

Seminars for Administrative Professionals

JUNE–DECEMBER 2012

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Association®

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for Administrative Professionals

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(See inside back cover
for details.)



Gain greater skills, confidence and professional recognition with
AMA's Certificate in Administrative Excellence

See page 12

\$200 off
any seminar

See inside back cover
for details

All doors are open with the right skills

The skills you'll get from an AMA Seminar will help you handle any challenge that comes your way.

Even better, they give you the freedom to create the future you want. If you can't get away from the office, our most popular admin courses, *Management Skills for Administrative Professionals* (page 1) and *Partnering with Your Boss* (page 3) are also available in a Live Online format. You'll experience the engaging content, high-caliber faculty and peer interaction that you expect from AMA, right at your desktop.

Have you come up with a unique idea that has benefited your organization? Then nominate yourself for **AMA's Innovation Award for Administrative Professionals**. You could win a free trip to the 2012 AP Conference in Orlando! Visit www.amanet.org/iaward for details.

Don't forget—**AMA's Certificate in Administrative Excellence** is an excellent way to enhance your professional development and be recognized for your accomplishments. See the ad on page 12 to find out more.



For additional information on any of our courses and to register, visit us online at www.amanet.org or call 1-800-262-9699.

TABLE OF CONTENTS

MANAGEMENT AND LEADERSHIP SKILLS

Management Skills for Administrative Professionals*	1
Stepping Up to Leadership: A Course for Administrative Professionals*	2
Managing Chaos: Dynamic Time Management, Recall, Reading and Stress Management Skills for Administrative Professionals*	2

COMMUNICATION AND INTERPERSONAL SKILLS

Partnering with Your Boss: Strategic Skills for Administrative Professionals*	3
NEW! Organizing Your Work: New Techniques for Administrative Professionals*	4
How to Communicate with Diplomacy, Tact and Credibility	5
Assertiveness Training for Women in Business	6
Managing Emotions in the Workplace: Strategies for Success	6

Communication Boot Camp	7
Building Better Work Relationships: New Techniques for Results-Oriented Communication*	7
Moving Ahead: Breaking Behavior Patterns That Hold You Back	8

WRITING AND GRAMMAR

Business Writing for Administrative Professionals*	8
NEW! AMA's Business Grammar Workshop	9

PROJECT MANAGEMENT

Project Management for Administrative Professionals*	10
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FINANCE AND ACCOUNTING

Fundamentals of Finance and Accounting for Administrative Professionals*	11
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*These seminars constitute AMA's Certificate Program in Administrative Excellence



AMA's Live Online Seminars offer the same high-caliber faculty and engaging content as the classroom seminar—on your desktop.



AMA Blended Learning—a dynamic and effective blend of live training, online tools, resources and events that provides the foundation for greater subject mastery and measurable performance metrics to back it up.

AMA CERTIFICATE PROGRAMS

Attendance at seminars in this booklet contributes to the requirements for earning an AMA Certificate—a recognized symbol of achievement in the business world. For information on how to qualify for an AMA Certificate, as well as special discount pricing, visit www.amanet.org/certificates or call 1-800-262-9699.

GSA Contract Holder

Schedule 69 (GS-02F-0092R)
MOBIS (GS-10F-0083S)

All seminars are on General Services Administration Schedule



Management Skills for Administrative Professionals

SEMINAR #2294

Expand your managerial expertise for heightened professional growth and career development.

Bring your current challenges and brainstorm with colleagues and your course leader to solve your most pressing problems. Leave with a concrete action plan.

HOW YOU WILL BENEFIT

- Juggle multiple responsibilities
- Learn better ways to think on your feet
- Create win-win solutions that leave everyone feeling positive
- Become a strategic partner to your boss
- Understand different team player styles for more effective collaboration
- Control your time and workload
- Build your repertoire of managerial skills and abilities
- Keep your boss and team functioning as efficiently as possible—by use of planning, prioritizing and follow-through techniques
- Build a winning professional image
- Master communication skills to add to your credibility and influence
- Handle conflict and discourse with agility and professionalism
- Discover the secrets of an effective negotiator
- Write an action plan for future success
- Create take-home proposals and solutions using powerful presentation skills
- Present your ideas powerfully as you practice your new skills

With group exercises, case studies and time for questions and answers, this “learn-by-doing” seminar gives you the confidence and know-how you need to succeed.

WHAT YOU WILL COVER

Mastering Change with Management Skills

- Finding your place on the team
- Empowering yourself to achieve growth
- Discovering what it takes to become a change master

Fine-Tuning Your Team Skills

- Matching business goals with administrative support goals
- Assessing your leader/manager preference in teams
- Mapping your management team’s priorities for the year

Dealing Productively with Conflict

- Using persuasion and negotiation to gain better outcomes from conflict
- Defining sources of workplace conflict
- Mastering five techniques for dealing with difficult people

Communicating with Credibility

- Enhancing your image to help pursue specific goals
- Strengthening your active listening skills
- Managing your own emotions and detaching from others’ emotions

Controlling Your Workday

- Clarifying priorities to include team goals
- Setting criteria to validate your risk/value priorities
- Planning projects using the SMART Method
- Solving urgency/importance dilemma
- Eliminating your worst time wasters
- Using task maps to control multiple workloads

Putting Your Skills to Work

- Improving your personal impact as you present proposals or plan negotiations
- Trying new tools for effective meeting management
- Providing feedback to your colleagues

WHO SHOULD ATTEND

Experienced administrative professionals, including executive assistants, administrative assistants or senior secretaries who are striving to refine their managerial skills in order to enhance their careers and add to their organization’s effectiveness.

