

# THE **Influential Assistant**

The **45th Annual** Administrative Professionals Course



**2018**

Banff - November 21st - 24th  
Niagara Falls - Nov. 28th - Dec. 1st

**2019**

Banff - April 30th - May 2nd  
Niagara Falls - May 27th - 30th

# THE INFLUENTIAL ASSISTANT: *The 45th Annual Administrative Professionals Course*



Let me invite you to join us for the 45th Annual Administrative Professionals Course. Two great venues - the Fairmont Banff Springs at Banff, Alberta and the Hilton Niagara Fallsview at Niagara Falls, Ontario.



## WHO SHOULD ATTEND?

This comprehensive and transformative program is ideally suited to the professional development needs of experienced and competent administrative assistants, executive assistants, office managers, and others who wish to bring their skills to a new professional level. This course will enable the participant to better manage their offices and partner with their manager, thereby advancing their careers.



## THE PROGRAM

Success in your present role as well as your future responsibilities is dependent on a number of key management, interpersonal and organizational skills. By adopting and developing an MBA approach to managing projects, priorities and deadlines while deflecting job-related stress, dealing more effectively with different and sometimes difficult people and improving your memory and concentration, you will gain a deeper sense of satisfaction and accomplishment.

**“** *This is the Cadillac, no, the Rolls-Royce of Administrative Professional Programs. Everything about the course is first-class - the hotel, materials, meals, refreshments and above all the faculty. Paul Douglas is the BEST speaker I have ever heard - bar none. I learned so much, made wonderful new friends, relaxed and renewed my commitment to my company in superb surroundings. This course is not inexpensive, but you get what you pay for. It meant so much to me that my boss thought I was worth the very best.* **”**

-Lorna Whitman



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# COURSE HIGHLIGHTS

## QUALITY EDUCATIONAL EXPERIENCE

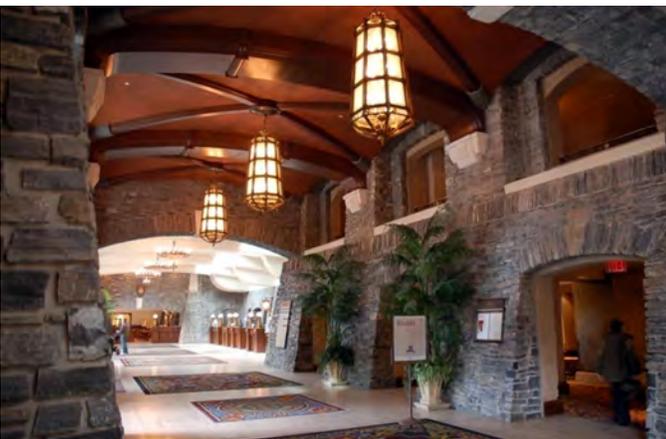
First and foremost we provide the best educational experience available today. We use the university standard; all our courses are taught by qualified faculty not scripted presenters. All of our faculty members hold, as a minimum, a Master's Degree from a fully accredited university and one or more professional qualifications, (Ph.D., CMC, LL.B., PMP, etc.). Our faculty also have at least 12 years experience in their field of expertise.

## NETWORKING: FRIENDS AND FUN

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 conferences and courses, where participants must find their own accommodations, arrange their own meals, etc. At the 45th Annual Administrative Professional Course, everyone is under the same roof because your hotel room and much more is included in your course. We also invite you to join us at our hosted **SOcial FUN MIXER**. This cocktail party is a great kickoff to this exciting course and a great vehicle to meet and connect with faculty and your fellow attendees.

## 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 three nights hotel accommodation, both room, and taxes (a \$1,200+ value), and several meals at the Fairmont Banff Springs or the Hilton Niagara Fallsview, which at other courses must be paid for in addition to the course fee.



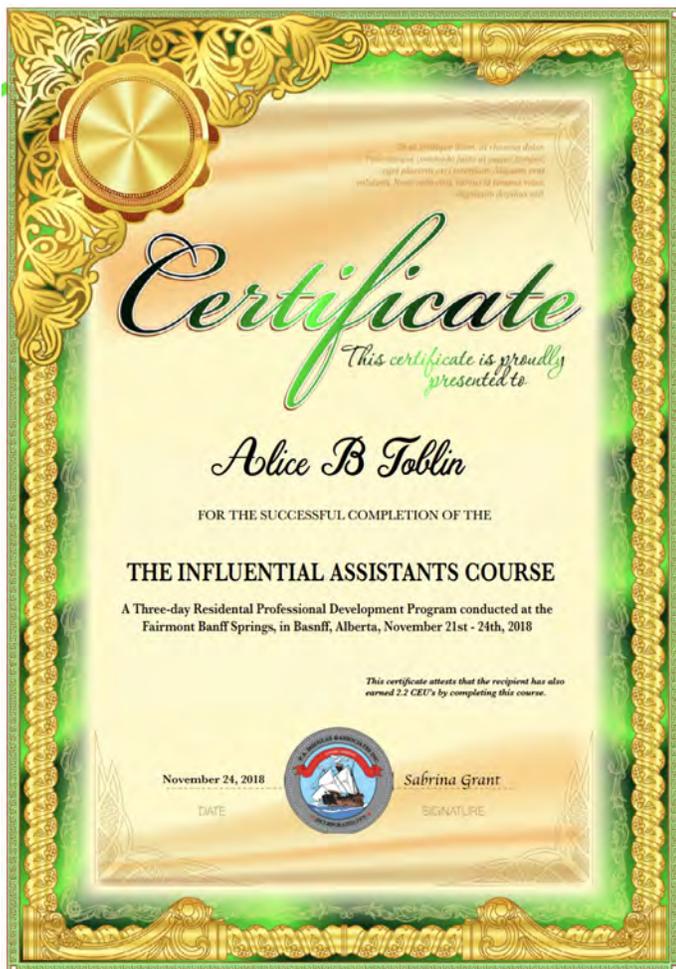
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# THE EDUCATIONAL PROGRAM



