



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	Tulane University
Mercedes-Benz	Sprint	Dupont	US Army	U of Alberta
Rolls-Royce	MCI	General Electric	US Navy	UBC
IBM	Exxon	General Dynamics	USAF	U of Saskatchewan
Xerox	Chevron	General Mills	Canadian DND	U of Manitoba
Intel	Mobil Oil	Dun & Bradstreet	All Provincial Governments	U of Toronto
Boeing	Union Gas	Levi Strauss	US Congress	Western University
Lockheed	Shell	Lever Brothers	NASA	McGill University
McDonnell-Douglas	Gulf	L.L. Bean	Supreme Court of Canada	Dalhousie University
Hughes	ARCO	Kraft	Assembly of First Nations	Queen's University
Rockwell International	Imperial Oil	Nabisco	Indian Tribes of Alaska	McMaster University
Disney	Petro-Canada	Dow Jones	Deni Nation	York University
Universal Studios	Texaco	Marks & Spencer	Mohawk Council of	U of P.E.I.
NBC	Amoco Canada	Price Waterhouse	Kahnawake	U of Manitoba
CBS	Irving Oil	Government of USA	Samson Cree Nation	N.A.I.T.
CBC	Telus	Government of Canada	Assembly of Manitoba Chiefs	S.A.I.T.
Coca-Cola	Harley-Davidson	Government of Sweden	MIT	City of Vancouver
Pepsico	House of Seagram	Government of Uganda	University of California	City of Toronto
Procter & Gamble	Bank of America	Government of Kuwait	Johns Hopkins University	City of Edmonton
Motorola	Polaroid	CIA	UC Berkeley	City of Calgary

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!"

— Georgette 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 humour 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 Scheper, 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."

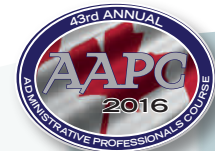
— Lorna Whitman, Victory Co.

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 numerous articles of management, organizational behavior and the role of the administrative professional. 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 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



P.A. Douglas & Associates Inc.
Professional Development



2016

BANFF
Nov. 1st - 4th, 2016
The Fairmont Banff Springs

NIAGARA FALLS
Nov. 28th - Dec 1, 2016
The Hilton Niagara Fallsview

2017

BANFF
May 2nd - 5th, 2017
The Fairmont Banff Springs

NIAGARA FALLS
May 23rd - 26th, 2017
The Hilton Niagara Fallsview

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The 43rd Annual Administrative Professionals Course

Canada's highest rated, most comprehensive and longest running seminar for administrative professionals



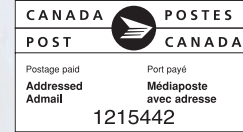
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BANFF
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BANFF
May 2nd - 5th, 2017
Fairmont Banff Springs

MBA SKILLS FOR ADMINISTRATIVE PROFESSIONALS



THE 43RD ANNUAL
ADMINISTRATIVE PROFESSIONALS COURSE
Canada's Leading and Most Comprehensive Administrative Professionals Event

BANFF, ALBERTA • NIAGARA FALLS, ONTARIO

REGISTER NOW: (780) 444-8000



The 43rd Annual Administrative Professionals Course

MBA Skills for Administrative Professionals

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 intricate problems and project an appropriate professional image. For over 40 years, the Annual Administrative Professional Course has been teaching these skills to people just like you. Whether you're an administrative assistant, executive assistant, or an office manager the Annual Administrative Professionals 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 Fairmont Banff Springs

Situated amongst the snow-capped peaks of the Canadian Rockies, the Banff Springs Hotel stands as a world-renowned symbol of Canadian hospitality. Its blend of opulence and seclusion has been an emblem of Rocky Mountain majesty for more than a hundred years. On property there is a world-class 27 hole golf course, fifty shops and boutiques, tennis courts, several swimming pools, numerous bars, bistros, and restaurants as well as Willow Stream, an outstanding European Style Health Spa.

Hilton Niagara Fallsview

Niagara Falls premier hotel, with its extraordinary vista atop the escarpment, overlooking one of the most spectacular views of the city and of one of the world's most famous attractions, Niagara Falls. A bustling destination full of activities Niagara Falls offers so much. For those who long to get up close to the Falls, don the famous blue slicker and jump aboard the Maid of the Mist or for the adventurous take the tour behind the raging falls. In addition to the numerous restaurants and bars in the hotel, world-class gaming and entertainment is also just moments away through an enclosed walkway at the Fallsview Casino Resort. You will remember this extraordinary course and Niagara Falls forever!