FACULTY SPOTLIGHT*

Christy Woods has trained business professionals in over 27 states and throughout the United Kingdom. She has presented motivational addresses to audiences at the National Institutes of Health, the National Press Club and PricewaterhouseCoopers among other notable organizations. Prior to taking the platform, Christy was an administrative professional in the world of finance and accounting.



*This seminar is also taught by other career-building experts.

SCHEDULE

June 4-6	Atlanta, GA	2294-E3V-00878
June 13-15	New York, NY	2294-E3V-00883
June 18-20	Las Vegas, NV	2294-E3V-00879
July 16-18	Boston, MA	2294-E3V-00882
July 25-27	Arlington, VA	2294-E3V-00881
Aug. 15-17	New York, NY	2294-E3V-00900
Aug. 27-29	San Francisco, CA	2294-E3V-00884
Sept. 5-7	Chicago, IL	2294-E3V-00885
Sept. 24-26	Arlington, VA	2294-E3V-00887
Oct. 17-19	New York, NY	2294-E3V-00891
Nov. 12-14	Arlington, VA	2294-E3V-00894
Dec. 3-5	New York, NY	2294-E3V-00896

To register or for a complete schedule, visit www.amanet.org/2294

3 days/1.8 CEUs
\$1,895/AMA Members \$1,695
AMA Members save \$200

LIVE ONLINE SCHEDULE

1.2 CEUs
\$1,895/AMA Members \$1,695

Tuesday 2-5 pm ET • 4 Lessons

Oct. 23-Nov. 13, 2012 2294-E3V-00892

Stepping Up to Leadership

A Course for Administrative Professionals

SEMINAR #2119

You are asked to take on the challenge of leadership—now master the skills you need to succeed.

Form and lead administrative teams, cross-train administrative professionals, supervise staff members and make decisions that impact the bottom line. Here's your opportunity to deal with setting work expectations, influencing and motivating people to perform well and providing feedback and coaching.

HOW YOU WILL BENEFIT

- Acquire the confidence and self-esteem to help you step up to an administrative leadership role
- Understand leadership behaviors
- Gain an understanding of how your work impacts other parts of the organization
- Develop strategies to influence and motivate up, down and across the organization
- Learn to set expectations and provide feedback and coaching whether you directly or indirectly supervise people
- Identify and apply emotional intelligence
- Discover career development strategies and opportunities

WHAT YOU WILL COVER

- Stepping up to the leadership challenge: behaviors and styles
- Thinking strategically about your role and your organization
- Creating partnerships that get you the information and resources you need
- Leading teams and individuals without direct authority
- Emotional Intelligence (EI): assessing and developing skills
- Creating your own personal development plan

WHO SHOULD ATTEND

Senior level administrative assistants, executive secretaries, administrative support staff or office support personnel with formal and informal supervisory responsibilities.

SCHEDULE

June 4-6 Arlington, VA 2119-E3V-00127
 Aug. 20-22 San Francisco, CA 2119-E3V-00128
 Oct. 29-31 Chicago, IL 2119-E3V-00130
 Dec. 17-19 Arlington, VA 2119-E3V-00129

To register or for a complete schedule, visit www.amanet.org/2119

3 days/1.8 CEUs
 \$1,895/AMA Members \$1,695
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Managing Chaos

Dynamic Time Management, Recall, Reading and Stress Management Skills for Administrative Professionals

SEMINAR #2194

SEMINAR #2194

This seminar will show you how to deal efficiently with the overflow of information and still be able to produce effective results.

It goes way beyond theory: it's practical, hands-on and technique-oriented.

Throughout the two days, you'll be taught accelerated learning skills, advanced memory/recall methods and increased reading comprehension techniques.

The results are immediate and will last a lifetime. You'll not only develop your mind, but also gain the skills needed to control your workday in today's chaotic business environment.

HOW YOU WILL BENEFIT

- Pinpoint where you need to take control
- Conquer procrastination and stress
- Effectively process and retain critical information
- Improve comprehension and focus
- Perform better when juggling people, paper and priorities

WHAT YOU WILL COVER

- Prioritizing: the SMART way to set goals, the five-step time management plan
- Using your power skills to handle the mass of information on your desk
- Accessing your memory and recall skills
- Staying in control: how to use stress to your advantage and handle burnout
- Reading more effectively by increasing comprehension
- Delegation strategies that work

WHO SHOULD ATTEND

Secretaries and executive secretaries, administrative assistants, administrative support personnel, office managers, executive assistants and sales assistants.

SCHEDULE

July 26-27 New York, NY 2194-E3V-00185
 Sept. 6-7 Arlington, VA 2194-E3V-00186
 Nov. 1-2 New York, NY 2194-E3V-00188
 Dec. 3-4 Arlington, VA 2194-E3V-00189

To register or for a complete schedule, visit www.amanet.org/2194

2 days/1.2 CEUs
 \$1,645/AMA Members \$1,495
AMA Members save \$150



Also available as a
Live Online Seminar



Partnering with Your Boss

Strategic Skills for Administrative Professionals

SEMINAR #2268

Become a proactive partner with your boss.

You are often called upon to communicate, plan, organize, negotiate and participate in decision making at very high levels. Attend this seminar and master techniques for effective goal setting, prioritizing, planning, decision making, relationship building and listening. Learn how to communicate confidently and assertively—and develop and use power and authority.

You'll return to work better able to support your organization's and boss's goals. Adapt to various communication styles to successfully influence and work with your boss and others, establish trust, credibility and authority to strengthen your working relationship.