## EDUCATION FOR GROWTH

*Banff and Niagara Falls are fun, the course is exciting, but most importantly you will leave this comprehensive educational program with NEW skills as well as a greater understanding of who you really are! Specifically, at this seminar you will develop the two key set of skills listed on the right:*



## Social Intelligence Skills

- Establish greater trust and rapport with others
- Amplify your "social intelligence" for more celebrated professional and personal success
- Develop effective influence strategies, based on your behavioural style, for getting things done through others and resolving conflicts within your team
- Develop proven techniques for coping with different and sometimes difficult people
- Acquire insights into your personal behavioural style; coming face to face with your strengths and weaknesses
- Develop the behaviours specific to leadership for administrative professionals
- Strategic Diplomacy: What it is and how it can help you to handle office politics and conflicts.

## Strategic Skills

- Become a strategic partner with your boss
- Apply best practices for effectively prioritizing your own time and activities while protecting your manager's time
- Get what you need from others to accomplish your job and achieve your boss's objectives
- Apply a new spectrum of priority setting and time-management strategies to pro-actively perform more
- Eliminate those embarrassing moments of forgetting someone's name
- Remember instructions, appointments and learn to deliver presentations without the need for written notes
- Develop strategies for preventing, reducing, and managing stress
- Lose your fear of Kineahora and improve your self-esteem
- Enhance your professional image



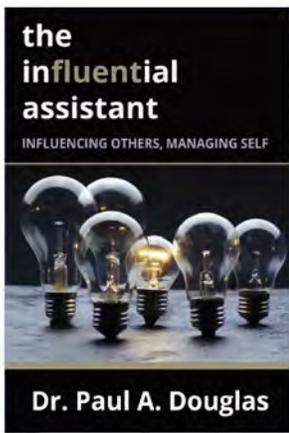
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# YOUR COMPREHENSIVE AGENDA

## STEPPING UP TO LEADERSHIP: From Administrative Assistant to Administrative Professional

While some of the “old guard” believes that the 1990’s name change from secretary through administrative assistant to administrative professional is just another example of political correctness, it, in fact, represents a real paradigm shift. Many of the functions and responsibilities of management have fallen on the shoulders of administrative professionals as organizations have downsized over the past decade. In this important session, we will discuss this new reality and develop those crucial management tools needed to take you to a higher level of proficiency. You will learn how to:



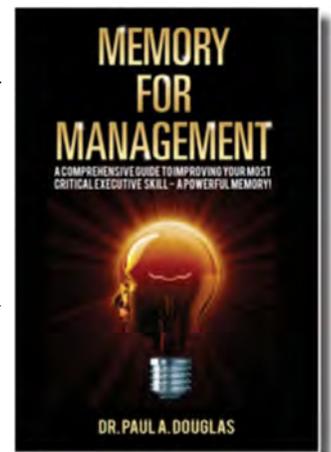
- Make the vital transition from administrative assistant to administrative professional
- Understand your changing role and your manager’s expectations
- Increase credibility as your boss’ representative
- Establish communication channels that build trust
- Recognize and eliminate boss/assistant problems

- Minimize defensiveness in yourself and others
- How to conduct a successful disciplinary interview
- Interviewing when the goal is information
- Avoid the greatest mistake administrative professionals make in interviews
- Implement the nine-step coaching discussion model
- Peer conflicts: How to defuse them before they infect the entire workgroup
- Position yourself for greater responsibility

## ACQUIRING POWERFUL NEW SKILLS OF MEMORY AND CONCENTRATION

To master your memory is to invite success in business, in education and in your relationships. A trained memory is an absolute necessity in today’s competitive work environment - particularly for administrative professionals. At this remarkable session, you will:

- Acquire laser-like focus and concentration
- Learn and apply the proven 7 step system for remembering names and faces
- Become a more confident, masterful public speaker by learning to speak without written notes
- Develop memory techniques that minimize “stage fright”
- Remember anniversaries, telephone numbers, appointments and other numerical data with ease and without time-consuming repetition
- Forget your daily planner – File your weekly appointments in your mind
- Painlessly remember information that will boost your career
- Make a more powerful impression at meetings and presentations
- Razor-sharpen your business edge: Remembering verbal instructions and financial data
- Discover creative powers you didn’t know you had
- Enhance your image as a professional with ease and
- cure absentmindedness ... Forever!



