



## And you'll be in good company...

The following is a sampling of the more than twenty-thousand organizations that have sponsored participants at our public seminars and workshops:

General Motors	Bristol-Myers Squibb	Beatrice Foods	FBI	Princeton University
Ford Motor Company	AT&T	Eastman Kodak	RCMP	Stanford University
Mercedes-Benz	Sprint	Dupont	US Army	Georgia Tech
Rolls-Royce	MCI	General Electric	US Navy	University of Texas
IBM	Exxon	General Dynamics	USAF	Virginia State University
Xerox	Chevron	General Mills	Canadian DND	Texas A&M University
Intel	Mobil Oil	Dun & Bradstreet	All Provincial Governments	Brigham Young University
Boeing	Union Gas	Levi Strauss	US Congress	California Baptist University
Lockheed	Shell	Lever Brothers	NASA	California Polytechnic
McDonnell-Douglas	Gulf	L.L. Bean	Supreme Court of Canada	California State University
Hughes	ARCO	Kraft	Assembly of First Nations	Embry Riddle University
Rockwell International	Imperial Oil	Nabisco	Indian Tribes of Alaska	City University of New York
Disney	Petro-Canada	Dow Jones	Deni Nation	Temple University
Universal Studios	Texaco	Marks & Spencer	Mohawk Council of	Emory University
NBC	Amoco Canada	Price Waterhouse	Kahnawake	Arizona State University
CBS	Irving Oil	Government of USA	Samson Cree Nation	University of Iowa
CBC	Telus	Government of Canada	Assembly of Manitoba Chiefs	University of Kansas
Coca-Cola	Harley-Davidson	Government of Sweden	MIT	Tuskegee University
Pepsico	House of Seagram	Government of Uganda	University of California	University of Alaska
Procter & Gamble	Bank of America	Government of Kuwait	Johns Hopkins University	University of Arkansas
Motorola	Polaroid	CIA	UC Berkeley	University of California

## A few comments from past participants

"I enjoyed the entire experience. I would provide constructive criticism if I could think of something, however, this seminar has surpassed any and all of my expectations. I loved it!"

— Georgetaine Milot, Novatel Inc

"Despite the length of the seminar, there was not a single boring moment. Dr. Douglas uses his experiences and a wonderful sense of humor to keep the interest. The quality of the seminar itself was outstanding."

— Marie Lynch, Sunstrand Corporation

"Both Dr. Douglas and his son Tom have an excellent ability to captivate and keep you interested and motivated throughout the course. They gave me indispensable tools to succeed."

— Suzanne Brisebois, Privy Council Office

"The seminar was excellent. I learned things that will carry over to my professional and personal life. Absolutely enlightening! I feel I have more confidence in myself through discovering my style."

— Diana Schepers, R.C.M.P.

"This is the Cadillac, no, the Rolls-Royce of Administrative Professional programs. Everything about the course is first-class – the hotel, materials, meals, refreshments and above all the faculty. Paul Douglas is the BEST speaker I have ever heard – bar none. I learned so much, made wonderful new friends, relaxed and renewed my commitment to my company in superb surroundings. This course is not inexpensive, but you get what you pay for. It meant so much to me that my boss thought I was worth the very best."

— Lorna Whitman, Victory Co.

## Dr. Paul A. Douglas

Paul Douglas is an internationally acclaimed speaker and consultant to scores of major corporations, universities and governments. He has written 7 books and scores of articles of interest to administrative professionals. His unique and effective approach to leadership training emphasizing the "people skills" of good management as well as strategic excellence has benefited tens of thousands of managers, executives and administrative professionals. He is a Certified Management Consultant (CMC) and holds a Bachelor of Commerce (B.Com.) and Master of Business Administration (MBA) degree from the University of Alberta where he taught in the Faculty of Business. He also has a doctorate (Ph.D.) in business administration and organizational psychology. Most importantly, the insights and practical techniques he presents come from the real world, immediately you will feel at ease with Paul — he communicates with wit, warmth, authenticity and enthusiasm.