HOW YOU WILL BENEFIT

- Consistently anticipate your boss's needs
- Gain the respect of your boss and be taken seriously
- Get what you need from others to accomplish your job and achieve your boss's goals
- Have the authority to make—and act on—decisions
- Confidently represent your boss
- Be seen by your boss and by others as a valuable professional resource
- Develop a trusting relationship with your boss
- Partner with multiple bosses and other office professionals
- Effectively use time and get more things done in a day

WHAT YOU WILL COVER

Defining Your Strategic Partnership

- Identifying the characteristics of effective partnering and using these features to create a positive partnership

Developing a Trusting Relationship with Your Boss

- Adapting methods to complement your boss's preferences by completing a self-evaluation exercise and creating a blueprint for change

Planning Skills to Anticipate and Proactively Support Your Boss

- Choosing and applying the active listening skills that will allow you to anticipate your boss's needs by completing a communication assessment and enacting a listening skills role play

Extending the Partnership

- Defining and integrating your personal power bases by revisiting trust and by completing a "power base planner"

Aligning and Expanding Your Partnering Relationship

- Using influencing and persuasive communication skills in planning and delivering a business case presentation

WHO SHOULD ATTEND

Senior administrative support staff, executive secretaries, administrative assistants, staff assistants and executive assistants.

FACULTY SPOTLIGHT*

Darlene Carver, CPS, MBA, says, "Training is about being proactive rather than reactive." Her seminars focus on teaching and inspiring people to acquire strong communication and problem-solving skills, work effectively in teams, learn strategies to cope with multiple demands and develop managerial skills.



*This seminar is also taught by other career-building experts.

SCHEDULE

June 21-22	San Francisco, CA	2268-E3V-00406
June 28-29	New York, NY	2268-E3V-00409
July 16-17	Arlington, VA	2268-E3V-00413
Aug. 6-7	Atlanta, GA	2268-E3V-00419
Aug. 27-28	Chicago, IL	2268-E3V-00412
Sept. 27-28	New York, NY	2268-E3V-00414
Oct. 4-5	Arlington, VA	2268-E3V-00420
Oct. 22-23	Dallas, TX	2268-E3V-00421
Nov. 29-30	Chicago, IL	2268-E3V-00422
Dec. 6-7	New York, NY	2268-E3V-00423
Dec. 10-11	San Francisco, CA	2268-E3V-00424

To register or for a complete schedule, visit www.amanet.org/2268

2 days/1.2 CEUs
\$1,645/AMA Members \$1,495
AMA Members save \$150

LIVE ONLINE SCHEDULE

1.2 CEUs
\$1,645/AMA Members \$1,495

Thursday 2-5 pm ET • 4 Lessons

Sept. 6-27, 2012 2268-E3V-00417

NEW! Organizing Your Work

New Techniques for Administrative Professionals SEMINAR #2160

Employ fresh thinking and create systems to manage the workload.

Is your workload mounting by the minute? Are directions unclear and assignments unfocused? Does everyone want it done yesterday? Don't try to attack an oversized workload with yesterday's tools. This 2-day seminar will give you tips and techniques to get out from under—plus a fresh perspective on how to approach your work differently. You'll organize your thinking as well as the thinking of others around you. Participate in hands-on exercises using actual examples from your current assignments, so you can speed up the flow of work across your desk. Plus, pick up practical strategies you can implement immediately. You'll return to work with new ways of thinking about how to handle challenges, and templates you can give your boss so work is assigned in the right way.

HOW YOU WILL BENEFIT

- Replace outdated tools like "to do" lists with high-productivity task systems and templates
- Learn to create a planning process that allows you to "think it through once"
- Debunk the five biggest myths of time management
- Get the latest ideas on how to streamline voice mail and email
- Learn three magic questions that can cut workload by at least 20% and reduce stress

WHAT YOU WILL COVER

- Defining what the terms *productivity*, *organization*, *efficiency* and *effectiveness* mean in today's world
- Debunking myths and getting rid of antiquated tools
- Outcome thinking: getting true clarity and focus
- How to "think just once a week"
- The power of systematizing your work: thinking it through once and "working the work"
- Assessment tool: creating and choosing personal work systems for yourself and others

- "Inside-out" organizing skills for you
- De-stressing to eliminate productivity loss
- Working with the disorganized: creating a task flow for others
- Dealing with interruptions
- Problem solving with templates
- Making the sender and the email system do the work
- Applying systems for your boss and anticipating his or her needs
- Three magic questions for instant clarity and focus
- Using the STAR email process
- Making technology work for you and your boss
- Planning to implement systems, tools and templates in the "real world"

WHO SHOULD ATTEND

Administrative assistants at all levels who are looking for better, more effective ways to manage the increasingly demanding work requirements of their jobs.

FACULTY SPOTLIGHT*

Deborah Smith-Hemphill, PhD is a top management consultant who has taught seminars throughout the U.S. since 1988. She specializes in organizational effectiveness. Core competencies include executive coaching, productivity consulting, team formation and intervention, as well as facilitating change initiatives, management skills training and professional speaking.



*This seminar is also taught by other career-building experts.

SCHEDULE

June 4-5 San Francisco, CA . . . 2160-E3V-00007
 July 12-13 Arlington, VA. 2160-E3V-00014
 Sept. 10-11 New York, NY 2160-E3V-00008
 Nov. 8-9 Chicago, IL 2160-E3V-00009
 Dec. 3-4 Arlington, VA. 2160-E3V-00010

To register or for a complete schedule, visit www.amanet.org/2160

2 days/1.2 CEUs

\$1,645/AMA Members \$1,495

AMA Members save \$150

How to Communicate with Diplomacy, Tact and Credibility

SEMINAR #2206

Get your point across with a positive, professional image.

When challenged, overwhelmed or on the spot, can you hear others clearly and respond appropriately? When presenting ideas, do you seek to gain cooperation or to seize control? Do you avoid difficult situations and relationships—or collaborate through thoughtful and diplomatic interactions?

