SEMINARS FOR
LEADERSHIP
DEVELOPMENT

Steer a course for SUCCESS

NEW! $225 OFF ANY LEADERSHIP SEMINAR
See inside front cover for details

Leaving in a Diverse and Inclusive Culture
leading to Lead
Mindful Leadership
See inside for 30 full-immersion courses

www.amanet.org
A title confers power, but skills prove that the power is in the right hands. The insights, tools and hands-on practice you gain in an AMA seminar can help you lead change more effectively, inspire others to greater heights, communicate with more persuasive credibility, and so much more. Training is easy with our flexible learning options.

Try these popular seminars to have lasting impact and maximum confidence as a leader

The Voice of Leadership Page 2
Developing Executive Leadership Page 4
Situational Leadership Page 12
Leading with Emotional Intelligence Page 17

AMA has been named one of the 2017 TOP 20 LEADERSHIP TRAINING COMPANIES by Training Industry, Inc., our 8th consecutive year to have received this award.
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AMA seminars are GSA approved and are available for onsite group training. 1-800-262-9699  www.amanet.org
The Voice of Leadership
How Leaders Inspire, Influence and Achieve Results

People need to hear what you have to say

The ability to get buy-in, garner trust and inspire loyalty en masse isn’t a skill you have to be born with. Now you can learn to develop grace under fire and inspire others when giving speeches and presentations. This fast-paced, results-oriented seminar, modeled on the world’s best communicators, is uniquely designed to strengthen your leadership communication skills. You’ll learn practical techniques to shape your leadership messages, hone an authentic leadership voice and engage in powerful conversations that achieve results.

BENEFITS OF ATTENDING
• Improve your leadership communication skills
• Build greater buy-in, trust and loyalty
• Demonstrate grace under fire and defuse tension
• Overcome resistance to change
• Convince people to adopt new ideas
• Motivate followers and inspire them to action
• Rally support in difficult situations

TOPICS COVERED
Understanding Today’s Leadership Expectations
• Examining your leadership challenges
• Exploring the fundamental concepts of leadership
• The four-factor model of effective leadership
• Differentiating between leadership and management
• Identifying leadership requirements for the 21st century

Leadership with the Head: Exploring the Strategic Elements of Leadership
• Defining mission, vision and values
• Focusing on the “big picture” when building the culture
• The importance of planning and prioritizing in day-to-day activities
• How a personal vision statement helps you achieve your organizational vision

Leadership with the Hands: Understanding and Appreciating Situational Leadership® II, the Art of Influencing Others
• Learning how to develop people, value differences and encourage honest communication
• Developing your leadership style to gain commitment from your employees
• Matching your leadership style to your employees’ developmental needs

“...This course was unbelievably comprehensive and enlightening. I was engaged and challenged throughout the three days. I feel inspired, educated and prepared to go back to work on Monday and apply my learning.”
—Allison H.
Achieve Results

Leadership with the Feet: Personal Values and Ethics at Work
- Understanding the challenges you face—and the various ways you can manage them
- Creating a culture of trusting relationships
- Understanding how individualized “passionate purpose” provides a context for consistency and credibility

Leadership with the Heart: Practicing Ways to Communicate
- Enhancing pride in the work and the organization
- Motivating the workforce: three elements that ensure increased job satisfaction and productivity
- Examining the role of “emotional intelligence” in successful leadership

Creating an Executive Leadership Development Plan
- Developing a plan based on your goals and your organization’s strategy

WHO SHOULD ATTEND
Mid-level managers or executives who lead others with managerial responsibility. This seminar will benefit executives who require strong decision-making skills and the ability to lead and motivate others.

Note: Before attending this session, you will receive a link to the online Leader Behavior Analysis® II assessment. You must complete the assessment, print your results and bring to class in order to participate in this seminar.

New! Women only classes designed and taught by women leaders. Attend these exclusive classes to craft your own success.

Women Only

3-Day Classroom Schedule

| July 17-19 | Arlington, VA | 2130-JCL-00828 |
| Sept. 18-20 | New York, NY | 2130-JCL-00833 |
| Oct. 11-13 | Chicago, IL | 2130-JCL-00852 |
| Nov. 13-15 | San Francisco, CA | 2130-JCL-00888 |

FACULTY SPOTLIGHT*

Kirk Hamsher helps individuals, groups and organizations optimize their performance and motivation through seminars, consultations and executive coaching. He worked for Abbott Laboratories for over 20 years, primarily focusing on human development and internal consulting. His clients have included Abbott Laboratories, TAP Pharmaceutical, Rust-Oleum, Volkswagen, Navigant Consulting, Siemens and Council on the Safe Transportation of Hazardous Articles (COSTHA), among many others.

*This seminar is also taught by other experts in the field.