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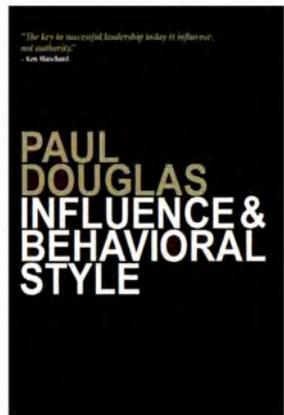
# YOUR COMPREHENSIVE AGENDA (Continued)



## INFLUENCE: Getting Results With People When You Are No In Charge

Whether you're interacting with colleagues, subordinates or management, gaining respect and cultivating influence are absolutely essential to your success and effectiveness as an administrative professional. In this crucial segment, you will focus on the essential elements of influencing others and improving workplace relationships, precisely you will:

- Establish greater trust and rapport to build effective relationships
- Learn how to communicate your ideas effectively to your boss
- Cope with different and sometimes difficult team members by adapting your behavioural style to who you are dealing with
- Learn new influence strategies to turn resistance into agreement
- Be able to accurately read situations, individuals and groups
- Influence your colleagues to support your proposals
- Increase your INFLUENCE and get greater results when you are NOT in charge
- Discover the seven 'laws of influence' and learn which is most appropriate for each communication event
- Leverage networks: Increasing your empowered in your connections with others
- Foster collaboration and influence outcomes
- Increase your ability to exert influence without authority
- Understand the person you are hoping to influence
- Analyze your personal Behavioural Styles Profile
- Recognize the major behavioral patterns that exist in organizations
- Cope with different and sometimes difficult people
- "Map" difficult people to gain insight into what makes them tick
- Learn relationship strategies that lead to recognition and advancement
- Learn tips for stopping the "Tough Guy" cold
- Deal with touchy people who take things personally
- Deal with Snipers that use innuendos and under-their-breath remarks
- Conflict management techniques for dealing with the entire range of difficult personalities Deal successfully with sarcasm, put-downs and hostile aggressive individuals



## STRATEGIC EXECUTION: Gaining NEW Control Over Your Time - And Those Who Abuse It

Every day, you're judged by your capacity to manage projects, priorities and deadlines. Your ability to execute plans and complete projects effectively and on time is critical to your success as an administrative professional. This important module is about control - how to control your time, your projects and your reactions to events beyond your control. You will magnify your ability to adjust to shifting demands in a more professional manner. You will:

- Pinpoint where you need to take action
- Identify the deadliest traps busy administrative professionals fall into and how you avoid them
- Handle the 3 types of events that constantly erode your effectiveness - the unimportant task, the unanticipated task and other people's priorities
- Plot the day's work: Determining what's urgent, what's not, and what can wait
- Develop personal planning techniques that minimize "fire-fighting"
- Double your productivity without doubling your stress
- Recognize and manage your tendency toward perfectionism
- Focus your efforts on what is most important based on your role and responsibilities
- Recognize the 'Myth of Multitasking'
- Avoid the trap of using urgency as the tie-breaker between competing priorities
- Learn best practices for effectively prioritizing your time
- Nixon vs. Kennedy: the Pareto Principle
- Perform better when juggling people, paper, and priorities
- Preserving your "Prime Time"
- Reverse the Manana Mentality
- Identify five new ways to handle interruptions effectively
- Discover your unique TIMESTYLE: The key to better juggling people, paper, and priorities thereby increasing personal effectiveness
- Ten essential steps to more successful meetings
- Never say, "I don't have time" again



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## MANAGING CONFLICT, STRESS AND NEGATIVE EMOTIONS IN THE WORKPLACE

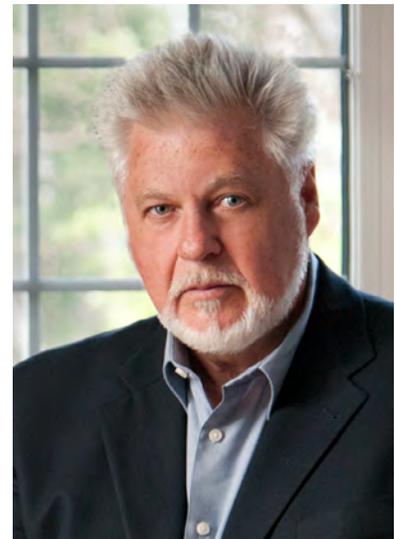
This section will help you increase your understanding of how human behavior can affect the functioning of an organization and arm you with the skills to maintain emotional control at work.

- Develop strategies to effectively prevent, reduce and manage stress
- Learn how to communicate more effectively with the most challenging people in your life
- Implement strategies to improve your communication and effectively respond to conflict
- Understand the skills needed to maintain emotional control at work
- Better cope with the emotions of others
- Learn new techniques for fostering mindfulness and self-awareness
- Develop emotional leadership and interpersonal skills
- Role-Stress: Understanding your personal/professional dichotomy
- Recognize your stress symptoms and create strategies to reduce them
- Gain an understanding of what causes your stress
- Identify the role and impact of change on stress
- Learn to turn stress into personal energy
- How to recognize and deal with "Type A" behavior
- Three life-enriching ways to reduce stress and its effects
- Examining your conflict management style
- Why successful and capable administrative professionals struggle with low self-esteem
- Five common manifestations of low self-esteem
- Develop new techniques for building self-esteem and accepting your self-worth
- Losing your fear of Kineahora
- What we can learn from Adams, Monroe, Prinze, and Prior
- Relaxation and meditation techniques that work
- Autogenic exercises you can use anywhere

