

THE **Influential** Assistant

45th Annual Administrative Professionals Course

Reach
**NEW
HEIGHTS
IN YOUR
CAREER**

**NEW
ORLEANS**

LOUISIANA

NOV 26 - 29, 2018

LAS VEGAS

NEVADA

NOV 13 - 16, 2018



FIRST CLASS TRAINING
TO HELP YOU MAXIMIZE
YOUR POTENTIAL

America's **Premier Event** for Administrative Professionals

The Influential Assistant

45th Annual Administrative Professionals Course



REGISTER NOW: WWW.ANNUALAP.COM



P.A. Douglas & Associates Inc.

First Class: A Philosophy and a commitment

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Las Vegas

November 13 - 16, 2018

LUXOR
LAS VEGAS



New Orleans

November 26 - 29, 2018

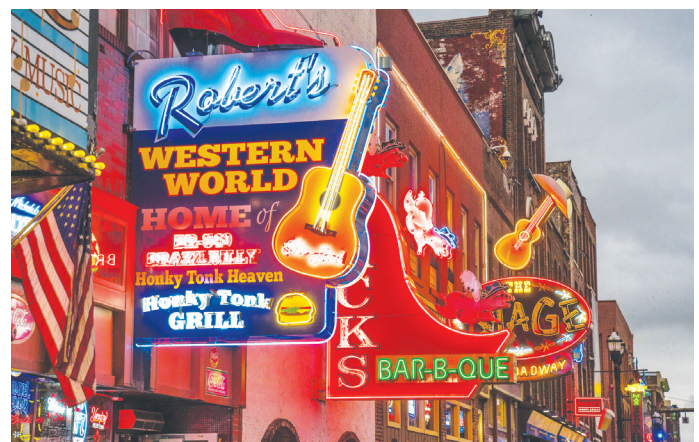
 **HYATT
REGENCY**



Orlando

April 8 - 11, 2019


Hilton



Nashville

May 29 - June 1, 2019


Sheraton

CAN'T MAKE THESE DATES? PLEASE SEE OUR OTHER VENUES - WWW.PADOUGLAS.COM

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 five 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. Your First-Class Hotel Accommodation is 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 academically qualified experts in the field, not scripted presenters. Knowledgeable and entertaining, each of our faculty members holds 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 professional.

5. A Course - NOT a Conference

What's the difference between a course and a conference? Perhaps the greatest difference is that at a true professional development course, the communication is "two-way," You are a participant in an engaging educational event. You will experience a much greater feeling of friendship, collegiality and sense of team. This high-quality, limited-enrollment course is about education, and networking with other achievement-oriented administrative professionals

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.

For a list of our entire faculty, please visit our website.

Proven and Effective

For over forty years, P.A. Douglas has set the gold standard for excellence in AA and EA training. Recognized as America's 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 45th Annual Administrative Professionals Course. First-class hotel accommodation, meals and comprehensive courseware package is 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

Who We Are

“Since 1975, it has been our mission to provide the highest quality training available to administrative professionals in a comfortable, relaxed and pleasurable environment highly amenable to learning and change. This year, we continue the tradition with a powerful course that is both memorable and enjoyable.”



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COURSE FRAMEWORK

MANAGING SELF

Conflict management, time-management and stress management are all misnomers. We can no more manage conflict, time, or stress than we can manage the tides or seasons. The best we can do is manage ourselves in relationship to these things. In this essential module you will learn, not just who you are - both your strengths and weaknesses, but will learn how you can use unique style-based emotionally intelligent tactics and approaches to greatly improve your interpersonal communications.

- Gain new essential insights into your personal behavioral style
- Learn to better 'read' other people's style and display greater behavioral flexibility in creating a more highly motivational environment
- Increase the respect of your boss and be taken more seriously
- Achieve greater recognition by your boss and by others as a valuable team resource
- Build greater emotional intelligence so as to communicate more effectively at every level - both professionally and personally!
- Enhance your BEHAVIORAL FLUENCY: Discovering how this new breakthrough can vastly improve the quality of your communications with subordinates, co-workers and your boss
- Become a more credible and effective communicator by applying greater diplomacy and tact

