

the **2018** summit for administrative professionals

**The World-Class
Administrative
Professionals
Course**

OTTAWA - March 21st - 23rd, 2018
The Shaw Centre

NASHVILLE - September 5th - 7th, 2018
The Music City Center



**The World's Most Advanced Program
for Administrative Assistants and
Executive Assistants**

the summit for administrative professionals

For forty-five years, P.A. Douglas has set the gold standard for excellence in AA and EA training. Recognized as America's leader in professional development for senior AP's, it is where administrative professionals come to learn, network, and engage with recognized leaders in the field. The **APSummit** is our most senior program. This highly-targeted course will afford you the opportunity to set realistic expectations, better partner with your boss, influence and motivate other team members and develop your emotional intelligence, coaching and communication skills.

In just three days you will improve your skills in each of these areas of advanced competence:

- Cultivating a More Perfect Assistant/Manager Partnership
- Developing your Behavioral Fluency: Understanding and Influencing People at Work
- Communicating with Greater Tact, Diplomacy and Emotional Intelligence
- MBA Management Skills for Administrative and Executive Assistants
- Unrivaled Project Management: Planning, Organizing and Controlling Projects of any size

Message to Approving Executive

Your approval of this advanced training will mean that your colleague will gain both cutting-edge skills and enhanced knowledge that will make them an even more valued member of your team.

The role of the administrative professional is constantly evolving skills and competencies mastered yesterday need to be expanded and magnified for tomorrow. This intensive course is your opportunity to make a training investment that will return dividends in increased effectiveness for years to come.

REGISTER NOW: worldclassap.com



"I was captivated from the very beginning! I can see myself using these important tools in the future as well as the present."

Barbara Bond, DND

"Truly empowering. Applies to personal and professional life. This seminar has helped me grow in so many ways -- Thank you."

Tamara Middleton, J V Driver



the 2018 **AP**Summit

The World-Class Administrative Professionals Course

THE DOUGLAS DIFFERENCE: *With professional development budgets stretched tightly today, it is important that you obtain quality training. For forty-five years P.A. Douglas has set the gold standard in administrative professional education. The **AP**Summit continues this rich tradition and guarantees you:*

1. America's Most Advanced and Comprehensive Administrative Professionals Program

For more than forty years, 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 this extensive experience that we have crafted our programs. The praise our programs have received over the past four decades reflects the persistent research and subsequent revision which ensures that our courses are 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, the vast majority of our faculty members hold at a minimum a Masters 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 Venues, Facilities and Accoutrements

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. Each year we choose exciting locations in the center of everything where, when in recess, participants can explore together. The facilities themselves are top rate as are the refreshments, meals, etc. The materials package includes two books, *Managing Self* and *The New Rules for Administrative Professionals* as well the course manual and workbook as well as a personal *iMind2 Behavioral Styles Profile*.

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 speaker and a bevy of motivational speakers. **The APSummit** The World-Class Administrative Professionals Course is a content-rich, practical educational experience in which the communication is "two-way" and real and meaningful skills are taught. 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 course the communication is two-way. You are not just a member of a large audience listening to a number of speakers giving talks up on a stage. There is a much greater feeling of collegiality and continuity at a seminar. The group is small and the focus is education, not entertainment. At the **APSummit: The World-Class Annual Administrative Professionals Course**, you are engaged with the faculty. You are a participant, not just an attendee. The Course is content rich and designed to provide real knowledge and skills developed over decades designed to help you grow both as an administrative professional and as a person.

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	General Electric	PepsiCo	Assembly of First Nations
Ford Motor Company	General Dynamics	Procter & Gamble	Indian Tribes of Alaska
Mercedes-Benz	General Mills	Motorola	Deni Nation
Rolls-Royce	Dun & Bradstreet	Bristol-Myers Squibb	Mohawk Council of Kahnawake
IBM	Levi Strauss	AT&T	Samson Cree Nation
Xerox	Lever Brothers	Sprint	Assembly of Manitoba Chiefs
Intel	L.L. Bean	Exxon	MIT
Boeing	Kraft	FBI	University of California
Lockheed	Nabisco	RCMP	Johns Hopkins University
McDonnell-Douglas	Dow Jones	US Army	UC Berkeley
Hughes	Marks & Spencer	US Navy	Princeton University
Rockwell International	Price Waterhouse	USAF	Stanford University
Disney	Government of USA	DND	UCLA
Universal Studios	Government of Canada	NASA	Georgia Tech
NBC	Government of Sweden	Harvard	University of Texas
CBS	Government of Uganda	University of California	Virginia State University
CBC	Government of Kuwait	CSU	Texas A&M University
Coca-Cola	CIA	Tuskegee University	BYU

WORKSHOP HIGHLIGHTS

REGISTER NOW: worldclassap.com

CULTIVATING A MORE PERFECT ASSISTANT/MANAGER PARTNERSHIP:

- Recognize and complement your boss's unique management style
- Become a strategic partner with your boss
- Increase the respect of your boss and be taken more seriously
- Apply the iMind construct for gaining the respect of your boss
- Eliminate the 'grey areas' of authority and responsibility
- Adopt new planning skills for anticipating and proactively supporting your boss
- Gain your managers trust in problem-solving and decision making
- Express yourself so you will be listened to
- Take unnecessary pressure off your boss

