



The Influential Assistant: *The 51st Annual Administrative Professionals Course*

A message for management

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Much is expected of your assistant today. Good organization, management and people skills are no longer an option -- they are an imperative. At this comprehensive program, your assistant will participate in a significant learning experience with others who share the same responsibilities and face the same challenges.



With training budgets stretched tightly today, it is important that your assistant receive the best training and the best value. This program is a content rich, intensive three-day workshop intended to explore and develop the organizational and interpersonal abilities of each participant.





The Annual Administrative Professionals Course by P.A. Douglas and Associates is North America's highest rated, longest running and most comprehensive annual training event for Administrative Assistants and Executive Assistants.





To assist you in evaluating the alternatives and cut through the hype, please consider the following five key advantages the 51st Annual Administrative Professionals Course offers:



1. North America's Original Event for Administrative Professionals

The Annual Administrative Professionals Course by P.A. Douglas and Associates has run continuously since the 1970's. More than 100,000 administrative professionals from virtually every major public and private organization in North America have attended in that time. The praise this course has received over the past fifty years reflects the persistent research and subsequent revision which ensures that the program is at the cutting edge.

2. A Truly Limited Enrolment, Content Rich Course

This is NOT a conference in which your assistant will be crammed into a ballroom with hundreds of others, to listen to a keynote speaker and be lectured to. Nor, will they be forced to engage in skits, line-dancing or other nonsense. The Influential Assistant: *The 51st Annual Administrative Professionals Course* is a content rich educational workshop in which real and meaningful skills are taught.