INFLUENCE; GETTING RESULTS WITH OTHERS WHEN YOU ARE NOT IN CHARGE

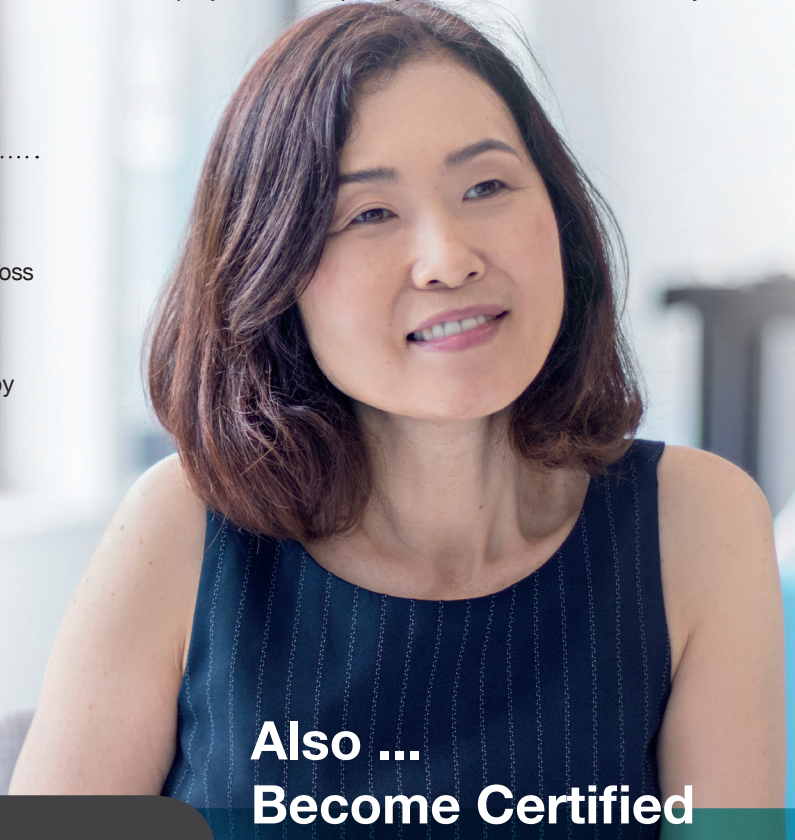
At this vital session you will focus on the key elements of influencing others and improving workplace relationships.

- Understand how to communicate your ideas effectively to your boss
- Establish greater trust and rapport to build effective relationships
- Cope with different and sometimes difficult team members by adapting your behavioral style to who you are dealing with
- Learn new influence strategies to turn resistance into agreement
- Be able to accurately read situations, individuals and groups
- Influence your colleagues to support your proposals
- INFLUENCE; getting results when you are NOT in charge
- Discover the seven 'laws of influence' and learn which is most appropriate for each communication event
- Leveraging networks: Increasing your empowered in your connections with others

DEVELOPING YOUR STRATEGIC SKILLS

Every day, you're judged by your capacity to manage projects, priorities and deadlines. Your ability to execute plans and complete projects effectively and on time is critical to your success as an administrative professional. This important module is about control - how to control your time, your projects and your reactions to events beyond your control. You will magnify your ability to adjust to shifting demands in a more professional manner. You will:

- Improve your strategic execution - Getting it all done
- Learn the best practices for effectively prioritizing your time and activities
- Handle the 3 types of events that constantly erode your effectiveness - the unimportant task, the unanticipated task and other people's priorities
- Analyze the sources and impact of workplace chaos AND identify five new ways to handle interruptions
- Develop personal planning techniques that minimize "firefighting"
- Discover your unique TIMESTYLE: The key to better juggling people, paper, and priorities thereby increasing personal effectiveness
- Solve project issues quickly and come in on time, every time



Also ...
Become Certified

The Influential Assistant Course satisfies the residency requirements for the Administrative Professional Certification (APC) program of studies offered by the College of Administrative Professionals. Graduates of this course may challenge the APC Qualifying Final Examination. Upon successfully passing the examination the graduate of The Influential Assistant: Annual Administrative Professionals Course can proudly announce their level of professionalism by using the designation APC after their name.



ADMINISTRATIVE PROFESSIONAL CERTIFICATION

MANAGING CONFLICT, STRESS AND NEGATIVE EMOTIONS IN THE WORKPLACE

This section will help you increase your understanding of how human behavior can affect the functioning of an organization and arm you with the skills to maintain emotional control at work.