## Thomas E. Douglas

Tom Douglas has been featured in various public seminars throughout the country for several years and has also acted as a consultant to numerous individuals and Fortune 500 companies. Tom's keen understanding of organizational behaviour and wealth of real-world experience further enhances P.A. Douglas' acclaimed training programs. In addition, Tom has earned degrees in psychology (BA), business administration (MBA), and is an experienced team leader and project manager who holds the project management certification (PMP). Tom's passion for the focal topics, together with a sensible and approachable manner, will reach participants at all levels.



## Faculty



America's Leading And Most Comprehensive Administrative Professionals Event

# The 43rd Annual Administrative Professionals Course

REGISTER NOW: (780) 444-8000



### DATES AND LOCATIONS

**Orlando**  
April 18th - 21st, 2016  
Hilton Orlando Bonnet Creek

**Long Beach**  
May 9th - 12th, 2016  
The Queen Mary Hotel

**Niagara Falls**  
May 17th - 20th, 2016  
Hilton Niagara Fallsview

**Las Vegas**  
June 6th - 9th, 2016  
The Luxor Hotel

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# The 43rd Annual Administrative Professionals Course

America's highest rated, most comprehensive three-day seminar for administrative and executive assistants



May 9th - 12th, 2016  
The Queen Mary Hotel  
Long Beach, California

June 6th - 9th, 2016  
The Luxor Hotel  
Las Vegas, Nevada

April 18th - 21st, 2016  
The Hilton Orlando Bonnet Creek  
Orlando, Florida

May 17th - 20th, 2016  
Hilton Niagara Fallsview  
Niagara Falls, Ontario



P.A. Douglas & Associates Inc.  
Professional Development



P.A. Douglas & Associates

# The 43rd Annual Administrative Professionals Course

Make 2016 the year you experience the Douglas Difference!

## At the 43rd Annual Administrative Professionals Course, you'll learn to:

- Cope more effectively with different and sometimes difficult people
- Become a true partner with your boss
- Manage multiple objectives, projects and conflicting priorities
- Vastly improve your memory and concentration
- Acquire the ability to exert influence without authority
- Develop NEW strategies for preventing, and managing stress
- Enhance your professional image
- Get organized and stay that way
- And so much more...

Management increasingly relies on you to organize the office, solve complex problems and project an appropriate professional image.

For over 40 years, our seminars have been teaching those skills to people just like you, and whether you're an administrative assistant, executive assistant or office manager the Annual Administrative Professional Course will provide you with the competencies critical to solid work relationships—and career success.



## First Class Accommodation Included

As well, one of the greatest benefits of attending a truly limited enrollment residential program comes from the networking and camaraderie that takes place outside of the educational sessions. It is for this reason that, unlike other courses where participants must find their own accommodations, arrange all their own meals etc., we take care of everything ensuring that everyone is under the same roof.

**The Luxor Hotel Las Vegas** offers something for everyone and the Luxor Hotel and Casino is at the center of it all. Featuring the best in Las Vegas entertainment with celebrity performers, award-winning shows, and great shops and exhibits, the Luxor truly has something for everyone. Enjoy the four large swimming pools or unwind at Nurture Spa.

### The Queen Mary Hotel

Whether it's the authentic polished wood paneling, the Art Deco style or the operable porthole(s), there's no question that the Queen Mary Hotel is unlike any other Los Angeles area hotel. Each stateroom is unique with its own personality and offers a real glimpse into what transatlantic travel was like during the 30's, 40's and 50's.

**The Hilton Orlando Bonnet Creek** is surrounded by the Walt Disney World® ideally situated next to the Downtown Disney Marketplace, Downtown Disney West Side and Cirque de Soleil and just a couple of minutes from the Magic Kingdom, Epcot, and SeaWorld. The resort features world-class amenities, including a 3-acre lazy river and pool, poolside cabanas, championship golf course, Waldorf Astoria Spa, fitness center, and a dozen dining and lounge options.

**Hilton Niagara Fallsview Niagara Falls** premier hotel, with its extraordinary vista atop the escarpment, overlooking one of the most spectacular views of one of the world's most famous attractions, Niagara Falls. A bustling destination full of activities.