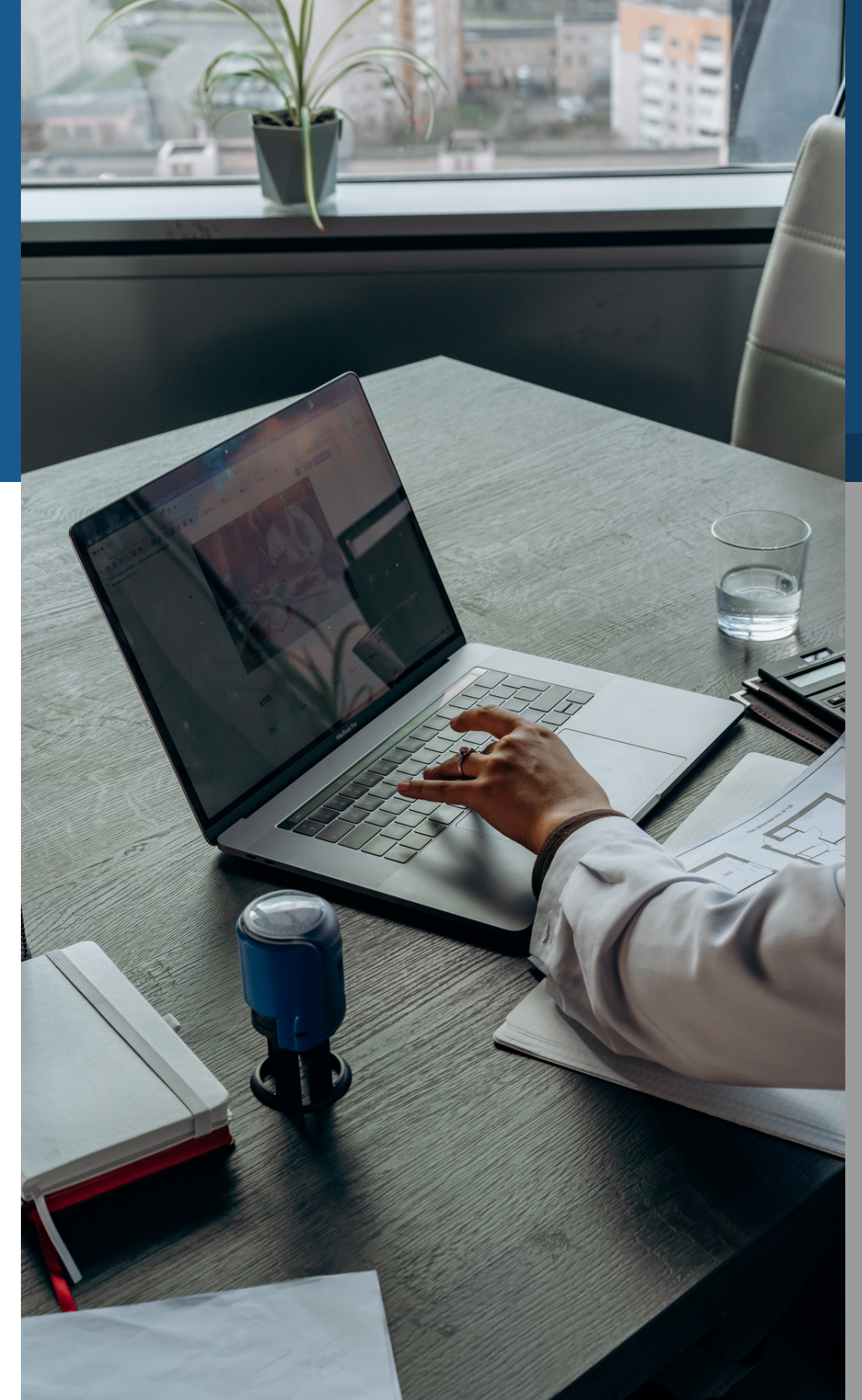


3. A Certified Course

We use the university standard; our courses are taught by qualified faculty not scripted presenters. All of our faculty members hold, as a minimum, a Masters Degree from a fully accredited university and one or more professional qualifications, (Ph.D., CMC, JD, PMP, etc.) Our faculty also have at least 12 years experience in their field of expertise. Being certified, in addition to your assistant will receive 2.2 continuing educational units (CEU's).

- **4. All inclusive Package – Accommodation and Meals Included**

The course fee includes tuition, accommodation (room & taxes) breakfast each day, luncheon on day two, refreshments, comprehensive courseware package, certification, as well as an individual password for online materials to assist your assistant after the course is over. In assessing our fee, it should be recognized that accommodation, meals and taxes are included in our fee. This represents more than \$1,000. At other courses, these costs must be incurred separately and are often more than the rates we have negotiated.



5. Highest Training Return-On-Investment

We know your assistant's time is valuable, therefore rather than endless group discussions, your assistant will leave this carefully tailored, content rich program with NEW practical skills that will immediately enhance her or his management, organizational, decision-making and interpersonal skills. The focus is on increasing your assistant's value to you and your organization.





This course will benefit your assistant, your organization and yourself, by:

- **Enhancing productivity**
- **Providing your assistant with new organizational skills**
- **Increasing overall performance and effectiveness**
- **Anticipating your needs thereby developing a greater partnership**
- **Promoting greater teamwork by handling interpersonal conflicts with agility and diplomacy**
- **Motivating others to set goals that achieve greater results**
- **Protecting your – the manager's time**
- **Increasing job satisfaction and thereby employee retention**

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Specifically, at The Influential Assistant: The 51st Annual Administrative Professionals Course, your assistant will develop two essential sets of skills:



The People Skills

- Establish greater trust and rapport with others
- Achieve greater team synergy and effectiveness
- Inspire juniors to take initiative
- Cope with different and sometimes difficult people
- Deal effectively with negativity in the work place
- Become a more effective team leader
- Learn to proactively deal with conflict
- Deal with interpersonal problems that threaten team cohesiveness



The Self-Management Skills

- Apply best practices for effectively prioritizing time and activities
- Better juggle people, paper, projects and priorities
- Protect your – the boss's time
- Develop strategies for preventing, reducing, and managing stress
- Anticipate and deal proactively with the boss's needs
- Enhance your ability to act more proactively and with greater independence
- Recognize and eliminate boss/assistant problems





For more than forty years, we have worked closely with HR departments, executives, managers and administrative professionals themselves to ensure that our training programs 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 five decades reflects the persistent research and subsequent revision which ensures that our courses is at the cutting edge. Your assistant's time is too valuable to waste. We guarantee you the very best training available today.