

# the influential assistant

THE 44th ANNUAL ADMINISTRATIVE  
PROFESSIONALS COURSE



America's premier event for  
**Administrative Professionals**

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## THE 44th ANNUAL ADMINISTRATIVE PROFESSIONALS COURSE

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 recognized leaders in the field. No other program or event provides the high quality, all inclusive package as does *The 44th Annual Administrative Professionals Course*. First-class accommodation, meals, social and materials 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."*

- Diana Scheper



### Distinguished Faculty

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

Our faculty is led by Paul A. Douglas, an author and advisor to scores of major corporations, universities and governments. He has written seven books on leadership and the role of the administrative professional. A Certified Management Consultant (CMC) he holds a (MBA) Master of Business Administration degree from the University of Alberta where he taught as a member of the Faculty of Business. He also has a Ph.D in business administration. You will immediately feel at ease with Paul, he communicates with wit, warmth and enthusiasm.

**REGISTER NOW:**

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



## 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 BEHAVIORAL FLUENCY: A new breakthrough that will vastly improve the quality of your communication in both your professional and your personal relationships
- Deal more successfully with difficult co-workers and others who create stress in your environment
- CREATE INFLUENCE: Get greater results with people - when you are not in charge
- Become a true partner with your manager
- Analyze your emotional intelligence strengths and weaknesses and develop specific strategies for enhancing your emotional intelligence
- Identify your workplace's emotional culture
- Discover your unique behavioral style
- Achieve greater team synergy and effectiveness
- Win cooperation and trust, energizing juniors to excel
- Cope with different and sometimes difficult people
- Deal with interpersonal problems that threaten team cohesiveness
- Select motivators based on individual needs
- Learn the five key influence strategies for turning resistance into agreement
- Receive numerous tips for successfully working with others as part of a team
- Build an administrative professionals team and elevate the value of your work
- View the AP's guide to self-awareness
  - Build your personal brand: Showcasing the best you!
    - Become a "modern assistant" – a role-model for other AP's
    - Position yourself as an influential leader
    - Learn behaviors that attract meaningful connections
    - Get more people to like you!

"I enjoyed the entire course 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!"  
— G. Milot, Novatel

## 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 44th Annual Administrative Professionals Course: *The Influential Assistant*, you will:**

- Learn to handle the three types of events that erode your effectiveness – the unimportant task, the unanticipated task and other people's priorities
- 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
- Learn how to deliver speeches and presentations without the need for notes.
- Develop strategies for preventing, reducing, and managing stress
- Lose your fear of "Kineahora" and improve your self-esteem
- What we can learn from Adams, Monroe, Prinze and Prior
- 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, and avoid the problems along the way
- Increase your long-term professional value with NEW skills, tools and strategies!

**REGISTER NOW**

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or call 1-800-222-4062**

**Bring this course  
on-site**  
Maximize your training budget!  
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A photograph showing a group of business professionals in a meeting. A woman in the foreground is looking down, while a man in the background is gesturing with his hand raised.

## Gaining Control of your Projects, Priorities and Deadlines

Every day you are judged on your organizational skills. Your ability to execute plans and complete projects effectively and on time is critical to your success.

This important module is about control - learning how to control yourself, your time and your reactions to events outside of your control. You will develop the skills that will help you get the best results in the least amount of time, juggle priorities with greater ease and will learn how to bring your boss's big picture thinking back to life. You will acquire the ability to adjust to shifting demands with grace and clarity, increasing harmony and the sense of accomplishment.

## Managing Conflict, Stress and Negative Emotions in the Workplace

The 44th Annual Administrative Professionals Course will improve your understanding of how human behavior can affect the functioning of an organization. Unquestionably the pressure of doing more with fewer resources and tighter time lines will only intensify over the next decade. 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 distress. You will reduce relationship stress by learning how to communicate more successfully with the most challenging people in your life. This module will also arm you with the skills needed to maintain emotional control at work — and to better cope with the negative emotions of others.

