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