

P.A.
DOUGLAS

THE **WORLD-CLASS
ADMINISTRATIVE
PROFESSIONAL**

SEPT
16-19
2020
SEATTLE

INFLUENCING OTHERS, MANAGING SELF



A THREE-DAY SEMINAR DESIGNED TO TAKE YOUR CAREER TO A NEW LEVEL

EARN YOUR APC DESIGNATION



ADMINISTRATIVE PROFESSIONAL CERTIFICATION

Graduates of this program satisfy the course requirements for the Administrative Professional Certification (APC) offered through the College of Administrative Professionals. Earning your APC designation reflects on your educational achievement and demonstrates to your employer, co-workers, and clients the investment you have made in professional development as well as your commitment to your organization.



SALLY SMITH, APC
Administrative Assistant



REGISTER NOW

WWW.WORLDCLASSAP.COM
OR CALL 1-800-222-4062

A TRULY UNIQUE PROGRAM

For any advanced learning experience to be effective, it must provide a blended mix of quality content, materials, and group interaction as well as enough unencumbered time to allow participants to reflect and introspect. This course is crafted to do just that.

The World-Class Administrative Professionals APC Certification Course is a three-day program designed to advance the participant's competency in the six vital areas of concentration outlined in this brochure.

P.A. Douglas is well suited to present this course. For over forty-seven years, we have set the gold standard for excellence in AA and EA training. No other seminar or event provides the comprehensive high-quality advanced program that the World Class Course does. You will return to your job energized, motivated, renewed and armed with a greater ability to face the ever-changing demands of your profession.



The seminar content was substantive, which I appreciated at this level of my career. The skills learned will enable me not only to enhance my role within the agency, but also perform as a more capable liaison for my boss"

**- Teri Lyn Perreira,
Wisconsin Investment Board**





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 read situations, individuals and groups accurately
- Influence your colleagues to support your proposals
- Learn how to evaluate your audience and frame your message
- 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 three types of events that erode your effectiveness - the unimportant task, the unanticipated task, and other people's priorities
- Discovering your individual BEHAVIORAL STYLE, in the workplace and 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 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 interaction with others
- Understand how to add significant value to your manager 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 essential 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

You will find a detailed itinerary of this course at:

www.worldclassap.com



CRITICAL 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 critical elements of a right 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 strategic thinking skills and possible gaps
- Evaluate the 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 solutions by overcoming objections



I've been to other seminars and courses and have been quite disappointed -- Not the World-Class Course. It was well versed and organized and very informative."

- *Domenica Borrelli,*
Three Links Care Center

How You Will Benefit

- Get what you need from others to do your job and achieve your boss's objectives
- Manage changing roles and responsibilities with bosses, team members and others
- Use Behavioural Fluency to handle office politics, difficult people and demanding situations
- Create a partnering culture with your boss
- Learn the project management skills for planning organizing, and controlling projects of any size
- Expand ability to exert influence without authority
- Improve work relationships and reduce misunderstandings
- Deal with regressive behaviour in organizations



REGISTER NOW: WWW.WORLDCCLASSAP.COM

WHERE AND WHEN

SEATTLE

September 18-19, 2020

The Seattle Westin

NIAGARA FALLS

June 7-11, 2020

Marriott by the Falls

Day One

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 a welcome and introductory session. Course materials will be distributed at this session and participants will be assigned to self directed work groups. Following this one hour session, a reception and hosted bar will take place. This is a great kickoff to a great course and provides an opportunity to meet both the faculty as well as other participants.

Day Two

Continental breakfast will be served between 8:00 a.m. and 9:00 a.m. On the second day of program, the morning session will run from 9:00 a.m. until 12:00 p.m. A refreshment break will take place at approximately 10:30 a.m. A buffet luncheon will be served between 12:15 p.m. and 1:30 p.m. The afternoon session will begin at 1:30 p.m. and conclude at 4:00 p.m. with a mid-afternoon refreshment break

Day Three

Continental breakfast will be served between 8:00 a.m. and 9:00 a.m. On day three the morning session will run from 9:00 a.m. until noon with a refreshment break to take place at approximately 10:30 a.m. In the afternoon participants will enjoy a recess. *This free time will afford participants an opportunity to enjoy the many local 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. with refreshments at 7:15 p.m.*

Day Four

Continental breakfast will be served between 8:00 a.m. and 9:00 a.m. On the fourth and final day of the program, the seminar will begin at 9:00 a.m. and conclude at 11:00 a.m. Participants will then be awarded their course diploma and the APC designation certification.

COURSE FEE

The course fee for World-Class Administrative Professionals Course is \$2,695.00 (US\$), which includes tuition, three-nights hotel accommodation (both room and taxes), breakfast each day, luncheon on day two, comprehensive courseware package, including a copy of Dr. Douglas' book - *Managing Self, personal iMind Profile*, a welcome reception with open bar as well as refreshments throughout. At P.A. Douglas we are pleased to offer a flexible cancellation substitution policy, should your plans change. Please refer to our website for complete details.

VENUES AND ACCOMMODATION

SEATTLE

There is so much to see and do in the Emerald City

Get acquainted with Seattle's historic waterfront from the water on the Elliott Bay cruise from Seattle Harbor. Seattle has a lot to do and see. Have a meal at the top of the Space Needle, or ride the Great Wheel, visit MoPop - The Seattle Music Experience or stroll through the world-famous Pike's Market, Seattle is also the home of the Museum of Flight with over 160 air and spacecraft, Seattle is about culture, besides the show-stopping Chihuly Garden and Glass,

Seattle boasts almost 200 art galleries and five art museums. Seattle has the best seafood. Salmon, oysters, tuna - if you name it, it's better in Seattle. And that includes chowder (step aside, New England). And, coffee, coffee, coffee

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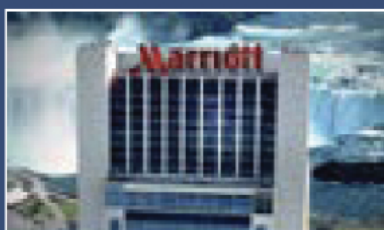
Find an urban haven brimming with thoughtful details at The Westin Seattle, one of downtown's most dynamic destinations. Step through the hotel doors and discover sophisticated accommodations,

Within a block you will find Nordstroms, Macy's and scores of shops and boutiques. Return to the sumptuous comfort of your guest accommodation, featuring gorgeous views of the Seattle skyline, Puget Sound or the surrounding mountain range. The Seattle Westin also features a heated indoor pool and a wellness-enhancing Westin WORKOUT® Fitness Studio. Seattle has it all and the Westin Seattle is perfect place from which to experience it all.

NIAGARA FALLS

Niagara Falls is about excitement. Journey Behind the Falls, try

Zipline Niagara or board the Whirlpool 200hp turbo diesel jetboat the most exhilarating ride on the planet! There are so many things to do in Niagara Falls! Niagara Falls is known for its nightlife, there are numerous nightclubs and live shows with "A" level entertainers and across the street is the Niagara Casino.



The Marriott on the Falls is the closest hotel to the Falls. One of the defining features of the 32-storey Marriott is the Signature Fallsview Guest Rooms, which offer incomparable views of one of the world's most famous attractions. The Marriott on the

Falls has all the amenities you expect and the extras you deserve. Within walking distance are great shows, an exciting array of nightclubs, the Fallsview Casino and the shops on Clifton Hill

