THE Influen ial Assistant

48th Annual Administrative Professionals Course

NOW with APC Certification

APC
ADMINISTRATIVE PROFESSIONAL CERTIFICATION

P.A. DOUGLAS

TRAINING
FOR TODAY
SUCCESS
FOR TOMORROW

A POWERFUL 3-DAY VIRTUAL SEMINAR

February 9th - 11th, 2021
April 13th - 15th, 2021

FIRST CLASS TRAINING
TO HELP YOU MAXIMIZE
YOUR POTENTIAL

Canada's **Premier Training Event** for Administrative Professionals

THE DOUGLAS DIFFERENCE

We are committed to providing you with the best training available. For 48 years, our lagship seminar, **The Annual Administrative Professionals Course,** has been recognized as 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. Why the Virtual Edition of the 47th Annual Administrative Professionals Seminar?
With record numbers being reported as we continue to battle the Covid-19 pandemic, we have received many requests to provide our clients with a high quality training option, fully interactive and participatory.

4. 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.

5. 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.

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 www.padouglas.ca/virtual

COURSE SCHEDULE

The Virtual Course will be offered over three consecutive days with daily meeting running five hours with normal breaks. To suit everyone's schedule the virtual course will be held twice over two months – February and April, 2021. This way participants can choose to attend the three days consecutively or choose any other configuration, for example, Day One in February, Day Two and Day Three in April.

February Session

Day One – February 9th, 2021
Day Two – February 10th, 2021
Day Three – February 11th, 2021

April Session

Day One – February 9th, 2021
Day Two – February 10th, 2021
Day Three – February 11th, 2021

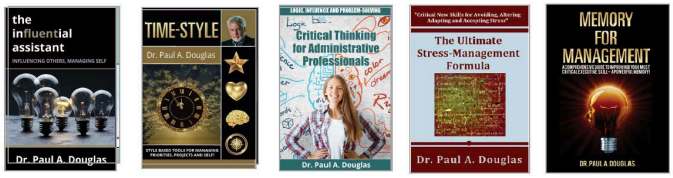
Times

11:30 AM Eastern
10:30 AM Central
9:30 AM Mountain
8:30 AM Pacific

Comprehensive Courseware Package

You will receive all the course materials in advance by mail and will also receive your **Certificate of Achievement, APC Certification** and **2.2 CEU's** both for yourself **and a second participant who may participate at no additional cost.**

As a **BONUS**, you will also get the following books:



You will also receive the digital download of our popular webinar ***Partnering with Your Boss***, and as a thank you to your boss, we will send him or her a digital copy of the webinar ***Impromptu Speaking: Avoiding panic and communicating with confidence, poise and clarity - off the cuff*** as well as a copy of our best-selling book, **Memory for Management.**

Proven and Effective

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 47th Annual Administrative Professionals Course. First-class accommodation, meals and courseware package included.

WHEN

THREE SESSIONS TO CHOOSE FROM:

February 9th - 11th, 2021
April 13th - 15th, 2021

Please Note, You have the option of attending day one, two and three at two different sessions

Who We Are

"Since 1975, it has been our mission to provide the highest quality training available to Canadian administrative professionals in a relaxed, comfortable environment highly amenable to learning and change. In 2021, we continue this tradition with programs that are both memorable and enjoyable."

EARN YOUR APC DESIGNATION

APC
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.

YOUR ORGANIZATION

Sally Smith, APC
ADMINISTRATIVE ASSISTANT

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COURSE FRAMEWO

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 46th 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 greater self-awareness: Your style - strengths and weaknesses
- Identify and overcome irrational beliefs that might be holding you back
- 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
- 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!!

STEPPING UP TO LEADERSHIP

From Administrative Assistant to Administrative Professional. While some of the "old guard" believes that the 90's name change from secretary to administrative assistant to administrative professional is just another example of political correctness, it in fact represents a true 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 expectation
- Increase your credibility as your boss's representative
- Learn to apply the 9-step coaching model with juniors
- Position yourself for greater responsibility
- Recognize and complement your boss's unique management style
- Apply the iMind construct for gaining the respect of your boss
- Adopt new planning skills for anticipating and proactively supporting your boss
- Gain your managers trust in problem solving and decision making
- Take unnecessary pressure off your boss
- Increase the respect of your boss and be taken more seriously

STRATEGIC EXECUTION: GAINING NEW CONTROL OVER YOUR TIME – AND THOSE WHO ABUSE IT

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 unanticipated task, the unimportant task and other people's priorities; specifically, you will learn to:

- Pinpoint where you need to take action
- Identify the deadliest traps busy administrative professionals fall into and how you avoid them
- Develop personal planning techniques that minimize "fire-fighting"
- Recognize and manage your tendency toward perfectionism
- Focus your efforts on what is most important based on your role and responsibilities
- Avoid the trap of using urgency as the tie-breaker between competing priorities
- Learn best practices for effectively prioritizing your time and activities
- Nixon vs. Kennedy: the Pareto Principle
- Preserving your "Prime Time"
- Identify five new ways to handle interruptions
- Avoid the manipulative time-tactics of others
- The one essential question you should answer before ever having a meeting
- Ten essential steps to more successful meetings
- Enhance your ability to act more proactively
- Never say, "I don't have time" again
- Action Plan: Developing a NEW success blueprint

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:

- Enhance your BEHAVIOURAL FLUENCY: Discover how this new breakthrough can vastly improve the quality of your communication in both your professional and your personal life
- 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
- Identify your workplace's emotional culture
- Analyze your emotional intelligence strengths and weaknesses and develop specific strategies for enhancing your emotional intelligence
- Discover your unique behavioural style
- Cope with different and sometimes difficult people
- Achieve greater team synergy and effectiveness
- Build an administrative professionals' team and elevate the value of your work
- Building your personal brand: Showcasing the best you!
- Understand the laws of influence - effectivelypersuading others

MANAGING STRESS AND EMOTIONS IN CHALLENGING TIMES

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. Specifically, how to:

- 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" behaviour
- Role-Stress: Understanding the personal/professional dichotomy
- Examining your conflict management style
- Identifying unfounded attitudes and irrational beliefs that increase stress
- Five common manifestations of low self-esteem
- Why successful and capable administrative professionals struggle with low self-esteem
- What we can learn from Adams, Monroe, Prinze and Prior
- Ten proven ways to enhance self-esteem
- Relaxation and meditation techniques that really work
- Autogenic exercises you can use anywhere
- How to evoke the relaxation response

ESSENTIAL 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 or professional life as well as in your social life, the ability to remember names and faces, verbal instructions, and numerical data is of immeasurable importance. At this remarkable session, you will learn how to:

- Remember numerical information without time-consuming repetition
- Forget your daily planner – File your weekly appointments in your mind
- Develop laser-like focus and concentration
- Painlessly remember information that will boost your career
- Remember anniversaries and historical dates with ease
- Make a more powerful impression at meetings and presentations
- Razor-sharpen your business edge: Remembering verbal instructions and financial data
- Remember the names of hundreds of associates, clients and acquaintances.
- Discover creative powers you didn't know you had
- Enhance your image as a professional
- Cure absentmindedness forever!

REGISTER NOW: www.canadaAP.ca/virtual

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INFLUENCE: GETTING RESULTS WITH PEOPLE WHEN YOU ARE NOT 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 important segment, you'll focus on the key elements of influencing others and improving workplace relationships, specifically you'll learn to:

- Foster collaboration and influence outcomes
- Increase your ability to exert influence without authority
- Understand the person you are hoping to influence
- Establish instant trust and rapport with others
- Analyze your personal Behavioural Styles Profile
- Adapt your behavioural style to the person you are dealing with
- Understand the role behavioural patterns play in influencing others
- Recognize the major behavioural patterns that exist in organizations
- Cope with different and sometimes difficult people
- Develop influence strategies for turning resistance into agreement
- Deal with negativity in the workplace
- Develop the five communication techniques of all successful administrative professionals
- Learn relationship strategies that lead to recognition and advancement
- Adapt your individual style to those with differing styles
- Get greater results from 'hard to handle' staff
- 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'
- Learn to work through conflict situations while influencing others

"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 though discovering my style"

- D. Scheper, R.C.M.P.

Course Fee

No other virtual program or event provides the high quality, content and materials package, as does The virtual edition of the 48th Annual APC Certification Administrative Professionals Course.

The Course Fee includes:

- Your registration fee and tuition
- A comprehensive courseware package
- Partnering with Your Boss digital download (A $195 Value)
- Impromptu Speaking digital download (A $ 195.00 Value)
- Five Books (A $155.00 Value)
- Your A.P.C. professional designation
- A second place at no additional charge (a $2,895.00 value)
- $1,000 credit for future on-site seminars

Virtual Program Package **$2,895**

REGISTER NOW

To enroll, call toll-free
1-800-222-4062
or register online at:
www.canadaAP.ca/virtual

HOW YOU WILL BENEFIT

- CREATING INFLUENCE: Getting greater results with people - when you are not in charge
- Deal more successfully with difficult co-workers and others who create stress in your environment
- Analyze your current emotional intelligence strengths and weaknesses and develop specific strategies for enhancing it
- Learn to handle the three types of events that erode your effectiveness – the unimportant task, the unanticipated task and other people's priorities
- Learn to turn stress into personal energy
- Become a strategic partner with your boss
- Sharpen your memory – Systems for remembering verbal instructions, presentations and names and faces
- Build your personal brand and enhance your image as a professional