DEVELOPING YOUR BEHAVIORAL FLUENCY: Understanding and Influencing People at Work

- Acquire insights into your personal behavioural style; coming face to face with your strengths and weaknesses
- Setting boundaries and ground rules for new and seasoned employees.
- Understand and develop the key characteristics of emotional intelligence
- Learn how to greatly enhance your influence with colleagues
- Gain respect from everyone you come into contact with
- Bring about change even when faced with resistance
- Adopt new relationship strategies that lead to recognition and advancement
- Understand the four basic types - Dreamer, Thinker, and Supporter and Commander and how to deal much more effectively with each
- Specific techniques for building relationship bridges to others
- "Read" others and adjust your personal communication appropriately
- Attitude adjustment: Changing your attitude from negative to positive
- New dimensions in emotional intelligence: an action plan for your future
- Identify chronic and temporary difficult behaviours and learn to respond effectively to them

COMMUNICATING WITH GREATER TACT, DISCRETION AND EMOTIONAL INTELLIGENCE

- Strategic Diplomacy: What it is and how it can help you to handle office politics, difficult people, and inter-personal conflict
- Communicate with grace and finesse - strong interpersonal skills that will magnify your personal power dramatically
- How to stop your emotions from hijacking your ability to think in difficult situations
- Learn the secrets for coming across as positive, credible, friendly, and professional ... and watch your results soar!
- Using emotional intelligence to find your voice
- Communicate with tact in difficult situations and with difficult people - backstabbing, ridicule, and aggression
- They are not your boss, but... coping with a co-worker who thinks she has authority over you

MBA MANAGEMENT SKILLS FOR ADMINISTRATIVE ASSISTANTS AND EXECUTIVE ASSISTANTS

- Manage roles, responsibilities, and authority to meet organizational goals
- Use change management to work more effectively with and through others
- Become more confident and effective when interacting with colleagues
- Recognize and actively use critical thinking to support the achievement of team-based goals
- Develop your leadership style to gain commitment from others
- Evaluate current responsibilities to identify activities that can be delegated
- Behavioral-based peer conflicts: how to defuse them before they affect the entire team
- Conflict management techniques for dealing with the entire range of difficult personalities
- Apply a systematic approach to plan and engage others in the change process
- Negotiate with confidence and clarity to achieve results and manage conflicts
- Review a comprehensive list of new management skills and strategies

UNRIVALED PROJECT MANAGEMENT: Planning, Organizing and Controlling Projects of Any Size

- Best practices for effectively planning prioritizing, organizing and controlling projects of any size
- Managing multiple projects and priorities
- Determine project risks and develop contingencies
- SWOT Analysis - what it means in organizing a project
- Understand the socio-cultural aspects of project management
- Coordinating work done by others
- Develop personal planning techniques that minimize "fire-fighting"
- TIMESTYLE: The key to getting it all done and on time!
- Manage time while also juggling multiple projects and ongoing daily responsibilities
- Anticipate problems and then solve them as they appear
- Identify the AP's deadliest project traps





FIVE more benefits of attending...

Increase Your Ability to Execute Plans and Complete Projects Effectively and On Time. Learn how to control yourself, your time and your reactions to events beyond your control. You will acquire the ability to adjust to shifting demands with grace, clarity, and professionalism.

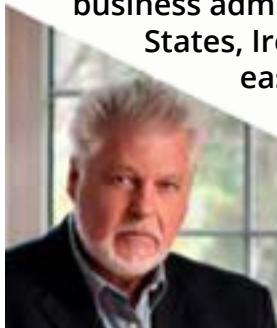
Whether you hope to move into management per se or are working to enhance your effectiveness as an administrative professional, this module will help you elevate your game, engaging others to achieve the results you seek. To be a highly effective today you must be a strategist, a communicator, a coach, a mediator a diplomat and a politician!

Discover the Strengths and Weaknesses of your Individual Behavioral Style and greatly improve your communication using new emotionally intelligent approaches and other competencies critical to solid work relationships and career success.

Learn How to Communicate Your Ideas More Persuasively to your boss, influence your colleagues to support your proposals and convince your team members to, “buy-in,” By discovering how to apply the new concept of *Behavioral Fluency* you will gain respect and cultivate influence, both absolutely essential to your effectiveness.