How well you communicate can make or break your professional image, influencing how others view your work, your performance—and your prospects for career mobility. Now you can learn how to choose and use the most appropriate words and emotional tone for every business situation. In just two days, this seminar offers insights into communication styles, while providing you with skills for clearly and effectively receiving and transmitting information, ideas, thoughts, feelings and needs.

HOW YOU WILL BENEFIT

- Communicate efficiently and tactfully with clients, direct reports, colleagues, your boss and senior management
- Respond in a professional manner, even when you're out of your comfort zone
- Strengthen your communication effectiveness with active listening
- Elicit cooperation and respect by modeling
- Improve your image through increased self-awareness

WHAT YOU WILL COVER

How Diplomacy, Tact and Credibility Influence How Others Perceive You

- How "image" impacts others' perception of you, your credibility and your job performance
- Use diplomacy, tact and credibility to positively impact your image

Communication Style Differences: The Insight Inventory®

- Awareness of your communication style
- How stress negatively impacts how you communicate
- Reading others so that you can communicate more effectively
- Matching your communication style with the communication styles of others
- Utilizing diplomacy, tact and credibility when communicating across styles

Effective and Powerful Communication Skills

- Why miscommunication is "expensive"
- The communication-based components of image

- How to positively impact the visual, verbal and vocal components of communication
- The "Know-Feel-Do" model of communicating

Listening for Effective Communication

- The barriers and obstacles to effective listening
- How good listening is critical as a "receiver" of a communication message
- Building rapport through good listening
- How to use active listening skills
- Using listening skills to build and improve your "image"

Using Diplomacy, Tact and Credibility

- Understanding how and when to use diplomacy
- How and when to be tactful
- The concept of credibility: what it is, how to use it when communicating
- Five actions for credible communication
- How to handle difficult situations with diplomacy, tact and credibility

Your Communication Action Plan

- Creating an action plan to improve your communication skills back at work
- Signing a "follow-up" contract

WHO SHOULD ATTEND

Business professionals who want to advance their credibility with diplomatic communication.



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FACULTY SPOTLIGHT*

Alesia Latson is a facilitator and coach who has worked with hundreds of leaders at all levels to expand their management and leadership effectiveness. Her client list includes Fidelity Investments, McDonald's, GE, Marriott, Pfizer and Blue Cross Blue Shield, among others. Ms. Latson received her MA in training and development from Lesley University and her BA in psychology from the University of Illinois.



*This seminar is also taught by other career-building experts.

SCHEDULE

June 4-5	Las Vegas, NV	2206-E3V-00832
June 4-5	New York, NY	2206-E3V-00834
June 7-8	Atlanta, GA	2206-E3V-00833
June 11-12	Arlington, VA	2206-E3V-00835
June 11-12	Pittsburgh, PA	2206-E3V-00837
June 14-15	San Francisco, CA	2206-E3V-00838
June 18-19	Seattle, WA	2206-E3V-00849
June 21-22	Overland Park, KS	2206-E3V-00839
June 25-26	Denver, CO	2206-E3V-00840
June 28-29	Richmond, VA	2206-E3V-00841
July 9-10	Boston, MA	2206-E3V-00958
July 9-10	Chicago, IL	2206-E3V-00842
July 9-10	Philadelphia, PA	2206-E3V-00844
July 12-13	Atlanta, GA	2206-E3V-00845
July 12-13	New York, NY	2206-E3V-00846
July 16-17	Arlington, VA	2206-E3V-00843
July 16-17	San Francisco, CA	2206-E3V-00848
July 19-20	Dallas, TX	2206-E3V-00847
July 26-27	Los Angeles, CA	2206-E3V-00851
July 30-31	Myrtle Beach, SC	2206-E3V-00959
Aug. 2-3	Phoenix, AZ	2206-E3V-00853
Aug. 6-7	Chicago, IL	2206-E3V-00855
Aug. 9-10	New York, NY	2206-E3V-00856
Aug. 9-10	San Francisco, CA	2206-E3V-00857
Aug. 13-14	Boston, MA	2206-E3V-00852
Aug. 16-17	Arlington, VA	2206-E3V-00859
Aug. 16-17	San Diego, CA	2206-E3V-00861
Aug. 20-21	Atlanta, GA	2206-E3V-00854
Aug. 20-21	Minneapolis, MN	2206-E3V-00862
Aug. 23-24	Houston, TX	2206-E3V-00960
Aug. 27-28	Parsippany, NJ	2206-E3V-00863
Sept. 10-11	Dallas, TX	2206-E3V-00865
Sept. 10-11	Durham, NC	2206-E3V-00850
Sept. 10-11	Newport Beach, CA	2206-E3V-00868
Sept. 10-11	Princeton, NJ	2206-E3V-00869
Sept. 13-14	Chicago, IL	2206-E3V-00870
Sept. 13-14	New York, NY	2206-E3V-00867

To register or for a complete schedule, visit www.amanet.org/2206

2 days/1.2 CEUs/12 PDU's
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Also available as a
Live Online Seminar



Assertiveness Training for Women in Business SEMINAR #2528

Strengthen your leadership ability and image.

Now and then, you're going to overreact or underreact. You'll blurt out something you wish you hadn't, or hurt someone whose opinion you value. The assertive person sends the right signals and gets the right response. By knowing how to handle yourself in just about any situation that comes up—without seeming either shy or pushy—you'll get things done and get what you want

HOW YOU WILL BENEFIT

- Deal with conflicts confronting women
- Recognize your strengths and weaknesses
- Practice assertive behaviors in challenging situations
- Build and project a positive self-image
- Adopt assertive techniques to manage stress
- Develop an assertive delegation strategy

WHAT YOU WILL COVER

- Basic response styles of passive, assertive and aggressive
- Say no and survive
- The differences between how men and women communicate
- Assumptions about negotiation and how these impact abilities
- Techniques for preventing and coping with stress

WHO SHOULD ATTEND

Female business professionals who want to build on their skills in interpersonal relations, conflict resolution and more effectively relate to people at all organization levels.