## YOUR COMPREHENSIVE AGENDA (Continued)

### A Message From Dr. Paul Douglas

Many of our past participants have reported that the Douglas administrative professionals course was much more than a seminar it was a life-changing event. As a result of the residential nature of the program they were able to focus on themselves, their needs, feelings, and life in ways not possible amidst their busy daily routines. As well, one of the greatest benefits of attending a truly limited enrolment residential program comes from the networking and camaraderie that takes place outside of the educational sessions themselves. We understand this, and it is for precisely this reason that, unlike other courses, where participants must find their own accommodations, arrange their own meals, etc., at The 45th Annual Administrative Professional Course everyone is under the same roof. For well over forty years we have had the honor of welcoming over 100,000 administrative professionals from virtually every major public and private organization in North America. The praise our courses continue to receive reflects the persistent research and subsequent revision which ensures that our programs are always at the cutting-edge. I want to invite you to experience the *Douglas Difference* personally.



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# THE DOUGLAS DIFFERENCE



With training budgets stretched tightly today, it is essential you obtain the very best training available today. **The 45th Annual Administrative Professionals Course** is a comprehensive and intensive program designed to explore and develop the intellectual, organizational and interpersonal abilities of each participant. Four essential qualities make the Douglas Difference:

## 1. A TRULY LIMITED ENROLLMENT COURSE

This is **NOT** a conference in which you will be crammed into a ballroom with hundreds of others to listen to a bevy of motivational speakers and be lectured to. Nor will you be forced to engage in skits, line-dancing or other nonsense. Instead, you will leave this exciting, comprehensive, content-rich program with real, cutting-edge strategic and interpersonal skills.



## 2. CANADA'S HIGHEST RATED AND LONGEST RUNNING ADMINISTRATIVE PROFESSIONAL'S EVENT

For more than forty years, we have worked closely with HR departments, managers and administrative professionals themselves to ensure that the Annual Administrative Professionals Course meets the rigorous needs of our participants. It is from this dialogue and extensive experience that we have carefully crafted our programs. Our focus is on the ability to function more effectively as a member of the management team. We recognize that as our organizations continue to grow and evolve at an unprecedented pace, the administrative professional is uniquely positioned to take on an even greater, more influential role. The praise this program has received over the past four decades clearly reflects the persistent research and subsequent revision which ensures that this program is always at the cutting edge.

## 3. A PROFESSIONALLY CERTIFIED COURSE

We use the university standard, all of our courses are taught by qualified faculty not scripted presenters or lightweight motivational speakers. All of our faculty members hold, as a minimum, a Master's Degree from a fully accredited university and one or more professional qualifications, (Ph.D., CMC, LL.B., PMP, etc.) Our faculty also have at least 12 years' experience in their field of expertise. Upon successful completion of the course, you will be awarded the MBA Skills for Administrative Professionals certification, a valuable addition to your resume. As well, being certified, in addition to your frameable certificate of completion, you will receive 2.2 continuing education units (CEU's)



## 4. 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, where participants must find their own accommodations, arrange their own meals etc., at The 45th Annual Administrative Professionals Course everyone is under the same roof. Your course fee includes your tuition, accommodation (room & taxes) breakfast each day, a hosted bar and social mixer, luncheon on

day two, comprehensive materials package - program workbook and manual, individual Multidimensional Inventory & Normative Diagnoses (iMind2) as well as an individual password for online materials to assist you after the program is finish

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# SENIOR FACULTY LEADERSHIP



At respected universities, courses are taught by academically qualified individuals - not scripted presenters or lightweight motivational speakers. All of our faculty members hold, as a minimum, a Master's Degree from a fully accredited university and one or more professional qualifications, (Ph.D, CMC, LLB, PMP, etc.) Our faculty also have at least twelve years' experience in their field of expertise. This course will be lead by the following two senior faculty members:

## Dr. Paul A. Douglas

Paul Douglas is an internationally acclaimed speaker and consultant to scores of major corporations, universities, and governments. He has written seven books and numerous articles of management, organization behaviour and the role of the administrative professional. His unique and effective approach to leadership training emphasizing the "people skills" of good management as well as strategic excellence has benefited tens of thousands of administrative professionals. He is a Certified

Management Consultant (CMC) and holds a Bachelor of Commerce (B.Com.) and Master of Business Administration (MBA) degree from the University of Alberta where he taught in the Faculty of Business. He also has a doctorate (Ph.D.) in business administration and organizational psychology. Most importantly, the insights and practical techniques he presents come from the real world, immediately you will feel at ease with Paul - he communicates with wit, warmth, authenticity, and enthusiasm.



## Thomas E. Douglas

Tom Douglas has been featured in various public seminars throughout the country for several years and has also acted as a consultant to numerous individuals and Fortune 500 companies. Tom's keen understanding of organizational behaviour and wealth of real-world experience further enhances P.A. Douglas' acclaimed training programs. In addition, Tom has earned degrees in psychology (BA), business administration (MBA), and is an experienced team leader and project manager who holds the project management certification (PMP). Tom's passion for the focal topics, together with a sensible and approachable manner, will reach participants at all levels.