Become a True Proactive Partner with Your Boss. Learn how to be seen by your boss and by others as a valuable professional resource. Improve your ability to anticipate your boss’s needs and get what you require from others to do your job and achieve your boss’s goals

Dr. Paul A. Douglas is our founder and the architect of the **APSummit** program, and will personally lead it. Paul has dedicated his life to the development needs of those in the role of assistant to. He has written seven books on management, leadership and the role of the administrative professional. Paul is a Certified Management Consultant (CMC) and he holds a Bachelor of Commerce and a Masters of Business Administration (MBA) degree from the University of Alberta, where he taught in the Faculty of Business. He also has a PhD. in business administration. A citizen of Canada, the United States, Ireland and the UK, you will immediately feel at ease with Paul, he communicates with wit, warmth and enthusiasm.



www.worldclassap.com



Two Exciting Venues in 2018



Nashville, Tennessee
September 5th - 7th, 2018
The Music City Center

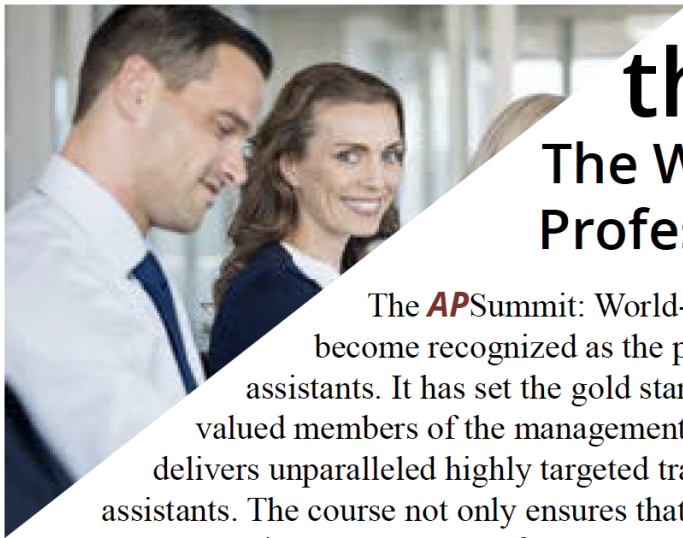


Ottawa, Ontario
March 21st - 24th, 2018
The Shaw Centre



COMPLETE MATERIALS PACKAGE
Your comprehensive courseware package includes two books, *Managing Self* and *The New Rules for Administrative Professionals*, a personal iMind profile, manual and workbook as well as all materials and supplies.

To enroll,
call toll-free
1-800-222-4062
or online at:
www.worldclassap.com



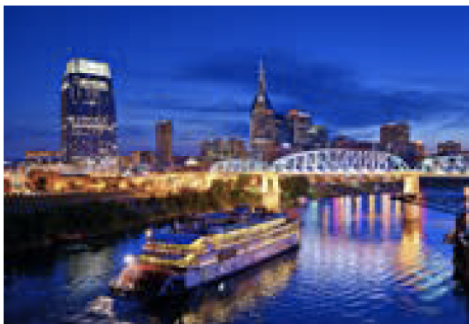
the **AP**summit: The World-Class Administrative Professionals Course

The **AP**Summit: World-Class Administrative Professionals Course has become recognized as the premier, event for executive and administrative assistants. It has set the gold standard for those viewed by their bosses as highly valued members of the management team. The **AP**Summit is an advanced program that delivers unparalleled highly targeted training and peer networking to qualified senior-level assistants. The course not only ensures that your current skills are up to date but also showcases new competencies to prepare you for tomorrow.



The Excitement of Nashville and the Old-World Charm of Ottawa!

REGISTER NOW:
www.worldclassap.com



Nashville, Tennessee

Nashville is Music City. Music has been the common thread connecting the life and soul of the city and its people. Take in a show at the Grand Ole Opry or attend a show by Tim McGraw & Faith Hill or the scores of other big-name entertainers. Visit the Country Music Hall of Fame or the studio where Elvis recorded. But Nashville is also about history. Tour a Southern plantation or the estate of President Andrew Jackson. Nashville has it all - Great entertainment, great food, and, of course, warm Southern hospitality. For more information on this great city, please go to: www.visitmusiccity.com.

Ottawa, Ontario

Canada's capital is a charming, cosmopolitan center of history and culture and a destination for every season. Everything is within walking distance. From the architecturally stunning National Gallery of Canada, to the Canadian Museum of Nature and Canada Aviation and Space Museum. There is boating on the Rideau Canal in the summer which turns into the world's largest skating rink in the winter. The bustling Byward Market blends old and new Ottawa. Savor the best in French cuisine in the many bistros and restaurants. Ottawa really has it all. For things to see and do in, please go to: www.ottawatourism.ca

INVESTMENT

The course fee for **The 2018 AP Summit: The World-Class Administrative Professionals Course** is \$1,995 includes luncheon each day, the welcome 'Cocktails and Conversations' reception, tuition, a comprehensive materials package and refreshments throughout. **Also, if you register in 2017 an additional \$100.00 earlybird discount will also apply.** Please apply early as we limit our enrollment to ensure the quality of your experience.

HOTEL ACCOMMODATION

OTTAWA

Located in the heart of downtown Ottawa, the Shaw Centre is next to several major hotels, including The Westin, the Fairmont Chateau Laurier, Delta and Elgin Hotels. We have reserved a block of rooms at the Ottawa Westin. Please visit our website for details on our discounted room rate: www.worldclassap.com.

NASHVILLE

The Music City Center is surrounded by a number of great hotels including the Hilton, Hyatt, Marriott, Holiday-Inn and Marriott. We have a block of rooms at the Hilton Nashville Downtown at an attractive discounted room rate. Please visit our website www.worldclassap.com.