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P.A. Douglas & Associates



P.A. Douglas & Associates Inc.
Management 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 behavioural 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 behavioural style; coming face to face with your strengths and weaknesses
- Develop the behaviours 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

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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

THE DOUGLAS DIFFERENCE At all our training events we guarantee the following:



1. Canada's Highest Rated and Longest Running AP's Event: For more than forty years, we have worked closely with HR departments, managers and administrative professionals themselves to ensure that the Annual Administrative Professionals Course meets the rigorous needs of our participants. It is from this dialogue and extensive experience that we have carefully crafted our programs. Our focus is on the ability to function more effectively as a member of the management team. We recognize that as our organizations continue to grow and evolve at an unprecedented pace, the administrative professional is uniquely positioned to take on an even greater, more influential role. The praise this program has received over the past four decades clearly reflects the persistent research and subsequent revision which ensures that this program is always at the cutting edge.

2. This is a Professionally Certified Course: We use the university standard, all of our courses are taught by qualified faculty not scripted presenters. All of our faculty members hold, as a minimum, a Master's Degree from a fully accredited university and one or more professional qualifications, (Ph.D., CMC, LL.B., PMP, etc.) Our faculty also have at least 12 years' experience in their field of expertise. Upon successful completion of the course you will be awarded the MBA Skills for Administrative Professionals certification, a valuable addition to your resume. As well, being certified, in addition to your frameable certificate of completion, you will receive 2.2 continuing education units (CEU's)



3. Canadian Content Unique differences in Canadian corporate culture, health care, education, the public sector and the contribution of First Nations people's impact on our organizations and the roles we play within them. Our courses are uniquely Canadian. The cases, materials and faculty are proudly Canadian.



4. A True Limited Enrollment: This is NOT a conference in which you will be crammed into a ballroom 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. Rather you will leave this exciting comprehensive, content-rich program with real, cutting-edge strategic and interpersonal skills.

5. First-Class 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 coursework, individual Multidimensional Inventory & Normative Diagnoses (iMind2) as well as an individual password for online materials to assist you after program is over.



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One Inclusive Fee

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., at the **43rd Annual Administrative Professional Course** everyone is under the same roof. The course fee of \$2,595 (plus GST/HST) includes tuition, first-class hotel accommodation (both room & taxes), continental breakfast each day, buffet luncheon on day two, refreshments, course workbook, personal iMind2 and all other course materials. Special group rates apply when three or more people from the same organization register for the same session. For complete details please go to www.padouglas.com/groups. **PLEASE NOTE: Because of rising hotel costs and the fact that we have not adjusted our fees in several years, beginning in 2017, the fee for the Annual Administrative Professional Course will rise by \$100.00 to \$2,695.00. We will however, honour the current course fee of \$2,595.00 for any 2017 sessions providing your registration is received in 2016.** Please also take note that hotel incidentals such as parking, room service, resort fees, gratuities, etc. are the participant's personal responsibility. As we must guarantee hotel accommodation in your behalf, the course fee is payable prior to the seminar. At P.A. Douglas we are pleased to offer a flexible cancellation/substitution policy. Should your plans change and you need to transfer to another session, you can do so at no additional charge providing you do so in writing at least 10 days prior to the date of the seminar. Should you need to cancel altogether the \$500.00 cancellation fee only will be charged and substitutions may be made at any time prior to attendance and upon written notification.



Course Schedule

Seminar registration will take place in the Foyer between 4:00 p.m. and 5:00 p.m. on the day of your arrival. The seminar itself will begin at 5:00 p.m. with the welcome and introductory session and end at 6:00 p.m. On the second day of the program, the morning session will run from 9:00 a.m. until 12:00 p.m. at which time participants will enjoy a luncheon buffet. The afternoon session will begin at 1:30 p.m. and conclude at 4:00 p.m. On day three the morning session will begin at 9:00 a.m. and end at 12:00 p.m. In the afternoon, participants will enjoy a recess. This free time will afford participants an opportunity to enjoy the many area attractions as well as the first class recreational facilities at the host properties during daylight hours. An evening session will take place between 6:00 p.m. and 8:45 p.m. On the fourth day of the program, the seminar will run from 9:00 a.m. until 11:45 a.m. at which time the Course will officially conclude.

Who Should Attend

This program is ideally suited to the development needs of administrative assistants, executive assistants, team-leaders, executive secretaries and other members of the administrative support staff who need to better partner with their boss, and expand their management and organizational skills so they can better support their organization and enhance their careers.

THE 43rd 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, Pinze 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

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