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# YOUR COURSE SCHEDULE-AT A-GLANCE

## Day One

### 5:00 PM - 6:00 PM - WELCOME

The course will officially commence with the welcome session. All course material will be distributed, and the faculty will be introduced, and the participants will meet one another and be assigned to self-directed work groups.

### 6:00 PM - 7:00 PM - SOCIAL & MIXER

The course will officially commence with the welcome session. All course material will be distributed and the faculty will be introduced and the participants will meet one another and be assigned to self-directed work groups.



## Day Two

### 8:30 AM - 9:30 AM - NETWORKING BREAKFAST

A continental breakfast and coffee, tea and juices will be served this and each morning before the session begins.

Your Schedule Continues Overleaf



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# YOUR COURSE SCHEDULE-AT A-GLANCE

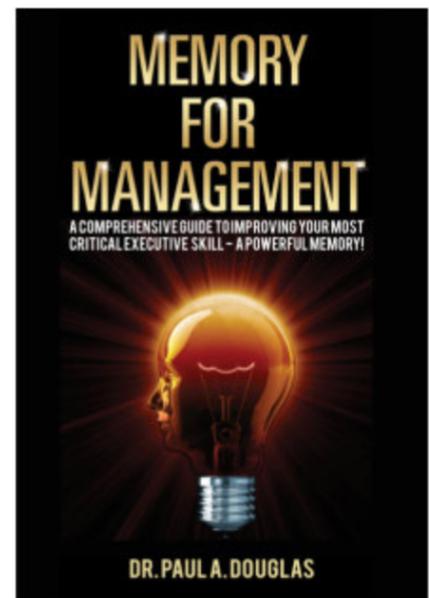


## Day Two

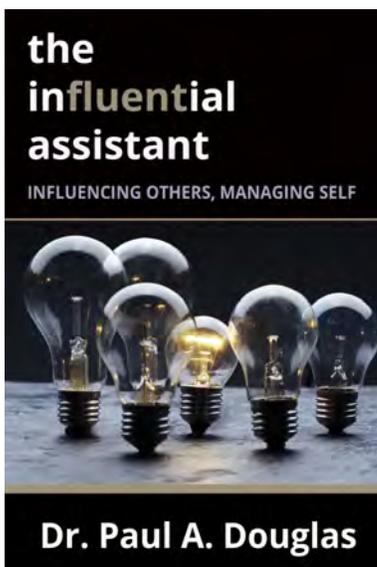
9:00 AM - 10:30 AM

### MEMORY SKILLS FOR ADMINISTRATIVE PROFESSIONALS

To master your memory is to invite success in business, in education, and in your relationships. A trained memory is an absolute necessity for today's administrative professional. In your business life as well as in your personal life, the ability to remember names and faces, verbal instructions, and numerical data are of immeasurable importance. Past participants say that learning how to deliver speeches and presentations without the need for notes was in itself well worth the cost of this seminar.



10:30 AM - 10:45 AM - REFRESHMENT BREAK



10:45 AM - 12:15 PM

### FROM ADMINISTRATIVE ASSISTANT TO ADMINISTRATIVE PROFESSIONAL

While some of the “old guard” believes that the 90’s name change from secretary through administrative assistant to administrative professional is just another example of political correctness, it, in fact, represents an actual paradigm shift. Many of the functions and responsibilities of management have fallen on the shoulders of administrative professionals as organizations have downsized over the past decade. In this critical session, we will discuss this new reality and develop those crucial management tools needed to take you to a higher level of proficiency.



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# YOUR COURSE SCHEDULE-AT A-GLANCE

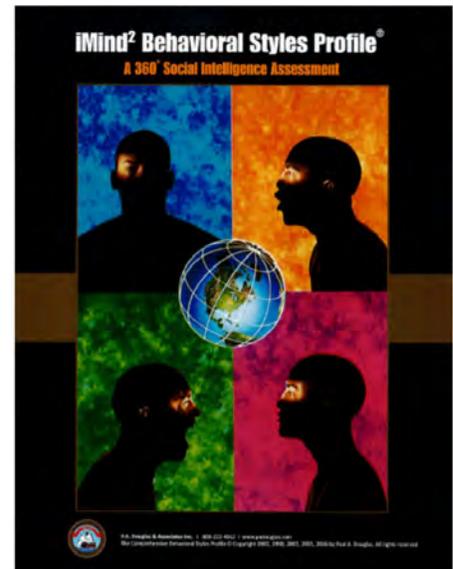
## Day Two

### 12:15 PM - 1:30 PM - LUNCHEON

A buffet luncheon will be served. Special plates will be made available for participants with food restrictions because of religious and health reasons

### 1:30 PM - 3:00 PM - EMOTIONAL INTELLIGENCE AND BEHAVIORAL STYLES

Numerous recent studies have shown that emotional intelligence is an essential key to effective leadership and organizational success. The ability to build trusting relationships distinguishes those who flourish from those who fail. New and heightened levels of relationship-building skills are needed. In this extraordinary session, you will be introduced to the iMind model and will determine your unique behavioral style. You will also develop the in-depth knowledge and practical, emotional intelligence skills that will ensure that you are a reliable, emotionally intelligent administrative professional.



