

The Douglas Difference



We are committed to providing you with the best training available. For 45 years, our flagship seminar, *The Annual Administrative Professionals Course*, has been recognized as the gold standard in administrative professional education for the following reasons:

1. America's Most Comprehensive and Longest Running Administrative Professionals Program

Since day one, we have worked closely with HR departments, managers, and administrative professionals themselves to ensure that our courses meet the rigorous needs of our participants. It is from our experience over the last four decades that we have meticulously crafted our programs. The praise this course consistently receives reflects our persistent research and subsequent revision, ensuring this seminar is at the cutting edge.

2. A Truly Limited Enrollment Seminar

We know your time is valuable, that is why we have NOT designed a conference in which you will be crammed into a ballroom with hundreds of others to listen to a bevy of motivational speakers. At this program, you are a student, not an audience member. This course is a content rich, practical, educational experience where real and meaningful skills are taught. The communication is "two-way" fostering open dialogue. You will leave this program with new tactics and approaches that will immediately improve your organizational and interpersonal skills as well as enhance the partnership you have with your boss.

3. First Class Accommodation Included

One of the greatest benefits of attending a 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, we include your hotel accommodation so that everyone is under the same roof.

4. Highly Qualified Faculty

We use the university standard; all of our courses are taught by experts in the field, not scripted presenters. Knowledgeable and entertaining, each of our faculty members hold at least a Master's Degree from a fully accredited university and one or more professional qualifications, (Ph.D, CMC, PMP, etc.) Our faculty members also have on average more than 15 years' experience educating administrative professionals.

5. A Professional Certification Course - NOT A CONFERENCE

What's the difference between a course and a conference? Perhaps the key difference is that at a true professional development course, a two-way dialogue is established. At a true educational course, there is a much greater feeling of collegiality and continuity. The purpose is education - not entertainment. You are engaged with the faculty - a student and participant, not just an audience member.

And you'll be in good company...

Here are some of the more than twenty-thousand organizations that have sponsored participants at our public seminars:



Founder & President

DR. PAUL A. DOUGLAS

Leader of our faculty and author of this course, Paul has dedicated his life and career to the educational and developmental needs of the administrative professional. He has a Bachelor of Commerce and MBA from the University of Alberta where he taught as a member of the Faculty of Business. Paul also has a Ph.D in business administration and is a Certified Management Consultant (CMC). He has written seven books on management, leadership and the administrative professional.

To view our entire faculty, please visit our website.

Reach
NEW
HEIGHTS
IN YOUR
CAREER

ORLANDO
HILTON WALT DISNEY
APR 8-11 2019
LAS VEGAS
Vdara Resort & Spa
APR 24-27 2019
NASHVILLE
SHERATON GRAND NASHVILLE
MAY 29 - JUNE 1 2019

THE
Influential Assistant
46th Annual Administrative Professionals Course
Earn your APC designation

A P C

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... A philosophy and a commitment

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FIRST CLASS TRAINING TO HELP
YOU MAXIMIZE YOUR POTENTIAL

America's Premier Event for Administrative Professionals

EARN YOUR APC
DESIGNATION

A P C
ADMINISTRATIVE PROFESSIONAL CERTIFICATION

Graduates of this program satisfies the course requirements for the Administrative Professional Certification (APC) designation offered by the College of Administrative Professionals. Earning your APC designation reflects your educational achievement and demonstrates to employers, coworkers and clients the investment you have made in professional development as well as your commitment to your chosen profession..

SALLY SMITH APC
Administrative Assistant

REGISTER NOW
WWW.ANNUALAP.COM
OR CALL 1-800-222-4062

FIRST-CLASS
ACCOMMODATION
INCLUDED

Vdara
HOTEL & SPA

The Vdara Hotel & Spa Las Vegas is a magnificent 5-star, an all-suite hotel located in the heart of Las Vegas. The Bellagio Casino connects to the suites via sky walk. Modern rich wood furnishings, white linens and pops of green accents are featured in each suite at the Vdara. Whimsical outdoor swings, sculptural screens and a curved reflective pool surround the Bar Vdara and are indicative of why the prestigious Forbes Travel Guide awarded the Vdara it's highest Five-Star rating, the Vdara is a perfect

Hilton

The Hilton Walt Disney World Resort - It's hard to imagine anywhere being as close to magic as this 23-acre tropical paradise. As an official Walt Disney Resort, you can take advantage of many special privileges including the "Extra Magic Hours" benefit, which allows Hilton guests special access to Walt Disney World theme parks. Located just steps away from Downtown Disney, home of Disney Marketplace, and Disney's West Side, the Hilton Resort boasts two heated swimming pools and a fully equipped health club.