## Memory Skills for Administrative Professionals

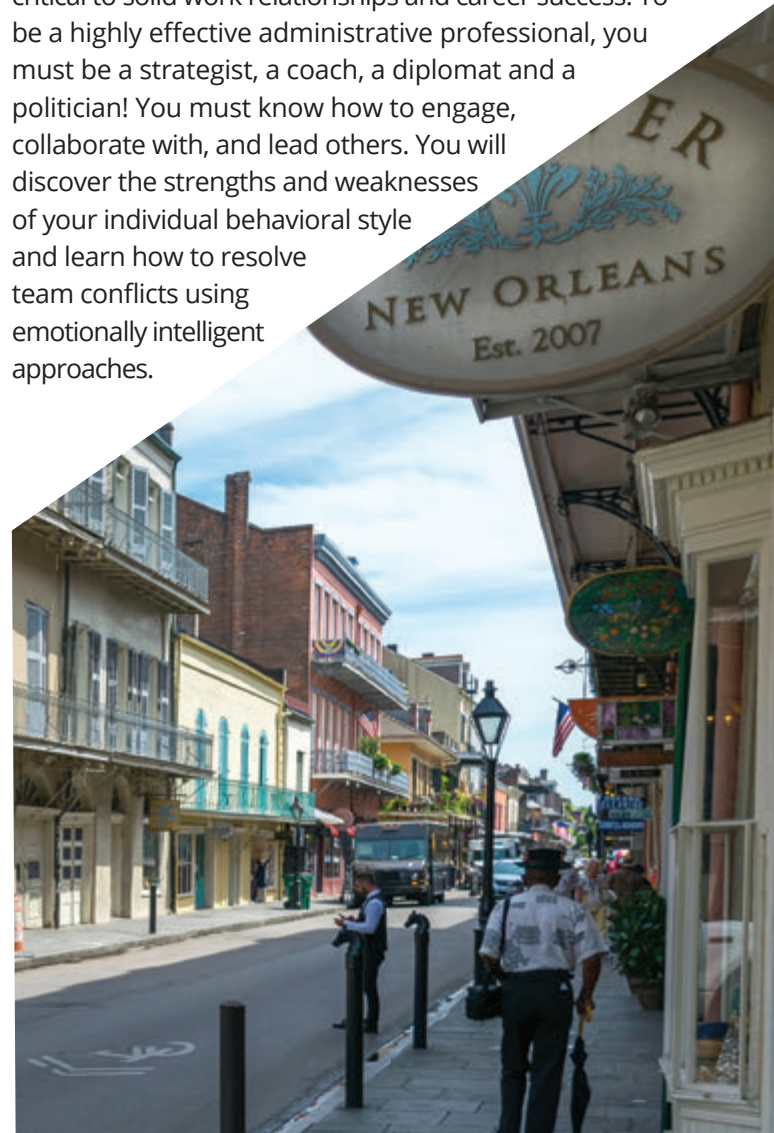
To master your memory is to invite success in your career, in education and in your relationships. A trained memory is an absolute necessity for today's administrative professional. In your work life as well as in your social life, the ability to remember names and faces, be able to deliver a speech, conduct a presentation or simply offer a toast without the need for written notes, is of immeasurable importance. At the *44th Annual Administrative Professionals Course*, you will develop these and other essential mnemonic skills.

## INFLUENCE: Getting Results - Even When You Are Not In Charge

The future belongs to the influential assistant. Whether you're interacting with colleagues, subordinates or management; gaining respect and cultivating influence are absolutely essential to your success. You need to communicate your ideas persuasively to your boss, influence your colleagues to support your proposals and convince your team to, "buy in." You must know how to evaluate your audience and frame your message in such a way that people feel connected to you. At this important session you will discover the seven influence strategies and identify which is most appropriate to each communication event.

## BEHAVIORAL FLUENCY: Communicating with Tact, Diplomacy and Credibility

There has never been a time when it was more important to build successful work relationships to achieve organizational goals. In this module, you will be introduced to the concept of behavioral fluency and discover the competencies critical to solid work relationships and career success. To be a highly effective administrative professional, you must be a strategist, a coach, a diplomat and a politician! You must know how to engage, collaborate with, and lead others. You will discover the strengths and weaknesses of your individual behavioral style and learn how to resolve team conflicts using emotionally intelligent approaches.