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**P.A. Douglas & Associates Inc.**  
Professional Development



## The 43rd Annual Administrative Professionals Course

Success in your present and future responsibilities is dependent on a number of management, interpersonal and organizational skills. By improving your ability to manage projects, priorities and deadlines while deflecting job-related stress, dealing more effectively with different and sometimes difficult people and developing your memory and concentration, you will gain a deeper sense of satisfaction and accomplishment.

At this comprehensive seminar you will develop the following two key sets of skills.



### Social Intelligence Skills

- Establish greater trust and rapport with others
- Amplify your "social intelligence" for greater professional and personal success
- Develop effective influence strategies, based on your individual behavioral style, for getting things done through others and resolving conflicts within your team
- Develop proven techniques for coping with different and sometimes difficult people
- Acquire insights into your personal behavioral style; coming face to face with your strengths and weaknesses
- Develop the behaviors specific to leadership for administrative professionals
- Strategic Diplomacy: What it is and how it can help you to handle office politics and interpersonal conflict
- Learn to proactively deal with conflict

### Strategic Management Skills

- Become a strategic partner with your boss
- Apply best practices for effectively prioritizing your own time and activities while protecting your manager's time
- Get what you need from others to accomplish your job and achieve your boss's objectives
- Apply a new spectrum of priority setting and time-management strategies to proactively accomplish more
- Eliminate those embarrassing moments of forgetting someone's name
- Remember instructions, appointments and learn to deliver presentations without the need for written notes
- Develop strategies for preventing, reducing, and managing stress
- Lose your fear of Kineahora and improve your self-esteem
- Enhance your professional image

**REGISTER NOW [www.annualAP.com](http://www.annualAP.com)**

## THE DOUGLAS DIFFERENCE

With training budgets stretched tightly today, it is important that you obtain the best training available. Our comprehensive and intensive programs are designed to explore and develop the intellectual, organizational and interpersonal abilities of each participant. At all P.A. Douglas & Associates programs you are guaranteed:



**1. America's Highest Rated and Longest Running Courses:** For more than forty years, we have worked closely with HR departments, managers and administrative professionals themselves to ensure that our training programs meet the rigorous needs of our participants. It is from this extensive experience that we have crafted our programs. Our focus is on the ability to function more effectively and collaboratively both vertically with senior management as well as horizontally across the broader organization. The praise our programs have received over the past four decades reflects the persistent research and subsequent revision which ensures that our courses are always at the cutting edge.

### 2. This is a Certified Course

We use the university standard, all our courses are taught by qualified faculty not scripted presenters. All of our faculty members hold, as a minimum, a Masters Degree from a fully accredited university and one or more professional qualifications, (Ph.D., CMC, JD, PMP, etc). Our faculty also have at least 12 years experience in their field of expertise. Being certified, in addition to your certificate of completion, you will receive 2.2 continuing educational units (CEUs).



**3. A True Limited Enrollment:** This is NOT a conference in which you will be crammed into a ball-room with hundreds of others to listen to a keynote speaker and be lectured to. Nor will you be forced to engage in skits, line-dancing or other nonsense. Our programs are content rich, practical educational workshops in which real and meaningful skills are taught. We know your time is valuable, therefore rather than endless group discussions, you will leave our carefully tailored, comprehensive program with NEW practical skills that will immediately enhance your management, organizational and interpersonal skills.

### 4. Five-Star Accommodation INCLUDED

One of the greatest benefits of attending a truly limited enrollment residential program comes from the networking and camaraderie that takes place outside of the educational sessions. It is for this reason that, unlike other courses, where participants must find their own accommodations, arrange their own meals etc., at our residential courses everyone is under the same roof. Your course fee includes your tuition, accommodation (room & taxes) breakfast each day, luncheon, refreshments, comprehensive courseware, individual Multidimensional Inventory & Normative Diagnoses (iMind2) as well as an individual password for online materials to assist you after program is over.