REGISTER TODAY! www.amanet.org/2130

3-Day Classroom Schedule

1.8 CEUs/18 PDUs/21 CPE/18 PDCs
$2,645/AMA Members $2,395

AMA Members save $250

May 31-June 2 | Arlington, VA | 2130-JCL-00821
June 5-7 | San Francisco, CA | 2130-JCL-00824
June 12-14 | New York, NY | 2130-JCL-00843
June 28-30 | Chicago, IL | 2130-JCL-00823
July 10-12 | Dallas, TX | 2130-JCL-00825
July 24-26 | Atlanta, GA | 2130-JCL-00820
July 26-28 | New York, NY | 2130-JCL-00826
July 26-28 | San Francisco, CA | 2130-JCL-00850
Aug. 2-4 | San Diego, CA | 2130-JCL-00827
Aug. 16-18 | San Francisco, CA | 2130-JCL-00830
Aug. 21-23 | Arlington, VA | 2130-JCL-00831
Aug. 28-30 | Chicago, IL | 2130-JCL-00832
Sept. 11-13 | Denver, CO | 2130-JCL-00851
Sept. 13-15 | Las Vegas, NV | 2130-JCL-00835
Sept. 20-22 | Philadelphia, PA | 2130-JCL-00844
Sept. 27-29 | Durham, NC | 2130-JCL-00885
Oct. 2-4 | Austin, TX | 2130-JCL-00870
Oct. 4-6 | New York, NY | 2130-JCL-00857
Oct. 11-13 | Arlington, VA | 2130-JCL-00854
Oct. 16-18 | San Francisco, CA | 2130-JCL-00855
Oct. 25-27 | Los Angeles, CA | 2130-JCL-00856

4-Lesson Live Online Schedule

1.2 CEUs/12 PDUs/14 CPE/12 PDCs
$2,545/AMA Members $2,295

AMA Members save $250

Aug. 1-10 | 2130-JCL-00834

Recommended CPE Credit:
21 hours/Advanced—Classroom
14 hours/Advanced—Live Online
Prerequisites: Foundation in Leadership
Advance Preparation: Online pre- and post-assessment
Delivery Method: Group Live/Group Internet-based
Field of Study: Communication

AMA seminars are GSA approved and are available for onsite group training • 1-800-262-9699 • www.amanet.org
Developing Executive Leadership

Focus on the big picture as a visionary strategist, communicator and coach

This intensive 3-day seminar combining proven-in-action techniques with peer interaction and research insights will help you master the competencies of effective leadership.

Find out how to communicate your vision and create an action plan. Discover how to use your power and influence to achieve goals. Build alliances across departments. Plus, establish strong working relationships and empower your team.

**BENEFITS OF ATTENDING**
- Build a leadership style that creates trust, sets a clear vision and guides your entire team toward greater performance and profit
- Learn what real “coaching” consists of and how to build an extraordinary team that works together to deliver results
- Develop heightened “emotional intelligence” for greater professional achievement and satisfaction
- Develop an executive leadership style that adapts to the person and situation
- Improve performance through empowerment and delegation
- Clearly communicate mission, vision and value statements

**TOPICS COVERED**

**Understanding Today’s Leadership Expectations**
- Exploring the fundamental concepts of leadership
- The four-factor model of effective leadership

**Leadership with the Head: Exploring the Strategic Elements of Leadership**
- Defining mission, vision and values
- Focusing on the “big picture” when building the culture
- The importance of planning and prioritizing in day-to-day activities

**Leadership with the Hands: Understanding and Appreciating Situational Leadership® II, the Art of Influencing Others**
- How to develop people, value differences and encourage honest communication
- Developing your leadership style to gain commitment from your employees
- Matching your leadership style to your employees’ developmental needs

**Leadership with the Feet: Personal Values and Ethics at Work**
- Understanding the challenges you face—and the various ways you can manage them
- Creating a culture of trusting relationships

**Leadership with the Heart: Practicing Ways to Communicate**
- Motivating the workforce: elements that ensure job satisfaction and productivity
- Assessing your “emotional intelligence”: your strengths and areas that need development

**WHO SHOULD ATTEND**
Mid-level managers or executives who lead others with managerial responsibility.

*Note: Before attending this session, you will receive a link to the online Leader Behavior Analyst® II assessment. You must complete the assessment, print your results and bring to class in order to participate fully in this seminar.*

**The seminar was both relevant and applicable. I’m already using some of the tools and techniques I learned. In addition, I learned a lot about myself as a man and as a leader...a powerful experience if you are truly seeking to grow...”**

—Scott F.

FACULTY SPOTLIGHT*

David Moriah is a nationally recognized leader in the field of experience-based training and development for more than 20 years. He has extensive experience in leadership and team development, coaching and counseling, training the trainer, facilitation skills, crisis intervention, conflict resolution, cross-cultural understanding, win-win negotiation, public speaking, effective business writing, organizational needs assessment, and project design and management.

