

The Douglas Difference



For more than 46 years we have been engaged in and committed to providing administrative professionals with the best training available. The World Class APC Certification Administrative Professionals Course continues this tradition of excellence. At the World Class program you are guaranteed the following:

1. The Most Comprehensive, Advanced and In-depth Administrative Professionals Program Available Today

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 this advanced program. The praise this course consistently receives reflects our persistent research and subsequent revision, ensuring the World Class course remains at the cutting edge.

2. A Truly Limited Enrollment Seminar

We know your time is valuable, that is why we have NOT designed a conference in which you will be crammed into a ballroom with hundreds of others to listen to a bevy of motivational speakers. At this program, you are a student, not an audience member. This course is a content-rich, practical, educational experience where real and meaningful skills are taught. The communication is "two-way" fostering open dialogue. You will leave this program with new tactics and approaches that will immediately improve your organizational and interpersonal skills as well as enhance the partnership you have with your boss.

3. First Class Accommodation Included

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 unlike other courses, we include your hotel accommodation so that everyone is under the same roof.

4. Highly Qualified Faculty

We use the University standard; our courses are taught by experts in the field, not scripted presenters. Knowledgeable and entertaining, each of our faculty members holds at least a Master's Degree from a fully accredited University and one or more professional qualifications (Ph.D., CMC, PMP, etc.) Our faculty members also have on average 15 years' experience educating administrative professionals, but most importantly, they have a passion for what they do.

5. A Professional Certification Course - NOT A CONFERENCE

What's the Difference between a course and a conference? Perhaps the critical difference is that at a true professional development course, a real dialogue is established. There is a much greater feeling of collegiality and continuity. The purpose is education - not entertainment, and attendance is limited so you can engage with both the faculty and your fellow participants.

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:



Personally conducted by Dr. Paul A. Douglas

Leader of our faculty and author of this course, Paul has dedicated his life and career to the educational and developmental needs of administrative professionals. He has a Bachelor of Commerce and MBA from the University of Alberta where he taught as a member of the Faculty of Business. Paul also has a Ph.D in business administration and is a Certified Management Consultant (CMC). He has written seven books on management, leadership and the role of the administrative professional. You will immediately feel at ease with Paul, he communicates with wit, warmth, and enthusiasm.

To view our entire faculty, please visit our website www.worldclassapc.com

Reach
NEW
HEIGHTS
IN YOUR
CAREER

THE **WORLD CLASS**
ADMINISTRATIVE
PROFESSIONALS COURSE



NOW with APC Certification



P.A. Douglas & Associates Inc.
FIRST CLASS ... A philosophy and a commitment

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THE **WORLD CLASS**
ADMINISTRATIVE
PROFESSIONALS COURSE



NOW with APC Certification



FIRST CLASS TRAINING
TO HELP YOU
MAXIMIZE
YOUR
POTENTIAL

COURSE SCHEDULE

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 Miami and South Beach attractions as well as the first class recreational facilities at the Hyatt Confidante 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. There will be a refreshment break at 10:15 a.m. and the course will conclude at 12:00 p.m.

COURSE FEE

The course fee for the World-Class APC Certification Course is \$2,695.00 (US\$) which includes tuition, three nights accommodation (both room and taxes) at the Hyatt Confidante on Miami Beach (an \$800+ value), continental breakfast each day, luncheon on day two, the 'cocktails and conversations social', comprehensive courseware package - manual and workbook, Individual Multidimensional Inventory & Normative Diagnoses (iMind2) and refreshments throughout. P.A. Douglas is also pleased to offer a flexible cancellation/substitution policy, should your plans change. Please refer to our website for complete details.

VENUE AND ACCOMMODATION

MIAMI is the continental United States' southernmost city and the principal city of South Florida, a culturally distinct region with close ties to Latin America and Caribbean. Miami Beach is known for its beaches, glamorous nightspots and celebrity-chef eateries, chainstores, indie fashion shops, and shopping malls



The South Beach neighborhood of Miami beach fairly glitters with nightlife - all day long. It is trendy and quirky and - hey, watch out for that guy on roller skates - just a fun place to be. Yes, South Beach attracts the rich and famous and youthful, but it now is recognized around the world as an exciting destination for everyone. Enjoy the beach or South Beach's historic Art Deco architecture or the fine Oceanside dining. Watch live music every night at Bayside Marketplace or check out the Wynwood's



murals on your bike. And don't miss 'Little Havana' a vibrant main drag of traditional eateries, stall vendors, and street performers. Little Havana is the heart of Miami's huge Cuban expat community. Miami Beach's South Beach - you have to experience it for yourself.

the Confidante



Miami's midcentury age ushered in stunning Art Deco architecture, eclectic eateries, and a charm that still animates the city. The beautiful Hyatt Confidante captures this charm. With direct beach access, open air spas and salons, heated poolside lounges and several restaurants. On your free time soak up the sun, then grab a little shade in a colorful cabana, pamper yourself with a visit to the spa, which offers massages and facials or just make yourself at home in your individually decorated guestrooms, featuring a minibar and flat-screen television. The Miami Beach Boardwalk



is right outside the resort's doors and stretches all the way to South Beach perfect for strolling or bicycling. All of this makes Hyatt Confidante an ideal setting for the world-class program.

EARN YOUR APC DESIGNATION



ADMINISTRATIVE PROFESSIONAL CERTIFICATION

Graduates of this program satisfy the course requirements for the Administrative Professional Certification (APC) offered by the College of Administrative Professionals. Earning your APC designation reflects your educational achievement and it demonstrates to employers, 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-five 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 Ferreira,
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

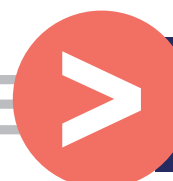
PROJECT MANAGEMENT FOR SENIOR ADMINISTRATIVE PROFESSIONALS

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



REGISTER NOW: 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

How You Will Benefit

- Get what you need from others to do your job and achieve your boss's objectives
- Develop robust problem solving and decision-making competencies
- Manage changing roles and responsibilities with bosses, team members and others
- Use Behavioral 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 behavior in organizations



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