- Develop strategies to effectively prevent, reduce and manage stress
- Learn how to communicate more effectively with the most challenging people in your life
- Implement strategies to improve your communication and effectively respond to conflict
- Understand the skills needed to maintain emotional control at work
- Better cope with the emotions of others
- Learn new techniques for fostering mindfulness and self-awareness
- Develop emotional leadership and interpersonal skills
- Role-Stress: Understanding your personal/professional dichotomy

ACQUIRING POWERFUL NEW SKILLS OF MEMORY AND CONCENTRATION

To master your memory is to invite success in business, in education and in your relationships. A trained memory is an absolute necessity in today's competitive work environment - particularly for administrative professionals. At this remarkable session, you will:

- Acquire laser-like focus and concentration
- Learn and apply the proven 7 step system for remembering names and faces
- Become a more confident, masterful public speaker by learning to speak without written notes
- Develop memory techniques that minimize "stage fright"
- Remember anniversaries, telephone numbers, appointments and other numerical data with ease and without timeconsuming repetition
- Enhance your image as a professional cure absentmindedness ... Forever!

One Inclusive Fee

No other program or event provides the high quality, all-inclusive package, as does **The Influential Assistant: Annual Administrative Professionals Course**.

The Course Fee is \$2,595 which includes:

- Three nights accommodation at the first-class hotels outlined on this brochure - both room and taxes - A \$1,000+ value
- Four meals - Breakfast each day, buffet luncheon, welcome reception and social as well as refreshments throughout
- A Comprehensive courseware package



Course Schedule

Please go to our website at www.annualAP.com to view a detailed itinerary of this course

Pricing

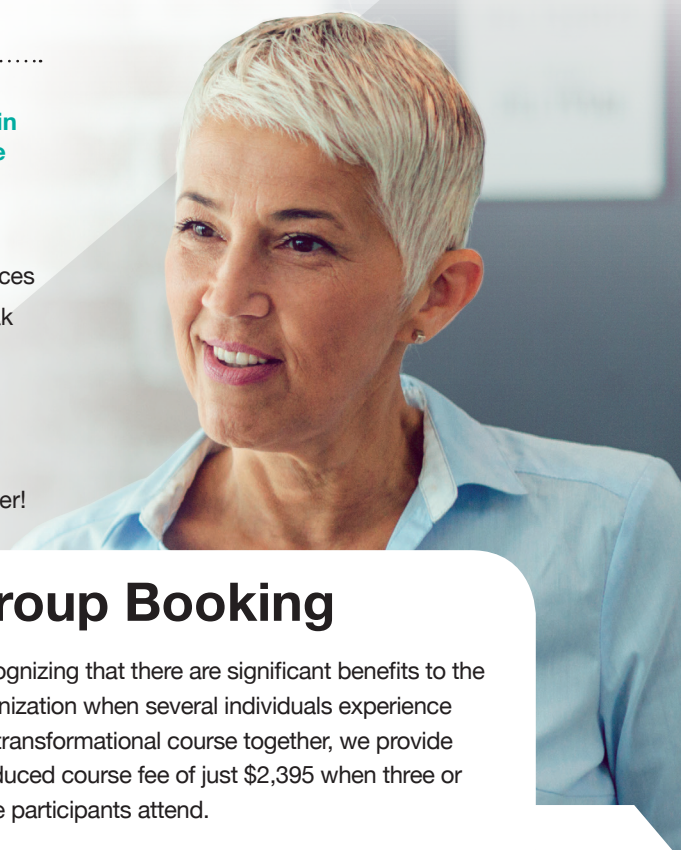


Program, Hotel Accommodation Meals **\$2,595**



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

- G. Milot, Novatel



Group Booking

Recognizing that there are significant benefits to the organization when several individuals experience this transformational course together, we provide a reduced course fee of just \$2,395 when three or more participants attend.

We have also negotiated a discounted room rate should you wish to extend your stay at the hotel. Please note that hotel incidentals such as parking, room service, resort fees, etc. are the participant's personal responsibility. Please see our website for our very flexible substitution/cancellation policy.

REGISTER NOW:
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