Sheraton
HOTELS & RESORTS

Located in the heart of downtown Nashville, this Sheraton is a short walk to "Lower Broadway" the music and entertainment of Nashville. The hotel features a fitness center and an indoor pool. Each of the 482 guestrooms at the Sheraton Grand Nashville offer city views, new Sweet Sleeper beds, large desks, ergonomic chairs, marble vanities, 47-inch LCD TVs and much more..

Proven and Effective

For over forty years, P.A. Douglas has set the gold standard for excellence in AA and EA training. Recognized as Americas leader in professional development, it is where administrative professionals come to learn, network, and engage with leaders in the field. No other program or event provides the high quality, all inclusive package as does the 46th Annual Administrative Professionals Course. First-class accommodation, meals and courseware package included.

“

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.”

- D. Scheper, R.C.M.P.

Who Should Attend?

This program is ideally suited to the development needs of administrative assistants, executive assistants, team leaders, office managers and other members of the administrative staff who wish to expand their skills so as to better support their organization and enhance their careers.



REGISTER NOW:
WWW.ANNUALAP.COM



Pricing  +  Program & Hotel Package \$2,595

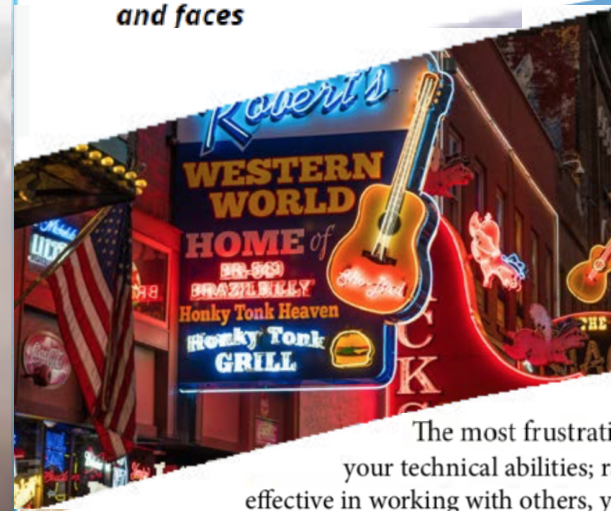


Course Schedule
Go to www.canadaAP.com to see a detailed itinerary of this course

Managing SELF

Success and satisfaction in your present and future responsibilities is dependent on a number of self-management skills. By improving your abilities at strategic execution – managing projects, priorities and deadlines, while deflecting job-related stress, improving your emotional intelligence and developing your memory and concentration, you will gain a deeper sense of accomplishment and fulfillment. At the 46th Annual Administrative Professionals Course you will:

- Learn how to avoid the manipulative time tactics of others
- Develop self-awareness - your style, strengths and weaknesses
- Identify and overcome irrational beliefs that might be holding you back
- Understand the laws of influence - effectively persuading others
- Remarkably improve your ability to remember names and faces
- Solve project issues quickly and come in on time – every time!
- Find ways to show your initiative and forward thinking
- Develop easy-to-implement proactive strategies to better predict, plan, and prepare for the future
- Increase your long-term professional value with NEW skills, tools and strategies!



Working with Others

The most frustrating limitations placed upon you as an administrative professional have little to do with your technical abilities; rather the most trying aspects of your work often involves dealing with people. To be really effective in working with others, you must perfect your ability to:

- Exert influence in the absence of direct authority
- Employ BEHAVIOURAL FLUENCY: A new breakthrough that will vastly improve the quality of your communication in both your professional and your personal life
- Deal more successfully with difficult co-workers and others who create stress in your environment
- CREATE INFLUENCE: Get greater results with people - even when you are not in charge
- Discover your unique behavioural style
- Achieve greater team synergy and effectiveness
- Analyze your emotional intelligence - strengths and weaknesses and develop strategies for greatly enhancing your abilities
- Identify your workplace's emotional culture
- Build an administrative professionals team and, elevate the value of your work
- Learn the five key influence strategies for turning resistance into agreement
- Build your personal brand: Showcasing the best you!
- Become a true partner with your manager
- Get more people to like you

An Inclusive Course Fee

No other program or event provides the high quality, all-inclusive package, as does The 46th Annual APC Certification Administrative Professionals Course.

- The Course Fee of \$2,595 includes:
- Your registration fee and tuition
- Three nights deluxe accommodation at the properties shown (room & taxes)
- Four meals including breakfast each day and luncheon on day two and refreshments throughout
- The hosted 'cocktails and conversations' networking welcome social
- Your APC professional designation fees
- A comprehensive courseware package including personal iMind assessment

COURSE FRAMEWORK

Stepping Up To Leadership

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 Negative Emotions in Difficult 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" behavior
- 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 Kineafora
- What we can learn from Adams, Monroe, Prince 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
- 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
- Cure absentmindedness forever!



ADMINISTRATIVE PROFESSIONAL CERTIFICATION

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
- 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 expensive, 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 EARLY www.annualap.com