

The Douglas Difference



We are committed to providing you with the best training available. For more than 46 years, our seminars have set the gold standard in administrative professional education for the following reasons.

1. Canada's Most Comprehensive and Longest Running Administrative Professionals Program

Since day one, 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 our experience over the last four decades that we have meticulously crafted our programs. The praise this course consistently receives reflects our persistent research and subsequent revision, ensuring this seminar is at the cutting edge.

2. Highly Qualified Faculty

We use the university standard; all of our courses are taught by experts in the field, not scripted presenters. Knowledgeable and entertaining, each 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 members also have on average more than 15 years' experience educating administrative professionals.

3. A Truly Limited Enrollment Seminar

We know your time is valuable, that is why we have NOT designed a program 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.

4. Uniquely Canadian Content

Real differences exist between American and Canadian corporate cultures as well as the role of our public sector and the unique impact and contributions of First Nations on our organizations and the roles we play within them. This course reflects who we are as Canadians - diverse and inclusive. Our courseware, cases and faculty are proudly Canadian.

REGISTER NOW: www.effectiveap.com

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:



Founder & President

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 the administrative professional. 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 administrative professional.

To view our entire faculty, please visit our website.

Reach
NEW HEIGHTS IN YOUR CAREER

EDMONTON
CALGARY
TORONTO
HAMILTON
OTTAWA
VANCOUVER
REGINA



P.A. Douglas & Associates Inc.

First Class: A Philosophy and a commitment

The Effective Assistant



AN EXCITING
NEW EVENT FOR
ADMINISTRATIVE
PROFESSIONALS



The Effective Assistant
THE ONE-DAY ADMINISTRATIVE PROFESSIONALS CONFERENCE

CALGARY
March 23rd, 2020
EDMONTON
April 3rd, 2020
VANCOUVER
April 16th, 2020
TORONTO
June 8th, 2020
OTTAWA
JUNE 12th, 2020

The Effective Assistant

The One-Day Administrative Professionals Conference

For forty-six 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. The Effective Assistant is a comprehensive and highly targeted course that will afford you the opportunity to set realistic expectations, better partner with your boss, increase your influence and develop your emotional intelligence and communications skills.

At this comprehensive one-day conference you will identify your unique Behavioural style, both it's strengths and weaknesses. In short you will develop everything you need to enhance your influence on others and better manage yourself!

In just one day you will improve your skills in each of these areas of competence:

- Cultivate a **more effective assistant/manager** partnership
- **Develop your Behavioural Fluency:** Using this new modality to influence others
- **Communicate with greater tact,** diplomacy and emotional intelligence
- Deal with **different and difficult people** at work more successfully
- **Manage your time and your life,** learn how to control what can be controlled, and reduce stress on the rest
- Develop Your Decision-Making and Problem-Solving Skills

Message to Approving Executive

Your approval of this advanced training will mean that your colleague will gain both cutting-edge skills and enhanced knowledge that will make them an even more valued member of your team.

The role of the administrative professional is constantly evolving. Skills and competencies mastered yesterday need to be expanded and magnified for tomorrow. This intensive course is your opportunity to make a training investment that will return dividends in increased effectiveness for years to come.

REGISTER: www.effectiveap.com



"I was captivated from the very beginning! I can see myself using these important tools in the future as well as the present."

-Barbara Bond, DND

"Truly empowering. Applies to personal and professional life. This seminar has helped me grow in so many ways - Thank you."

-Tamara Middleton, J V Driver





FIVE More Benefits of Attending...

Become a True Proactive Partner with Your Boss. Learn how to be seen by your boss and by others as a valuable professional resource. Improve your emotional intelligence, as well as your ability to anticipate your boss's needs by understanding his or her management style, so as to better synchronize your own unique behavioural style with it.

To be a World-Class Administrative Professional Today, you must be a strategist, a communicator, a coach, a mediator, a diplomat and a politician! Whether your goal is to move into management per se or to enhance your skills as an administrative professional, this module will help you elevate your game, engaging others to achieve the results you seek.