SCHEDULE

May 30-June 1	Atlanta, GA	2528-E3V-00811
June 6-8	Morristown, NJ	2528-E3V-00809
June 13-15	Chicago, IL	2528-E3V-00812
June 18-20	New York, NY	2528-E3V-00847
June 27-29	Arlington, VA	2528-E3V-00810

To register or for a complete schedule, visit www.amanet.org/2528

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LIVE ONLINE SCHEDULE

1.2 CEUs
\$2,345/AMA Members \$2,095

Wednesday 2-5 pm ET • 4 Lessons

July 11-Aug. 1, 2012.	2528-E3V-00821
Oct. 24-Nov. 14, 2012.	2528-E3V-00831



Managing Emotions in the Workplace® Strategies for Success SEMINAR #2540

Understand how emotions affect your job performance—and learn practical techniques to manage them.

Examine the link between emotions and stress in your daily life and learn the behavioral practices that can help you productively manage your emotions.

HOW YOU WILL BENEFIT

- Maintain your emotional composure on the job
- Effectively express your emotions through communication skills
- Create work environments where emotional honesty and emotional energy are accepted
- Balance the physical, mental and emotional aspects of life
- Control your emotions and achieve positive interaction

WHAT YOU WILL COVER

- Categorizing stressors and common symptoms
- Recognizing ways you may be unintentionally contributing to your own stress levels
- Determining your levels of personal and work-related stress
- Identifying aspects of your personal and professional lifestyles in relation to your management of emotional well-being
- Recognizing stressful thoughts, feelings and behaviors
- Analyzing behavior patterns associated with stressful events
- Using your listening skills to understand how others are feeling
- Recognizing when and how to be assertive
- Identifying rituals that presently exist in your life and classifying them according to purpose

WHO SHOULD ATTEND

Those who are experiencing intense emotional and/or stressful situations at work.

SCHEDULE

May 31-June 1	New York, NY	2540-E3V-00509
July 19-20	Chicago, IL	2540-E3V-00514
Aug. 2-3	San Francisco, CA	2540-E3V-00511
Sept. 6-7	Arlington, VA	2540-E3V-00515
Sept. 17-18	New York, NY	2540-E3V-00513

To register or for a complete schedule, visit www.amanet.org/2540

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PMI accreditation at right only applies to both classroom seminars on this page.

Communication Boot Camp

SEMINAR #2210

Text messaging, emails, the BlackBerry—there's no shortage of ways to communicate quickly in the Digital Age.

But what happens when you need to find the right words and communicate them in the right way, face to face? There's no substitute for in-person, one-on-one communication. This intensive, skills-building "boot camp" will give you a practical, hands-on experience in business communication. You'll be well on your way to developing the confidence and capabilities you need to establish yourself in the business world—and keep moving ahead throughout your career.

HOW YOU WILL BENEFIT

- Understand why effective communication is vital to your success
- Identify the choices that drive successes or failures
- Optimize existing skills while overcoming your limitations
- Improve work relationships by reducing misunderstandings
- Choose the most effective language for all circumstances
- Connect with people whose communication styles are different

WHAT YOU WILL COVER

- Identifying your communication style, strengths and limitations
- Defining the characteristics of effective and ineffective communication and listening skills
- Empathizing to defuse emotionally charged situations
- The four primary communication styles and accommodating the needs of each style
- Using nonverbal communication proactively
- Structuring your message
- Managing an interaction so that the discussion goals are achieved
- Cause and effect of common communication breakdown

WHO SHOULD ATTEND

Early career professionals or anyone interested in enhancing their fundamental verbal communication skills, including coordinators, specialists, analysts, consultants, associate managers, project managers and leadership-track administrative professionals.

SCHEDULE

June 11-13 New York, NY 2210-E3V-00067
 July 25-27 Chicago, IL 2210-E3V-00076
 Aug. 27-29 San Francisco, CA 2210-E3V-00077

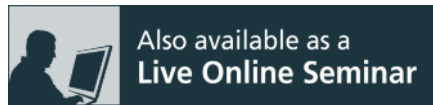
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Also available as a Live Online Seminar



Building Better Work Relationships

New Techniques for Results-Oriented Communication SEMINAR #2235

Learn why successful work relationships help build successful careers!

In today's challenging business environment, you have to build successful work relationships and interact with people in a positive way to achieve your organizational goals. Now, discover the basic competencies critical to solid work relationships.

HOW YOU WILL BENEFIT

- Discover competencies critical to work relationships
- Influence and motivate to first-rate performance
- Build your self-esteem and new self-awareness
- Recognize values, beliefs, attitudes and perceptions
- Understand emotions and emotional intelligence

WHAT YOU WILL COVER

- Behaviors that support or undermine relationships
- The five axioms of conscious communication
- Improving work relationships through emotional intelligence
- Expressing needs within relationships and influencing others
- Identifying your communication style
- Addressing relational change and conflict

WHO SHOULD ATTEND

Those who want to use effective communication and relationship management to maximize impact, productivity and results.

SCHEDULE

June 6-8 Arlington, VA 2235-E3V-00947
 June 11-13 San Francisco, CA 2235-E3V-00948
 June 18-20 Chicago, IL 2235-E3V-00950
 June 20-22 Atlanta, GA 2235-E3V-00951
 June 27-29 Las Vegas, NV 2235-E3V-00952
 June 27-29 New York, NY 2235-E3V-00954

To register or for a complete schedule, visit www.amanet.org/2235

3 days/1.8 CEUs/18 PDUs
 \$2,345/AMA Members \$2,095
AMA Members save \$250

LIVE ONLINE SCHEDULE

1.2 CEUs
\$2,345/AMA Members \$2,095

Monday 2-5 pm ET • 4 Lessons

Aug. 6-27, 2012 2235-E3V-00971

Oct. 29-Nov. 19, 2012 2235-E3V-00986

Moving Ahead Breaking Behavior Patterns that Hold You Back

SEMINAR #2255

You may be your own worst enemy. Change your professional image by overcoming destructive workplace behavior.