[www.annualAP.com](http://www.annualAP.com)



## A Message From Dr. Paul Douglas

Many of our past participants have reported that the Douglas administrative professionals course was much more than a seminar it was a life-changing event. As a result of the residential nature of the program they were able to focus on themselves, their needs, feelings and life in ways not possible amidst their busy daily routines. As well, one of the greatest benefits of attending a truly limited enrollment residential program comes from the networking and camaraderie that takes place outside of the educational sessions themselves. We understand this, and it is for precisely this reason that, unlike other courses, where participants must find their own accommodations, arrange their own meals etc., at The 43rd Annual Administrative Professional Course everyone is under the same roof.

The properties we choose to host our courses are absolutely first-class. We have held our programs at each of them many times and the host properties know us and the high standards we demand for our participants. Whether on the "Strip" in Las Vegas, the Escarpment in Niagara Falls or actually on Disney World property, the hotels we choose are in the heart of the action. For well over forty years we have had the honor of welcoming over 100,000 administrative professionals from virtually every major public and private organization in America. The praise our courses continue to receive reflects the persistent research and subsequent revision which ensures that our programs are always at the cutting edge.

I would like to personally invite you to experience the Douglas Difference.

Paul A. Douglas, Ph.D., 2016

# THE 43<sup>rd</sup> ANNUAL ADMINISTRATIVE PROFESSIONALS COURSE

### Stepping Up To Leadership: From Administrative Assistant to Administrative Professional

While some of the "old guard" believes that the 90's name change from secretary through administrative assistant to administrative professional is just another example of political correctness, it in fact represents a true paradigm shift. Many of the functions and responsibilities of management have fallen on the shoulders of administrative professionals as organizations have downsized over the past decade. In this important session, we will discuss this new reality and develop those crucial management tools needed to take you to a higher level of proficiency. You will learn how to:

- Make the vital transition from administrative assistant to administrative professional
- Understand your changing role and your manager's expectations
- Increase credibility as your boss' representative
- Establish communication channels that build trust
- Recognize and eliminate boss/assistant problems
- Anticipate and resolve conflict situations
- Minimize defensiveness in yourself and others
- How to conduct a successful disciplinary interview
- Interviewing when the goal is information
- Avoid the greatest mistake administrative professionals make in interviews
- Implement the nine-step coaching discussion model
- Peer conflicts: How to defuse them before they affect the entire work group
- Discover how to minimize interpersonal conflict and foster teamwork
- Differentiate a team from a workgroup
- Position yourself for greater responsibility

### Managing Stress and Emotions in Challenging Times

Stress has been called the "disease of the twenty-first century." Unquestionably, the next decade will bring with it continued change and increased challenges for those in the role of administrative professional. The pressure of doing more with fewer resources and tighter timelines will only intensify. Paradoxically, stress can be either "the spice of life or the kiss of death." The critical difference between positive and negative stress lies in the way we perceive and deal with each stressful situation – in short the way we cope! At this important session you will come to recognize the sources, symptoms and effects of stress and will develop strategies for effectively preventing, reducing, and managing stress. Specifically how to:

- Recognize your stress symptoms and create strategies to reduce them
- Gain an understanding of what causes your stress
- Identify the role and impact of change on stress
- Learn to turn stress into personal energy
- How to recognize and deal with "Type A" behaviour
- Role-Stress: Understanding the personal/professional dichotomy
- Three life-enriching ways to reduce stress and its effects
- Examining your conflict management style
- Unfounded attitudes, opinions and irrational beliefs that increase stress
- Five common manifestations of low self-esteem
- Why successful and capable administrative professionals struggle with low self-esteem
- Develop new techniques for building self-esteem and accepting your own self-worth
- Losing your fear of Kineahora
- What we can learn from Adams, Monroe, Pinz and Prior
- Ten proven ways to enhance self-esteem
- Relaxation and meditation techniques that really work
- Autogenic exercises you can use anywhere
- How to evoke the relaxation response

### STRATEGIC EXECUTION: Gaining NEW Control Over Your Time – AND Those Who Abuse It

Every day, you're judged by your ability to manage projects, priorities and deadlines. At this essential session, you will develop the understanding, skills, and confidence to put your personal and organizational strategies into action. You will learn how to identify and deal effectively with the urgent task, the unimportant task and other people's priorities; specifically you will learn to:

