

# THE **WORLD CLASS** **ADMINISTRATIVE** **PROFESSIONALS** **APC CERTIFICATION COURSE**

**APRIL 8th - 11th, 2019 THE  
HILTON WALT DISNEY  
WORLD RESORT  
ORLANDO, FLORIDA**



**REACH NEW  
HEIGHTS IN  
YOUR CAREER**

**FIRST CLASS TRAINING  
TO HELP YOU  
MAXIMIZE  
YOUR  
POTENTIAL**



**The 2019 Certification Course for Administrative Professionals**

## EARN YOUR APC DESIGNATION

Graduates of this program receive the APC designation offered through the *College of Administrative Professionals*. Earning your APC designation reflects your educational achievement and commitment to excellence. It demonstrates the investment you have made in professional development and shows employers, coworkers, and clients your commitment to the profession.



## WHO SHOULD ATTEND?

This program is ideally suited to the development needs of Administrative Assistants, Executive Assistants, Team-Leaders, Office Managers and other senior members of the administrative support staff who wish to expand their skills so as to better support their organization and enhance their careers.

A background photograph showing two women in a professional setting. The woman on the left has long, wavy blonde hair and is wearing a denim shirt. The woman on the right has short dark hair and is wearing a black sleeveless top and large red earrings. They appear to be in a meeting or discussion.

**REGISTER NOW**



**[www.worldclassap.ca](http://www.worldclassap.ca)**

**or CALL 1-800-222-4062**

# COURSE FRAMEWORK

*Below are some specific skills you will develop at this advanced course:*

## INFLUENCE: GETTING RESULTS WHEN YOU ARE NOT IN CHARGE

*At this segment, you will focus on the key elements of influencing others and improving workplace relationships.*

- Learn to work through conflict situations & turn resistance into agreement
- Understand how to communicate your ideas effectively to your boss
- Establish trust and rapport to build effective relationships
- Be able to accurately read situations, individuals and groups
- Influence your colleagues to support your proposals
- Discover the seven influence strategies and learn which is most appropriate for each communication event

## MANAGING SELF

*Success and satisfaction in your role is dependent on self-management skills, improving strategic execution, deflecting stress and managing projects, priorities and deadlines. This segment will explore:*

- How to handle the 3 types of events that erode your effectiveness - the unimportant task, the unanticipated task and other people's priorities
- Discovering your individual BEHAVIOURAL STYLE, in the workplace and in your personal life
- Developing self-awareness; your style, strengths and weaknesses
- Better cope with different, sometimes difficult people
- Deal with interpersonal problems that threaten team cohesiveness
- Learning how to control yourself, your time and your reactions to events outside of your control

## MBA MANAGEMENT SKILLS FOR ADMINISTRATIVE PROFESSIONALS

*To experience success, you must continuously improve and renew your capabilities. In this section you will discover:*

- Building your management skills and core competencies
- Learning how to conduct effective interviews
- Developing your own leadership style and the leader within you
- Engage, collaborate and lead members of your team
- Establishing communication channels that build trust
- Learn how to minimize and handle interpersonal conflict
- How to get others engaged to achieve the results you need
- Develop robust communication strategies that will enhance the quality of your interactions with others
- Understand how to add significant value to your manager and leverage your unique management skills

## PARTNERING WITH YOUR BOSS

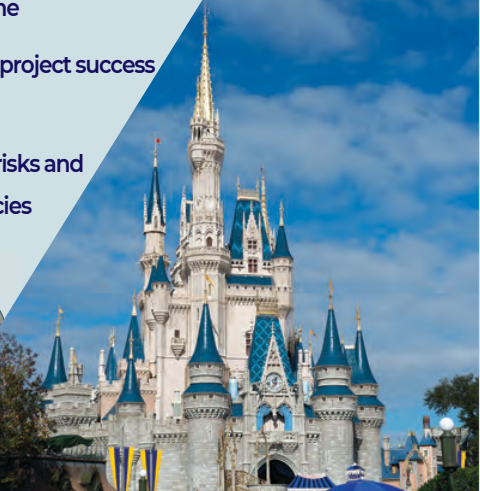
*Becoming a proactive partner with your boss is essential to your success. This session will help you:*

- Communicate confidently and assertively; developing and using your personal power and influence.
- Understand different management styles for more effective collaboration
- Be seen by your boss and by others as a valuable professional resource
- Improve your ability to anticipate your boss' needs
- Get what you need from others in order to do your job and achieve your boss' goals
- Identify the key characteristics of effective partnering
- Represent your boss with greater confidence

## PROJECT MANAGEMENT FOR SENIOR ADMINISTRATIVE PROFESSIONALS

*Projects contribute to the success of any organization and your role is essential to this function. This segment explores:*