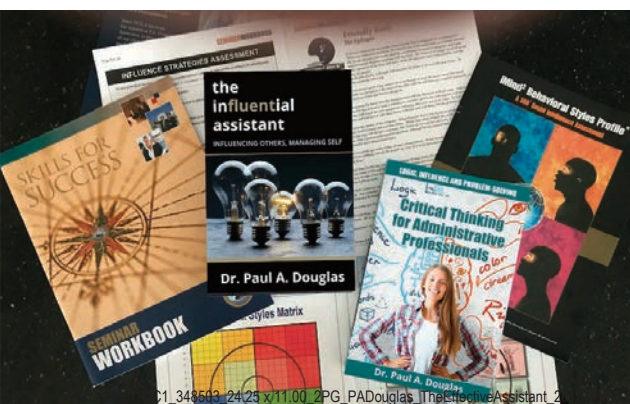
Increase Your Ability to Control Time and Execute Plans more Effectively. Learn how to control yourself, your time and your reactions to events beyond your control. You will acquire the ability to adjust to shifting demands with grace, clarity, and professionalism.

Learn to Communicate Your Ideas More Persuasively to your boss, influence your colleagues and cope more effectively with those difficult people we all must work with. You will learn to convince team members to "buy-in", by discovering how to apply the new concept of Behavioural Fluency, thereby greatly increasing your influence and respect - both absolutely essential to your effectiveness.

As an administrative professional, the ability to make consistently good decisions is essential. At this course you will identify the four steps for solving any problem - big or small and will come to recognize the five key elements of a good decision.

Differentiate yourself in today's competitive marketplace with **The Effective Assistant**. Draw on Dr. Douglas' four decades of research and real-world experience delivering the emotional intelligence, organizational, and self-management skills administrative professionals search for, but rarely find. This single comprehensive source for administrative and executive assistants addresses the most critical challenges they face today with extensive coverage of communication, decision-making, conflict resolution and organizational skills.

Unlike other 'admin seminars' at this comprehensive program you will be taught by Dr. Paul Douglas a renowned expert in the field, with four decades of dialogue with administrative professionals, not a scripted presenter. You will also receive a materials courseware package reflective of the quality of the course, Included in your materials is a copy of Dr. Douglas' book - **The Influential Assistant** so you may continue learning after the course has concluded.



FIVE VENUES IN 2020!



CALGARY
March 23rd, 2020
The Westin Calgary



EDMONTON
April 3rd, 2020
Fantasyland Hotel



VANCOUVER
April 16th, 2020
Westin Bayshore



TORONTO
June 8th, 2020
The Westin Harbour Castle



OTTAWA
JUNE 12th, 2020
Westin Bayshore



To Enroll:

Call toll-free 1-800-222-4062
or on-line at:

www.effectiveap.com

PROGRAM HIGHLIGHTS

STEPPING UP TO LEADERSHIP

- Add leadership to your repertoire of skills
- Make the vital transition from administrative assistant to administrative professional
- Increase your credibility as your boss's representative
- Strengthen your emotional intelligence leading to a lasting affect on your boss, your team and yourself
- Take unnecessary pressure off your boss
- Position yourself for additional and greater responsibility
- Recognizing overall objectives and where your responsibilities fit in
- Recognize and complement your boss's unique management style
- Apply the iMind construct increasing the respect of your boss
- How to be more assertive and confident in day-to-day communication with key managers and executives.
- How to respond professionally to criticism without becoming defensive
- Use strategic diplomacy to handle office politics, and demanding situations
- How to better play the vital role of liaison between your boss and other team members
- Develop a solution-focused approach—how to effectively present ideas to your boss
- How to establish and maintain your credibility with coworkers and upper management
- Learn to maintain control of your emotions no matter how tense the situation
- Three specific situations that offer opportunity for job growth — and how you can take full advantage of them
- Become a strategic partner with your boss
- Learn how to project confidence in any situation

