

# the influential assistant

THE 44th ANNUAL ADMINISTRATIVE  
PROFESSIONALS COURSE

November 21st - 24th, 2017  
The Fairmont Banff Springs

SAVE \$100 PLUS  
★ ★ ★ ★ ★  
**EARLY BIRD**  
★ ★ ★ ★ ★  
HOTEL INCLUDED



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

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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 obtain 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. Canada's Most Comprehensive and Longest Running Administrative Professional 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 this course has consistently received reflects the persistent research and subsequent revision which ensures that the program is at the cutting edge.

### 2. Highly Qualified Faculty

We use the Canadian university standard, all of our courses are taught by qualified faculty - not scripted presenters. Knowledgeable and entertaining speakers, most of 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. It is for this reason that, 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.CanadaAp.com](http://www.CanadaAp.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 speaker and a bevy of motivational speakers. The Influential Assistant: 44th Annual Administrative Professionals Course is a content-rich, practical educational experience in which the communication is "two-way," 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 approaches that will immediately enhance your management, organizational and interpersonal skills.

### 5. Uniquely Canadian Content:

This course recognizes the real differences that exist in our Canadian corporate culture, our public sector and the unique impact and contribution of First Nations on our organizations and the roles we play within them. This course is diverse and inclusive. Our courseware, cases and faculty are proudly Canadian.

## 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
IBM	Levi Strauss	AT&T	Samson Cree Nation
Xerox	Lever Brothers	Sprint	Assembly 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	Georgia Tech
Universal Studios	Government of Canada	NASA	McGill University
NBC	Government of Sweden	Harvard	University of Alberta
CBS	Government of Uganda	University of California	York University
CBC	Government of Kuwait	CSU	University of BC
Coca-Cola	CIA	Tuskegee University	University of Saskatchewan

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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 Canada's leader in professional development, it is where administrative professionals come to learn, network, and engage with 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, R.C.M.P.

## One Inclusive Fee

The course fee for **The Influential Assistant: The Influential Assistant: the 44th Annual Administrative Professionals Course** is \$2,695.00 CAN\$ which includes three nights' hotel accommodation (both room and taxes - a \$1000 value) at either the five-star Fairmont Banff Springs or the outstanding Hilton Niagara Fallsview. Also, an additional \$100.00 early bird discount will apply when your paid registration is received prior to August 31st, 2017. Please note that in addition to three nights' hotel accommodation; continental breakfast will be provided each day, a hosted bar and reception on day one, a buffet luncheon on day two and refreshments throughout. Hotel incidentals such as parking, resort fees, room service, etc. are the participant's personal responsibility. We are also pleased to offer a flexible substitute/cancellation policy. Should your plans change and you need to transfer to another session you can do so, at no additional charge.



## Distinguished Faculty

### Dr. Paul A. Douglas

#### Founder and President, P.A. Douglas & Associates

Our faculty is led by Paul A. Douglas, an author and consultant to scores of major corporations, universities and governments. He has written seven books on management and leadership. A Certified Management Consultant (CMC) he holds Bachelor of Commerce degree and a Master of Business Administration (MBA) degree from the University of Alberta, where he taught in the Faculty of Business. He also has a Ph.D in business administration.

To view our complete faculty, please visit the website for this program at:

[www.canadaAp.com](http://www.canadaAp.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 truly effective in working with others, you must perfect your ability to:*

- Exert Influence in the absence of direct authority
- BEHAVIOURAL FLUENCY: Discover how this new breakthrough can 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
- CREATING INFLUENCE: Getting 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 behavioural 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
    - Building your personal brand: Showcasing the best you!
      - How to position yourself as an influential leader
        - Get more people to like you!



**REGISTER NOW:**

**[www.canadaAp.com](http://www.canadaAp.com)**

**or call 1-800-222-4062**

*"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 are 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 how to:*

- Manage multiple objectives, projects and conflicting priorities
- Learn to handle the three types of events that erode your effectiveness - the unimportant task, the unanticipated task and other people's priorities
- 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!
- 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!!



# AGENDA



## Gaining Control of Your Projects, Priorities and Deadlines

Every day, you are judged by 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 beyond 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 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, clarity and professionalism, increasing harmony and your 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 behaviour can affect the functioning of an organization. Unquestionably the pressure of doing more with fewer resources and tighter timelines 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 successfully preventing, reducing, and managing distress. You will reduce relationship stress by learning how to cope more effectively 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 deal 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, verbal instructions, and be able to deliver a speech, conduct a presentation or 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 messages in such a way that people will feel more connected to you. At this important session, you will discover the seven essential influence strategies and identify which is most appropriate to each communication event.

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

There has never been a time when it is more important to build successful work relationships and interact with others in positive ways to achieve organizational goals. In this module, you will be introduced to the concept of behavioural 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. At this important session, you will discover the strengths and weaknesses of your individual behavioural style and learn how to resolve team conflicts using emotionally intelligent approaches.

Nov 28th - Dec 1st, 2017  
Hilton Niagara Fallsview  
Niagara Falls, Ontario



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REGISTER NOW: [www.CanadaAp.com](http://www.CanadaAp.com)



**P.A. Douglas & Associates Inc.**  
*First Class: A philosophy and a commitment*



## BANFF

November 21st - 24th, 2017  
Fairmont Banff Springs



## NIAGARA FALLS

Nov- 28th - Dec 1st, 2017  
Hilton Niagara Fallsview



## BANFF

March 2nd - 5th, 2018  
Fairmont Banff Springs



- INFLUENCE: Getting results with people - when you are not in charge
- BEHAVIOURAL 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

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