Do you steamroll over others in a quest for power, constantly rebel against authority, discuss office gossip, cry at the drop of a hat in stressful situations? These are just a few examples of bad behavior that can result in "career suicide"—even for the most capable employees. Overcome and resolve workplace situations where ineffective behavior is at play so that you can move forward and get the rewards you deserve.

HOW YOU WILL BENEFIT

- Identify people and situations that can elicit bad workplace behavior
- Successfully change or modify career-sabotaging habits
- Understand how negative behaviors affect teamwork
- Achieve better work relationships and change how you are perceived
- Manage feelings of frustration and anger in the workplace
- Gain recognition for contributing to a more positive and happier work environment
- Positively impact your career path

WHAT YOU WILL COVER

- Improving your image in the eyes of co-workers, customers and senior management
- Using positive self-talk for a more constructive attitude
- A five-step process for overcoming emotional triggers
- Increasing your emotional intelligence to better handle interpersonal relationships
- Controlling reactions, instead of being controlled by them
- The role of empathy in becoming more productive
- Accepting responsibility for communicating effectively

WHO SHOULD ATTEND

Those whose negative behavior pattern has impeded their career success and who wish to move forward.

SCHEDULE

June 25-26 Chicago, IL 2255-E3V-00140
 Aug. 27-28 New York, NY 2255-E3V-00146
 Sept. 13-14 Atlanta, GA 2255-E3V-00141
 Oct. 25-26 Chicago, IL 2255-E3V-00142
 Nov. 5-6 Arlington, VA 2255-E3V-00144
 Dec. 10-11 New York, NY 2255-E3V-00143

To register or for a complete schedule,
 visit www.amanet.org/2255

2 days/1.2 CEUs

\$2,095/AMA Members \$1,895
AMA Members save \$200

Business Writing for Administrative Professionals

SEMINAR #2296

Meet the challenge of writing business correspondence.

Does your boss feel comfortable turning to you with writing assignments? And, once the project is yours, how do you get started? How do you gain the confidence to stare down the blank page? Is your grammar up to snuff? What's the right tone for your business correspondence? Now you can gain the skills and techniques you need to write and edit all types of documents and win the confidence of your boss.

HOW YOU WILL BENEFIT

- Master the principles of good grammar and punctuation
- Organize and write memos, minutes and procedures
- Confidently write and ghostwrite for your boss(es), using appropriate style and tone
- Learn how to write effective email
- Write effective letters for all occasions
- Save time through proven tricks of the trade
- Gain recognition as your boss's backup and representative

WHAT YOU WILL COVER

- Basic formats—and when to use them
- Ten principles for readability
- Letters that get results: four techniques for power and persuasion
- Using your writing to gain recognition
- Understanding your reader and selecting the appropriate approach; handling criticism
- How to turn dictation into a readable document
- Using mind-mapping to help you get started

WHO SHOULD ATTEND

Administrative assistants, administrative support personnel, office managers and executive secretaries/assistants.

SCHEDULE

June 13-15 San Francisco, CA 2296-E3V-00241
 July 9-11 Morristown, NJ 2296-E3V-00242
 Aug. 15-17 Arlington, VA 2296-E3V-00245
 Sept. 19-21 New York, NY 2296-E3V-00247
 Oct. 8-10 Chicago, IL 2296-E3V-00248
 Nov. 12-14 New York, NY 2296-E3V-00249
 Dec. 5-7 Arlington, VA 2296-E3V-00250

To register or for a complete schedule,
 visit www.amanet.org/2296

3 days/1.8 CEUs

\$1,895/AMA Members \$1,695
AMA Members save \$200



NEW! AMA's Business Grammar Workshop

SEMINAR #2121

Avoid costly and embarrassing mistakes in all types of business writing.

Professionals who can write clearly and correctly are far more valuable to an organization than those whose business writing is filled with errors. The bad impression that unclear, grammatically incorrect writing creates is hard to overcome. That's why following the rules of standard English to write sharp and correct sentences is essential for success in every kind of business. Whether you need to refresh your knowledge of grammar and punctuation—or know what's grammatically correct but can't always explain why—this highly interactive and collaborative seminar is the perfect and painless solution.

You'll learn the standard rules you must know for achieving proper usage and grammar, and then work with your seminar colleagues to apply what you've learned in hands-on exercises and activities. Return to your job with greater confidence and ability when writing emails, letters, reports, proposals and all other types of business correspondence.

HOW YOU WILL BENEFIT

- Write business documents that are grammatically correct
- Be able to produce clear and concise sentences
- Edit for agreement between parts of speech within a sentence
- Apply simple but effective tips for proper grammar, usage and punctuation
- Accurately proofread business messages for grammatical correctness
- Apply rules of standard English to critique your own writing
- Select the appropriate grammar to suit the business situation
- Become familiar with valuable print and electronic grammar resources

WHAT YOU WILL COVER

- Grammar overview and pre-workshop survey
- Finding typical (and not-so-typical) errors in grammar
- The parts of speech
- Common verb mistakes: tense, mood, subject-verb agreement
- Adjective-adverb confusion
- Picking the proper pronoun
- Using workarounds for an awkward grammar rule
- Wobbly words: using mnemonic devices to remember tricky word pairs
- Capitalization, abbreviation and number usage
- The basic units of a sentence
- Building and deconstructing grammatically correct sentences
- Running stop signs and stopping short: comma splices, run-on sentences and sentence fragments
- Placing the punctuation
- Dazed by phrases, paused by clauses
- Dangling and misplaced modifiers
- Unclear pronoun references: clarifying your meaning
- A delicate balance: parallel structure
- Active and passive voice
- Working with "exceptions to the rule"

WHO SHOULD ATTEND

All professionals who want to improve their grammar skills and increase their confidence with all types of business writing.