### 3:00 PM - 3:15 PM - REFRESHMENT BREAK

### 3:15 PM - 4:30 PM - EXPERIENTIAL EXERCISE

The day will conclude with an important and fun exercise that will focus on team building and will also bring a number of key concepts to the fore. As well the activity will generate many questions that will be addressed during tomorrow's sessions.



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# YOUR COURSE SCHEDULE-AT A-GLANCE



## Day Three

### 8:30 AM - 9:30 AM - NETWORKING BREAKFAST

A continental breakfast and coffee, tea and juices will be served prior to the morning session.

### 9:00 AM - 10:30 AM - INFLUENCE: Getting Results With People When You Are Not in Charge

Whether you are interacting with colleagues, your boss, subordinates, or senior management; gaining respect and cultivating influence are essential to your success and effectiveness. In this important segment, you will focus on the critical elements of influencing others and improving workplace relationships. Particular attention will be given to dealing with many difficult personalities effectively. As well, Getting your team enthused and committed is not a simple task– but it becomes a great deal more natural when you understand the basic principles of human motivation.

### 10:30 AM - 10:45 AM - REFRESHMENT BREAK

### LEADERSHIP ESSENTIALS: Achieving Outstanding Results Through Others

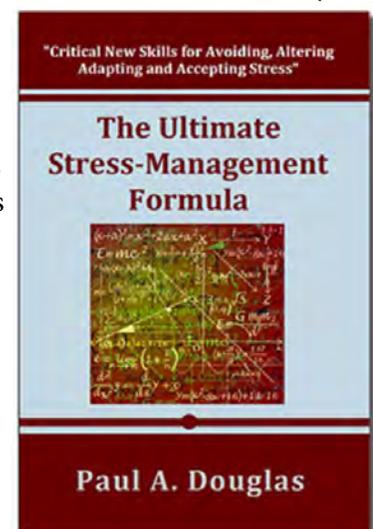
As an administrative professional, your success is not measured solely by your contribution, but by how well you get work done with and through others. At this critical session, you will develop the skills every AP must have to achieve team synergy and effectiveness. In this session you will develop a proactive approach to meeting complex challenges, taking your management skills to a higher level of proficiency by applying appropriate behavioural strategies for success.

### 12:00 PM - 6:00 PM - AFTERNOON RECESS

In the afternoon participants will enjoy a recess. This free time will afford participants an opportunity to enjoy Banff or the Niagara Region and the first class hotel recreational facilities during daylight hours.

### 6:00 PM - 8:45 PM - MANAGING STRESS AND NEGATIVE EMOTIONS

Stress has been called the “disease of the twenty-first century.” Unquestionably, the next decade will bring with it continued change and increased challenges for those in the role of administrative professional. The pressure of doing more with fewer resources and tighter timelines will only intensify. Paradoxically, stress can be either “the spice of life or the kiss of death.” The critical difference between positive and negative stress lies in the way we perceive and deal with each stressful situation – in short the way we cope! At this important session you will come to recognize the sources, symptoms and effects of stress and will develop strategies for effectively preventing, reducing, and managing stress.



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# YOUR COURSE SCHEDULE-AT A-GLANCE

## Day Four

### 8:30 AM - 9:30 AM - NETWORKING BREAKFAST

A continental breakfast and coffee, tea and juices will be served prior to the morning session.

### 9:00 AM - 10:15 AM - STRATEGIC EXECUTION: Getting it Done

Every day, you're judged by your ability to manage projects, priorities, and deadlines. At this essential session, you will develop the understanding, skills, and confidence to put your personal and organizational strategies into action. You will learn how to identify and deal effectively with the urgent task, the unimportant task and other people's priorities.

### 10:15 AM - 10:30 AM - REFRESHMENT BREAK

### 10:30 AM - 11:45 AM - STRATEGIC EXECUTION: CONTINUED

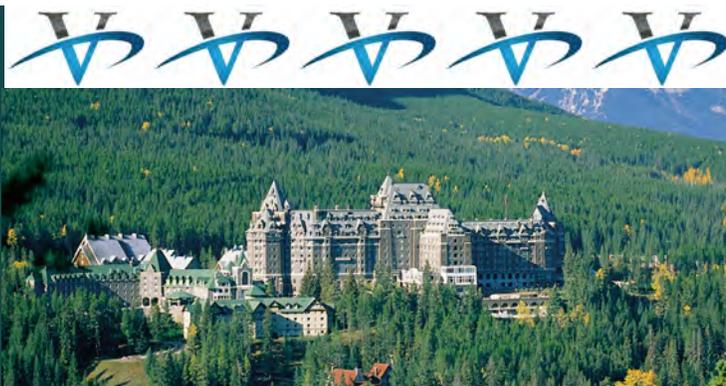
### 11:45 AM - 12:00 PM - CONCLUSION AND EVALUATION