- Learning how to apply your interpersonal skills to better help your team meet or exceed the goals of your projects
- Understand the fundamentals of project management and how every project is unique
- Plan, organize and control projects of any size
- Learn state of the art project management skills that every administrative or executive assistant must possess
- Solving project issues quickly and come in on time, every time
- Understand critical project success factors and failures
- Determine project risks and develop contingencies



## STRATEGIC THINKING AND DECISION MAKING

*As an administrative professional you face situations that require extraordinary problem solving and decision-making skills. While every problem is unique there are proven formulaic techniques that can enable you to tackle issues and obstacles in a more organized and decisive way even when you're under pressure. At this session you will learn to:*

- Recognize the five key elements of a good decision
- Learn robust problem solving and decision making processes that are essential for anyone in business
- Identify the four steps for solving any problem - big or small
- Assess your individual strategic thinking skills and possible gaps
- Evaluate criteria for balancing perfect and workable solutions.
- Avoid the pitfalls of traditional problem-solving and decision-making approaches
- Understand how (and when) to use emotions in the decision-making process- and when not to
- Explore communication methods for increasing confidence and credibility when presenting strategic ideas and problem solutions.
- Win support for your solution by overcoming objections

**You will find a detailed itinerary of this course at:  
[www.worldclassap.com](http://www.worldclassap.com)**

### HOTEL ACCOMMODATION

**Recognizing that there are added benefits to having everyone staying under the same roof, we have reserved a block of rooms at the beautiful Walt Disney World Resort at the highly discounted room rate of just \$189.00 per night. Your discount code will be provided to upon registration.**



*“Both Dr. Douglas and 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.*



*“What an awesome experience!”*

*- Constance W.  
University of Memphis*



**PRICING = \$1,695.00 (US\$) \$1,995 (CAN\$)**

# THE DOUGLAS DIFFERENCE:

**We are committed to providing you with the best training available. For 45 years, our courses have been recognized as the gold standard in Administrative Professional education because of the following unique features:**

## **NORTH AMERICA'S MOST COMPREHENSIVE AND LONGEST RUNNING ADMINISTRATIVE PROFESSIONALS PROGRAMS**

Since day one we have worked closely with HR departments, Managers, and Administrative Professionals 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 crafted our programs. The praise this course has consistently received reflects our persistent research and subsequent revision which ensures this course is at the cutting edge.

## **HIGHLY QUALIFIED FACULTY**

We use the University standard, all of our courses are taught by qualified faculty, not scripted presenters. Knowledgeable and entertaining, all 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 also average more than 15 years' experience working with Administrative Professionals.

## **FIRST CLASS VENUE AND ACCOMMODATION**

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 we have reserved a block of rooms at the beautiful Hilton Walt Disney Resort for our participants at a discounted room rate. The choice of Orlando provides participant's with a wealth of recreational activities outside of the educational sessions.

## **A TRULY LIMITED ENROLLMENT SEMINAR**

This is not a conference where you will find yourself crammed into a ballroom with hundreds of others, listening to a stage full of motivational speakers. The World-Class Administrative Professionals Course is a limited-enrollment, content rich, educational experience where real and meaningful skills are taught by a highly qualified faculty. The communication is "two-way" fostering an open dialogue. You will leave this program with new and practical approaches that will immediately enhance your organizational and interpersonal skills.


## **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:*



# the world class APC certification administrative professionals course

For over forty years, P.A. Douglas has set the gold standard for excellence in AA and EA training. Recognized as the leader in professional development, it is where administrative professionals come to learn, network, and engage with leaders in the field. No other seminar or event provides the comprehensive high quality advanced program that the World-Class APC Certification Administrative Professionals Course does. First-class



*"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.



## Investment

The course fee for **The World-Class APC Certification Administrative Professionals Course** is \$1,695.00 (\$1,995.00 CAN\$) which includes tuition, registration fee, **\$100 early bird discount if registered before November 15th**, APC certification costs, breakfast each day, buffet luncheon on day two, the 'cocktails and conversations' networking social, comprehensive courseware package and refreshments throughout. We are also pleased to offer a flexible substitute/cancellation policy. Should your plans change and you are unable to attend, the \$500 registration fee only will be charged providing 15 days written notice is given. Should short notice be given, a full tuition credit will be given for a future session.

## Distinguished Faculty

### Dr. Paul A. Douglas

**Founder and President, P.A. Douglas & Associates**

Our faculty is led by Paul A. Douglas, an author and consultant to scores of major corporations, universities and governments. He has written seven books on management and leadership. A Certified Management Consultant (CMC) he holds Bachelor of Commerce degree and a Master of Business Administration (MBA) degree from the University of Alberta, where he taught in the Faculty of Business. He also has a Ph.D in business administration.

To view our complete faculty,  
please visit the website for  
this program at:

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