FACULTY SPOTLIGHT*

Philip Vassallo, PhD is one of the experts who teach this course. He has developed, delivered and supervised communication training programs for a wide range of administrative and technical professionals in corporate, government and academic environments. Dr. Vassallo is a columnist on effective writing and education issues and is the author and coauthor of many books, including *The Art of On-the-Job Writing*.



*This seminar is also taught by other finance and accounting experts.

SCHEDULE

June 11-12	Arlington, VA	2121-E3V-00004
July 12-13	Morristown, NJ	2121-E3V-00008
July 19-20	San Francisco, CA	2121-E3V-00005
Aug. 20-21	New York, NY	2121-E3V-00006
Sept. 10-11	Arlington, VA	2121-E3V-00019
Oct. 1-2	Seattle, WA	2121-E3V-00012
Oct. 18-19	New York, NY	2121-E3V-00011
Oct. 29-30	Chicago, IL	2121-E3V-00020
Nov. 8-9	New York, NY	2121-E3V-00021
Dec. 6-7	Arlington, VA	2121-E3V-00013
Dec. 13-14	New York, NY	2121-E3V-00016

To register or for a complete schedule, visit www.amanet.org/2121

2 days/1.2 CEUs
 \$1,895/AMA Members \$1,695
AMA Members save \$200

LIVE ONLINE SCHEDULE

1.2 CEUs
\$1,895/AMA Members \$1,695

Thursday 2-5 pm ET • 4 Lessons

Sept. 6-27, 2012	2121-E3V-00010
Nov. 29-Dec. 20, 2012	2121-E3V-00014

Project Management for Administrative Professionals

SEMINAR #2298

Confidently take on the added pressure and challenges associated with projects—and get the job done right.

Today, administrative professionals often report to multiple managers and have to juggle daily responsibilities with special projects. All of this demands a large investment of time and requires you to stretch your skills, set project goals, identify project requirements, coordinate the work of people and gather resources. Now you can get the skills that spell project success—scheduling, budgeting and planning. Learn how to conquer the project cycle and gain the confidence you need to take a project from conception to completion.

HOW YOU WILL BENEFIT

- Plan, organize and control projects of any size, using proven project management techniques of successful project management
- Focus on results and meet all project objectives and timetables
- Organize and track all project resources to maximize productivity
- Report progress of plans to the satisfaction of management
- Solve problems as they arise and anticipate problems using simple and effective problem-solving tools
- Manage them while juggling multiple projects and ongoing daily responsibilities
- Learn to use influence and clear communication to get cooperation and coordinate the work of people who do not report to you
- Deal with complexity and conflicting demands on your time and talent
- Gain confidence and increase your responsibility by validating your experience and skills

WHAT YOU WILL COVER

What Is Project Management?

- Understanding the definition of "project"
- Creating problem statements
- Understanding the difference between a project and ongoing work
- Being aware of the variety of projects administrative professionals are asked to complete
- Understanding the roles and responsibilities of a project manager
- Understanding the basic project life cycle

How Do We Manage Projects?

- Planning and controlling projects
- Meeting project objectives
- Organizing and tracking resources
- Using basic project management tools

How Do We Work with Others Successfully?

- Using influence without authority
- Recognizing and using different communication styles
- Using active assertive communication
- Communicating effectively across organizational boundaries
- Organizing effective project team meetings

How Do We Meet Project Challenges?

- Solving project problems effectively
- Avoiding disasters
- Learning from every project

How Do We Apply Project Management Knowledge and Plan For the Future?

- Applying your learning to new projects
- Planning your progress more effectively

FACULTY SPOTLIGHT*

Joseph Heagney provides a wide range of management learning solutions to clients including KPMG Peat Marwick LLP, Federal Express and Estée Lauder. A trained educator, Mr. Heagney is an adjunct professor with the World Trade Institute/Dowling College, New York, on both the graduate and undergraduate levels. He currently teaches multiple courses in Dowling's Executive MBA Program.



*This seminar is also taught by other career-building experts.

SCHEDULE

June 13-15 Los Angeles, CA 2298-E3V-00297
 July 16-18 New York, NY 2298-E3V-00294
 Aug. 1-3 Arlington, VA 2298-E3V-00292
 Aug. 15-17 Chicago, IL 2298-E3V-00303
 Sept. 5-7 San Francisco, CA 2298-E3V-00296
 Oct. 22-24 New York, NY 2298-E3V-00298
 Nov. 14-16 Arlington, VA 2298-E3V-00299
 Dec. 10-12 New York, NY 2298-E3V-00300

To register or for a complete schedule, visit www.amanet.org/2298

3 days/1.8 CEUs

\$1,895/AMA Members \$1,695

AMA Members save \$200

WHO SHOULD ATTEND

Executive secretaries and assistants, administrative assistants and support personnel, office managers, sales assistants and any administrative professional who is responsible for projects.

Fundamentals of Finance and Accounting for Administrative Professionals

SEMINAR #2518

Gain confidence in dealing with financial information.

Increase your value to your boss and company, especially when financial acumen is expected at every organizational level. An introduction to the fundamentals of accounting for administrative assistants, secretaries, executive secretaries and other administrative professionals, this seminar gives you an understanding of the financial aspects of business to ensure budgets and expenses stay on track.