### 12:00 PM - ADJOURN



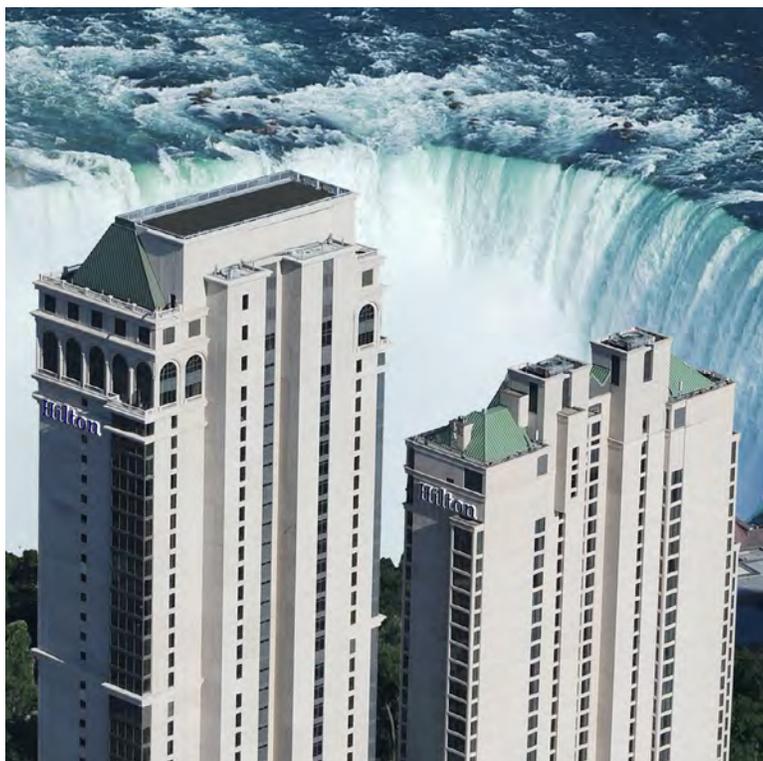
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# First-Class Hotel Accommodation Included



## THE FAIRMONT BANFF SPRINGS

Situated amongst the snowcapped peaks of the Canadian Rockies, the Fairmont Banff Springs Hotel stands as a world-renowned symbol of Canadian hospitality. Its blend of opulence and seclusion has been an emblem of Rocky Mountain majesty for more than a hundred years. A UNESCO World Heritage Site, Canada's "Castle in the Rockies" stands as a landmark in the picturesque alpine town of Banff, Alberta and has been providing legendary hospitality for more than 125 years. On property there is a world-class 27-hole golf course, fifty shops and boutiques, tennis courts, several swimming pools, and Solace, an outstanding European-style health spa. Enjoy a short stroll from the hotel and explore the charming town of Banff. Discover local galleries and museums, upscale shopping and restaurants, year-round Banff Lake Louise events, and popular local attractions including the Banff Gondola and the mineral-rich Banff Upper Hot Springs.



## THE HILTON NIAGARA FALLSVIEW

Niagara Falls premier hotel, with its extraordinary vista atop the escarpment, overlooking one of the most spectacular views of the city and of one of the world's most famous attractions, Niagara Falls. A bustling destination full of activities Niagara Falls offers so much. For those who long to get up close to the Falls, don the famous blue slicker and jump aboard the Maid of the Mist or for the adventurous take the tour behind the raging falls. In addition to the numerous restaurants and bars in the hotel, world-class gaming and entertainment are also just moments away through an enclosed walkway at the Fallsview Casino Resort. You will remember this amazing course and Niagara Falls forever!

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## REGISTRATION AND TRAVEL



THE 45th ANNUAL

## ADMINISTRATIVE PROFESSIONALS COURSE

Canada's Leading and Most Comprehensive Administrative Professionals Event



## TRAVEL

### Travel to Banff

Calgary international Airports is located 70 miles from Banff. In addition to taxis and rental cars, low-cost airporter limousine service is also available between the Calgary International Airport and the Banff Springs Hotel. It's less than a scenic two-hour ride with Brewster Airporter from the Calgary International Airport to the door of the Fairmont Banff Springs. Please contact Brewster Transportation (800-760-6934) directly for rates and schedules for travel between Calgary and Banff.

### Travel to Niagara Falls

There are three international airports convenient to Niagara Falls - Hamilton International Airport (45 minutes away), Toronto Pearson International (90 minutes away), and Buffalo International (35 minutes away). ViaRail also offers service to Niagara Falls. In addition to taxis and rental cars, Niagara Airbus (800-268-8111) offers a low-cost airporter limousine service is also available between the Toronto International Airport as well as the Buffalo International Airport and Niagara Falls.



**1-800-222-4062**



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## ONE INCLUSIVE FEE

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 where participants must find their own accommodations, arrange all their own meals, etc., at The Influential Assistant: the 45th Annual Administrative Professional Course everyone is under the same roof. The course fee of \$2,695 (plus GST/HST) includes tuition, first-class hotel accommodation (both room & taxes), continental breakfast each day, hosted social and mixer on day one, buffet luncheon on day two, refreshments, course workbook, personal iMind2, and all other course materials. Special group rates apply when three or more people from the same organization register for the same session. For complete details, please go to [www.padouglas.com/groups](http://www.padouglas.com/groups). Please also take note that hotel incidentals such as parking, room service, resort fees, gratuities, etc. are the participant's personal responsibility. As we must guarantee hotel accommodation on your behalf, the course fee is payable before the seminar. At P.A. Douglas we are pleased to offer a flexible cancellation/substitution policy. Should your plans change and you need to transfer to another session, you can do so at no additional charge providing you do so in writing at least 15 days before the date of the seminar. Should you need to cancel altogether, the \$500.00 cancellation fee only will be charged and substitutions may be made at any time prior to attendance and upon written notification