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## THE 44th ANNUAL ADMINISTRATIVE PROFESSIONALS COURSE

**THE DOUGLAS DIFFERENCE:** *With professional development budgets stretched tightly today, it is important that you receive the best training available. For forty-four years, the Annual Administrative Professional Course, our flagship seminar, has been recognized as the gold standard in administrative professional education:*

### 1. America's Most Comprehensive and Enduring Administrative Professionals Program

For more than forty years, 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 this extensive experience that we have crafted our programs. The praise this course has consistently received reflects the persistent research and subsequent revision which ensures that the program is always at the cutting edge.

### 2. Highly Qualified Faculty

We use the university standard, all of our courses are taught by qualified faculty - not scripted presenters. Knowledgeable and entertaining speakers, 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 have on average 15 years' experience working with administrative professionals.

### 3. 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. Unlike other courses, at this seminar we provide and include your hotel accommodation so that everyone is under the same roof. For more information including meals, networking socials, etc. please visit the website for this program: [www.annualap.com](http://www.annualap.com)

### 4. A Truly Limited Enrollment Seminar:

This is NOT a conference in which you will be crammed into a ballroom with hundreds of others to listen to a keynote and a bevy of motivational speakers. *The Influential Assistant: The 44th Annual Administrative Professionals Course* is a content-rich, practical educational experience in which the communication is "two-way," and where real and meaningful skills are taught. The group is small and the focus is on best addressing your professional development needs. Your time is valuable, therefore rather than endless group discussions, you will leave this carefully tailored program with NEW practical skills that will immediately enhance your management, organizational and interpersonal skills.

### 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, a two-way dialogue is established. You are not just a member of a large audience listening to a number of speakers giving talks up on a stage. At a course, there is a much greater feeling of collegiality and continuity. It is about education - not entertainment. *At The 44th Annual Administrative Professionals Course: the Influential Assistant*, you are engaged with the faculty. You are a participant, not just an audience member. This course is content-rich and designed to provide real knowledge and skills developed over decades to help you grow both as an administrative professional and as an individual.

## 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  
Ford Motor Company  
Mercedes-Benz  
Rolls-Royce  
IBM  
Xerox  
Intel  
Boeing  
Lockheed  
McDonnell-Douglas  
Hughes  
Rockwell International  
Disney  
Universal Studios  
NBC  
CBS  
CBC  
Coca-Cola

General Electric  
General Dynamics  
General Mills  
Dun & Bradstreet  
Levi Strauss  
Lever Brothers  
L.L. Bean  
Kraft  
Nabisco  
Dow Jones  
Marks & Spencer  
Price Waterhouse  
Government of USA  
Government of Canada  
Government of Sweden  
Government of Uganda  
Government of Kuwait  
CIA

Pepsico  
Procter & Gamble  
Motorola  
Bristol-Myers Squibb  
AT&T  
Sprint  
Exxon  
FBI  
RCMP  
US Army  
US Navy  
USAF  
DND  
NASA  
Harvard  
University of California  
CSU  
Tuskegee University

Assembly of First Nations  
Indian Tribes of Alaska  
Deni Nation  
Mohawk Council of Kahnawake  
Samson Cree Nation  
Assembly of Manitoba Chiefs  
MIT  
University of California  
Johns Hopkins University  
UC Berkeley  
Princeton University  
Stanford University  
UCLA  
Georgia Tech  
University of Texas  
Virginia State University  
Texas A&M University  
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## ORLANDO

April 3rd - 6th, 2017

Hilton Walt Disney World

**Hilton**

## LAS VEGAS

April 18th - 21st, 2017

Luxor Hotel & Resort

**LUXOR**  
LAS VEGAS

## NIAGARA FALLS

May 23rd - 26th, 2017

Hilton Niagara

**Hilton**

## NEW ORLEANS

June 12th - 15th, 2017

The Hyatt Regency

**HYATT**

## HONOLULU

December 4th - 7th, 2017

Hilton Hawaiian Village

**Hilton**

- **INFLUENCE:** Getting results with people - when you are not in charge
- **BEHAVIORAL FLUENCY:** New breakthroughs in communication
- Communicating with tact, diplomacy and credibility
- Working with emotional intelligence (EQ)
- Partnering with your boss
- Managing stress and negative emotions in the workplace
- **Strategic Execution:** Getting it all done
- Powerful memory skills for administrative professionals

ENTER TO WIN AN ALL EXPENSES  
PAID TRIP TO HONOLULU  
[www.padouglas.com/hawaii](http://www.padouglas.com/hawaii)