HOW YOU WILL BENEFIT

- Understand accounting language, key terms and financial definitions
- Understand financial statement analysis and balance sheet analysis
- Study annual reports to determine your company's overall condition
- Gain familiarity with the accounting process
- Assist your manager in making bottom-line decisions with knowledge of the numbers end of the business
- Dramatically expand your professional expertise and open up new career possibilities for yourself

WHAT YOU WILL COVER

Understanding the Key Financial Statements and Their Significance

- Stating the purpose of and the interrelationship among:
 - Income statement
 - Balance sheet
 - Retained earnings statement
 - Cash flow statement
- Defining the key components of each statement

Understanding the Accounting Process

- Defining the five types of accounts:
 - Asset
 - Liability
 - Equity
 - Revenue
 - Expense
- Explaining the accounting process from transaction entry to closing the books
- Stating the significance of double-entry accounting
- Determining the impact of different types of transactions on the accounting system

Understanding the Components of an Annual Report and Auditor's Role

- Describing the differences in financial reporting for public, private, not-for-profit, and government organizations
- Differentiating among the different types of audits
- Stating the role of the external auditor in the financial reporting process
- Evaluating the different sections in an annual report and discussing the significance of each

Evaluating an Organization's Financial Statements

- Discussing the varying reasons for statement analysis and their impact on the process
- Calculating commonly used financial ratios
- Evaluating the financial health of a business in the areas of liquidity, leverage and profitability

Financing the Business

- Discussing the role of leveraging in improving return to the shareholders
- Discussing the role of short-term financing in meeting an organization's financial needs
- Differentiating between the various long-term financing alternatives and understanding their impact on the business
- Identifying appropriate financing alternatives for different types of business needs

Budgeting More Effectively

- Explaining the purpose of a budgeting system and providing an overview of the entire process
- Differentiating among commonly used budgeting systems
- Budgeting for common expense categories
- Analyzing budget variances as to their significance and cause
- Signing a "follow-up" contract

FACULTY SPOTLIGHT*

Karen Camden is a diversified educator, corporate trainer and financial executive. She develops and teaches classes on computer software, finance and accounting for several colleges and universities, as well as for private and Fortune 500 companies and federal, state and local governments. Clients have included Hoffman-La Roche, Pepsi-Cola Company, Bayer Corporation, Novartis, Johnson & Johnson, Schering-Plough and Sony Corporation.



*This seminar is also taught by other finance and accounting experts.

SCHEDULE

June 20-22 New York, NY 2518-E3V-00629
 Aug. 1-3 San Francisco, CA 2518-E3V-00632
 Sept. 19-21 Arlington, VA 2518-E3V-00630
 Oct. 15-17 Chicago, IL 2518-E3V-00634
 Oct. 31-Nov. 2 New York, NY 2518-E3V-00635
 Dec. 3-5 Atlanta, GA 2518-E3V-00639

To register or for a complete schedule, visit www.amanet.org/2518

3 days/1.8 CEUs

\$1,895/AMA Members \$1,695
AMA Members save \$200

Note: Please bring a calculator and a copy of your annual report (if available).

WHO SHOULD ATTEND

Administrative assistants and executive secretaries working with managers or executives who handle financial matters.

AMA Certificate in Administrative Excellence

For administrative and executive assistants, secretaries and all office support staff who wish to enhance their ongoing professional growth.

The Certificate is awarded to the participant who successfully completes three qualifying seminars within 24 months. Qualifying seminars may be chosen from any three of the following:

- Management Skills for Administrative Professionals (page 1)
- Stepping Up to Leadership: A Course for Administrative Professionals (page 2)
- Managing Chaos: Dynamic Time Management, Recall, Reading and Stress Management Skills for Administrative Professionals (page 2)
- Partnering with Your Boss: Strategic Skills for Administrative Professionals (page 3)
- Organizing Your Work: New Techniques for Administrative Professionals (page 4)
- Business Writing for Administrative Professionals (page 8)
- Project Management for Administrative Professionals (page 10)
- Fundamentals of Finance and Accounting for Administrative Professionals (page 11)

If preferred, you may instead choose two seminars from the above offerings plus an elective: any seminar in **Communication and Interpersonal Skills, Finance and Accounting, HR and Training, Leadership, Management/Supervisory Skills, Marketing or Sales.**

Special Discounts Available. For full information about qualifying seminars and discount pricing, visit www.amanet.org/programs or call 1-800-262-9699. Mention promotion code **E3V**. Discounts may not be combined with other promotions.

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REGISTRATION FORM



WEB: www.amanet.org



PHONE: 1-800-262-9699—8 am–7 pm, eastern time, Monday–Friday (TDD 1-800-736-3508)



EMAIL: customerservice@amanet.org



FAX: 1-518-891-0368



MAIL: Return this registration form to **American Management Association**
600 AMA Way
Saranac Lake, NY 12983-5534

Registration fees. The full fee is payable at the time of registration. If payment is not issued at that time, you will be sent an invoice that is immediately payable upon receipt, unless other arrangements are made with AMA. All fees include the cost of seminar materials. Remember, this fee is tax-deductible (see Treas. Reg. 1.162-5). **Please note:** Registration fees and seminar schedules are subject to change without notice.

Special hotel and car rental discounts. Call 1-800-262-9699 or visit www.amanet.org for the latest information.

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Transfer, cancellation and refund policy. You may transfer to a future session, send someone to take your place or cancel without penalty at any time up to three weeks prior to your seminar. If you provide AMA with less than three weeks' notice, or fail to attend, you will be liable for the entire seminar fee. We appreciate that this is an important investment for you and your company and would like to accommodate your needs the best we can. Therefore, please call us at 1-800-262-9699.

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Seminar # _____ Date _____

Location _____

Name _____ Title _____
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Organization _____ Department _____
(Please use full name)

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 Information about AMA's Onsite capabilities.



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