### Charitable and Non-Profit?

Please note: We have reserved a number of places at a substantial discount at both sessions for participants employed by charitable, religious and other non-profit organization. For details, please call Mrs. Kelley Mercado at 1-800-222-4062



**P.A. Douglas & Associates Inc.**  
*Educating Administrative Professionals for Over Forty Years*

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# Also... Become Certified



COLLEGE OF  
ADMINISTRATIVE  
PROFESSIONALS

**The Influential Assistant Course** satisfies the residency requirements for the **Administrative Professional Certification (APC)** program of studies offered by the **College of Administrative Professionals** and as a preferred educational provider, graduates of **The Influential Assistant Course** may challenge the Final Qualifying Examination. Upon successfully passing the examination the graduate of **The Influential Assistant Course** can proudly announce their level of professionalism by using the designation APC after their name.



**The APC Certification Program** is designed to demonstrate and certify that each graduate possesses an in-depth understanding of the specialized knowledge of administrative assistant fundamentals, best practices, and current modalities in management thought and organizational behavior. For complete details, please visit; [www.collegeadminpro.org](http://www.collegeadminpro.org).

Earning your APC Certification credential demonstrates your aptitude as an administrative professional. It reflects your commitment and accomplishment as a professional in your chosen field of expertise as well as your commitment to excellence through life-long learning.

The APC assessment-based professional certification provides the graduate with many career advantages and opportunities for self-actualization. Specifically it:

- *Demonstrates to your employer that you are dedicated to improving your skills and professionalism.*
- *Positions you for more rapid professional growth and advancement.*
- *Indicates your dedication to your profession and your commitment to stay up to date in an ever-changing environment.*
- *Helps you attain that competitive edge needed in today's competitive organizational environment.*
- *Helps create a stronger partnership with your manager.*
- *Increases your professional reputation and self-esteem.*



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CONVINCING  
YOUR  
BOSS



THE 45th ANNUAL

## ADMINISTRATIVE PROFESSIONALS COURSE

Canada's Leading and Most Comprehensive Administrative Professionals Event



### ***... Getting your boss on side***

If you are dying to attend ***The 45th Annual Administrative Professionals Course***; but you are not sure how to convince your manager to let you go? Help is here!

Most companies and government agencies pick up the tab for their employees to attend outside courses and conferences, however, getting time off and permission to spend some of your organization's precious training budget on a course isn't always a "slam-dunk" proposition.

Remember that the cost of attending a course or conference is considerable - course fees, travel costs, and time-away-from-work. It is likely your managers will want some serious justification for you to attend a conference. Getting approval to attend the course is a two-part endeavor.

In addition to highlighting the benefits of the course itself, you will also want to show that you are the best person to attend - that you are the individual that your organization should invest Professional Development dollars in.

There are many reasons to attend an out of town course. One is simply a change of pace and the chance to get out of the office. However, that is not going to sell the idea of paying for a seminar to your boss. If you've decided you want to attend a course this year here are a few ways to convince your boss to foot the bill.

1. Remind the boss that you are a good employee. It's may sound obvious, but in today's organizations it is far than always the case.
2. Suggest that your organization, like most, demands more and more from its Administrative Professionals. Indicate that by acquiring new cutting-edge skills and knowledge, and increased confidence you will better meet the fast-changing challenges of today's leaner organizations.

**... Continued**

## CONVINCING YOUR BOSS



THE 45th ANNUAL

## ADMINISTRATIVE PROFESSIONALS COURSE

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3. *Stress your goals - what do you expect to gain from the course or conference. Write down your goals and list any problems you're having or questions you need answered.*
4. *Discuss any issues that exist or have existed recently where training may have helped you deal more effectively with the situation.*
5. *Show your boss that the course is content rich, providing a list of the specific topics that will be covered.*
6. *Tell your boss about the seminar leaders. Stress that they are leaders in the field with outstanding academic credentials.*
7. *Highlight the fact that The 45th Annual Course for Administrative Professionals is the ORIGINAL and while now in it's forty-fifth year, the constant revision and improvement puts it at the cutting-edge.*
8. *Provide the boss with testimonials from prior attendees and a list of organizations that have sponsored participants in the past.*
9. *Offer to share materials and experiences with the rest of the team upon your return. Perhaps hosting a brown-bag lunch session to spread the new techniques around and reviews relevant content you learned at the course. From the boss's viewpoint, that means that everyone gets training for the cost of sending one person.*

*While a simple verbal request is sometimes all it takes, a written request is better. Write a memo to your boss outlining the program's features. Attach the brochure and highlight parts that show how you and the company will benefit. You might also want to have your manager view the attached PowerPoint presentation, "**Making the Case for the 45th Annual Administrative Professionals Course,**" linked below:*

Good luck!



Powerpoint

To download the '**Convincing Your Boss**' PowerPoint Presentation, please go to:

<http://www.padouglas.ca/benefitsannual-administrative-professional-course-canada>