- Pinpoint where you need to take action
- Identify the deadliest traps busy administrative professionals fall into and how you avoid them
- Plot the day's work: Determining what's urgent, what's not, and what can wait
- Develop personal planning techniques that minimize "fire-fighting"
- Double your productivity without doubling your stress
- Recognize and manage your tendency toward perfectionism
- Focus your efforts on what is most important based on your role and responsibilities
- Recognize the Myth of Multitasking
- Avoid the trap of using urgency as the tie-breaker between competing priorities
- Learn best practices for effectively prioritizing your time and activities
- Nixon vs. Kennedy: the Pareto Principle
- Perform better when juggling people, paper, and priorities
- Preserving your "Prime Time"
- Reverse the Manana Mentality
- Identify five new ways to handle interruptions effectively
- TIMESTYLE: The key to increased personal effectiveness
- Avoid the manipulative time-tactics of others
- The one essential question you should answer before ever having a meeting
- Ten essential steps to more successful meetings
- Enhance your ability to act more proactively and with greater independence
- Never say, "I don't have time" again
- Distinguish between urgent and priority situations
- Action Plan: Developing a NEW success blueprint

### Essential Memory Skills for Administrative Professionals

To master your memory is to invite success in business, in education and in your relationships. A trained memory is an absolute necessity to today's administrative professional. In your business or professional life as well as in your social life, the ability to remember names and faces, verbal instructions, and numerical data is of immeasurable importance. At this remarkable session, you will learn how to:

- Apply the proven 7 step system for remembering names and faces
- Remember numerical information without time-consuming repetition
- Forget your daily planner – File your weekly appointments in your mind
- Develop laser-like focus and concentration
- Painlessly remember information that will boost your career
- Remember anniversaries and historical dates with ease
- Make a more powerful impression at meetings and presentations
- Razor-sharpen your business edge: Remembering verbal instructions and financial data
- Remember the names of hundreds of associates, clients and acquaintances without ever having to refer to your PDA or rolodex
- Discover creative powers you didn't know you had
- Enhance your image as a professional
- Cure absentmindedness forever!



### INFLUENCE: Getting Results With People When You are Not in Charge

Whether you're interacting with colleagues, subordinates or management, gaining respect and cultivating influence are absolutely essential to your success and effectiveness as an administrative professional. In this important segment, you'll focus on the key elements of influencing others and improving workplace relationships, specifically how to:

- Foster collaboration and influence outcomes
- Increase your ability to exert influence without authority
- Understand the person you are hoping to influence
- Establish instant trust and rapport with others
- Analyze your personal Behavioral Styles Profile
- Recognize the major behavioral patterns that exist in organizations
- Cope with different and sometimes difficult people
- "Map" difficult people to gain insight into what makes them tick
- Develop influence strategies for turning resistance into agreement
- Develop the five communication techniques of all successful administrative professionals
- Learn relationship strategies that lead to recognition and advancement
- Get greater results from hard to handle staff
- Learn tips for stopping the "Tough Guy" cold
- Deal with touchy people who take things personally
- Cope with negative people, excuse-makers and blamers
- Hostile-aggressive behavior - Handle Super-Agreeables who just tell you what they think you want to hear
- Deal with Snipers that use innuendoes and under their-breath remarks
- Conflict management techniques for dealing with the entire range of difficult personalities
- Deal successfully with sarcasm, put-downs and hostile aggressive individuals
- Cope successfully with complainers and those who will not communicate
- Learn to work through conflict situations while influencing others.

*"This is the Cadillac, no, the Rolls-Royce of Administrative Professional Programs. Everything about the course is first-class - the hotel, materials, meals, refreshments and above all the faculty. Paul Douglas is the BEST speaker I have ever heard - bar none. I learned so much, made wonderful new friends, relaxed and renewed my commitment to my company in superb surroundings. This course is not inexpensive, but you get what you pay for. It meant so much to me that my boss thought I was worth the very best."*

-Lorna Whitman

ENROLLMENT IS STRICTLY LIMITED - REGISTER NOW: [www.annualAP.com](http://www.annualAP.com)