INFLUENCE: HOW TOP ADMIN PROS GET RESULTS WITH PEOPLE

- **BEHAVIOURAL FLUENCY:** Discover how this new breakthrough can vastly improve the quality of your communications in both your professional and personal relationships
- Come to recognize that the key to successful leadership is the effective use of influence rather than reliance on authority
- Analyze your personal *Behavioural Styles Profile*
- Explore the psychology behind influence and persuasion
- Learn influence strategies for turning resistance into agreement
- Forty tips for successfully working with others as part of a team
- Identify the levers that you can pull to motivate others and enlist their support
- Achieve greater team synergy and effectiveness
- Overcome objections before they happen
- Customize effective influence techniques for every situation
- How to uncover hidden agendas that influence outcomes and create conflicts
- Staying focused on outcomes instead of stylistic differences

STRATEGIC EXECUTION: GETTING IT ALL DONE

- Pinpoint where you need to take action
- Identify the Administrative professionals' deadliest time traps
- Plot the day's work: Determining what's urgent, what's not, and what can wait
- Anticipate and deal proactively with the needs of your boss
- Adopt effective techniques for helping your boss understand the demands on your time—and getting them to prioritize projects that minimize "fire-fighting"
- Deliver bad news, saying "No," to requests—with tact
- Recognize and manage your tendency toward perfectionism
- Avoid the trap of using urgency as the tie-breaker between competing priorities
- Perform better when juggling people, paper, and priorities
- **TIMESTYLE:** The key to increased personal effectiveness
- Avoid the manipulative time-tactics of others

HANDLING CONFLICT AND NEGATIVE EMOTIONS IN THE WORKPLACE

- Anticipate and resolve conflict situations
- Foster collaboration and influence outcomes
- Increase your ability to exert influence without authority
- Diffuse volatile situations while influencing others
- Get greater results from hard to handle staff
- Develop influence strategies for turning resistance into agreement
- Mindfulness: Tips and techniques for managing "in the moment"
- How to stop "Charging Rhinos" from dominating every conversation
- Time-tested strategies for dealing with toxic and exhausting people
- Handle super-agreeables and those who just tell you what you want to hear
- Learn tips for stopping the 'tough guy' cold
- Deal with snipers who use innuendos and under their breath comments
- Cope with clams, complainers and tanks
- They're not your boss, but ... how to deal with co-workers who think they have authority over you
- Avoiding the greatest mistake many APs make during an interview
- Cope successfully with complainers and those who will not communicate
- Understanding Role-Stress: the personal/professional dichotomy
- Deal with negativity in the workplace
- Learn to work through conflict situations while influencing others



ALSO!

THE Influential Assistant

47th Annual Administrative Professionals Course

NOW with APC Certification

Also ... Consider Attending Canada's Premier Event for Administrative Professionals In Banff, Alberta and Earn Your APC Designation.



ADMINISTRATIVE PROFESSIONAL CERTIFICATION

Graduates of the Influential Assistant or The World Class Administrative Professionals Course 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.



FOR COMPLETE DETAILS
ON THE 47th ANNUAL
ADMINISTRATIVE
PROFESSIONALS COURSE

www.CanadaAp.com



Fairmont
BANFF SPRINGS

BANFF

Situated amongst the peaks of the Rockies, the Fairmont Banff Springs stands as a world-renowned symbol of legendary Canadian hospitality. Its blend of opulence and seclusion has been an emblem of mountain majesty for more than a hundred years. Perhaps Canada's finest 5-Star hotel, the "Castle in the Rockies" stands as a landmark in the picturesque town of Banff, Alberta.

For over forty-seven years, P.A. Douglas has set the gold standard for excellence in AA and EA training. Recognized as the pioneer in Canadian professional development, it is where administrative personnel come to learn, network, and engage with leaders in the field. No other seminar or workshop provides the comprehensive high-quality advanced program that the 47th Annual Administrative Professionals Course does. Since 1975, it has been our mission at P.A. Douglas to provide the very best possible training available to Administrative Professionals in a relaxed and comfortable environment, highly amenable to learning. In 2020, we continue this tradition with this powerful, memorable and enjoyable event.

MAY 6th - 9th, 2020
FAIRMONT BANFF SPRINGS
BANFF, ALBERTA