*This seminar is also taught by other experts in the field.*

**REGISTER TODAY!** [www.amanet.org/2501](http://www.amanet.org/2501)

**3-Day Classroom Schedule**

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**4-Lesson Live Online Schedule**

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<td>Oct. 16-25</td>
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**Leadership:** 18 Classroom/12 Live Online PDUs

American Management Association is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP® or SHRM-SCP®.

Leadership: 18 Classroom/12 Live Online PDUs

Reproduced with the permission of PMI.
Effective Executive Speaking

Speak, present and communicate with poise, power and persuasion.

From presentations to public speeches, your effectiveness as an executive and your future career hinge on your ability to step up to the podium, command attention and transform every presentation into a credible and compelling communication.

Let’s conquer your fear and connect with the minds and hearts of your audience. Take control of the room with ease and inject every presentation with your style and energy. Gain confidence as you learn by doing, and turn your next speech or presentation into a rewarding experience.

**TOPICS COVERED**

- Delivery Skills
  - The effective use of voice, action, image and language in speech making
  - Applying strategies for positively addressing speech anxiety
  - Practicing articulation methods

- Essentials for Winning Presentations and Speeches
  - Choosing appropriate strategies for reaching reluctant, uncommitted and inactive audiences
  - Designing successful, informative, persuasive, entertaining, motivational and special-event presentations
  - Responding in a focused and controlled fashion to questions and answers
  - Impromptu speech making

**EXTRA**

Your presentations will be recorded for playback and review with feedback from your course leader. You will see yourself improve, relax and refine your public speaking techniques with each performance. These recordings are yours to keep.

**WHO SHOULD ATTEND**

Executives with some prior public speaking experience who must speak in front of groups, make presentations, sell ideas to others or face cameras and microphones.

**BENEFITS OF ATTENDING**

- Speak and think with greater clarity and purpose, stressing key ideas
- Face an audience or camera with confidence and control and make the most of your natural speaking style
- Shape and organize your speech or presentation to persuade listeners and get the response and results you want
- Conquer fear and negative stress
- Make your performance skills, your sense of humor and your own personality work for you
- Give impromptu and prepared speeches to the class and receive personalized feedback

**PRESENTATION MATERIALS**

- 1.8 CEUs
- $2,445/AMA Members $2,195

**FACULTY SPOTLIGHT**

Fay Bordogna is one of the experts who teach this course. She designs and delivers programs that concentrate on improving effectiveness within the workplace. Her more than 20 years of experience as a consultant and educator have helped her develop management curricula, participant materials, facilitator instruction and individualized programs for clients in a wide variety of industries including health care, financial services, insurance, consumer products, and pharmaceuticals.

*This seminar is also taught by other experts in the field.

**REGISTER TODAY!** www.amanet.org/2522

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<th>3-Day Classroom Schedule</th>
<th>1.8 CEUs</th>
<th>$2,445/AMA Members $2,195</th>
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“"This class was absolutely fabulous! The results were beyond what I expected. I am naturally an introvert. However, after this class I felt more confident, even in on-one-on conversations. Being able to see myself allowed me to see how others viewed me. Having that mental picture of what I have been portraying to my audience has allowed me to be self aware and to project how I want to be perceived by others. Being an introvert, I definitely feel more confidence after this class. Fay’s natural delivery and tips were phenomenal! I am still using them. ”

—Tamika B.
LEADERSHIP DEVELOPMENT

Preparing for Leadership
What It Takes to Take the Lead • SEMINAR #2536

You want to become a leader, but are you ready to take that step?

Discover the heart, soul and mind of true leadership—and what people expect from, and respect in, leaders. Examine your roles as strategist, change agent, coach, manager, communicator, mentor and team leader…and learn how to develop your unique leadership style for maximum impact.

Through role-playing, self-assessment tests and other leadership training scenarios, you’ll explore leadership roles as strategist, change agent, coach, manager, communicator, mentor and team member. And you’ll learn how to develop your unique leadership style for maximum impact.

BENEFITS OF ATTENDING
• Understand what a leader is and is not
• Project a more dynamic image
• Discover your unique leadership style
• Determine which leadership attributes you already possess
• Take on your first leadership position with greater confidence
• Get noticed by learning how to look and talk like a leader
• Find out what people expect and respect in a leader
• Refine your leadership skills in gaining and using power and influence positively
• Learn how to motivate a team, including “difficult” people
• Protect yourself against the pitfalls of intra-organizational politics

TOPICS COVERED
Is There a Leader in You?
• Discussing which qualities senior management looks for in candidates for leadership positions
• Understanding the challenges you will face

What Do Leaders Talk About?
• Discovering your leadership style
• Learning to adapt your style to the needs of others

What Is Your Leadership Image?
• Describing how to project the positive professional image of a leader

How Can You Build Your Influence and Power?
• Illustrating ways that leaders can build their power and influence

How Can You Develop Key Relationships?
• Identifying the strategic alliances you need to build

How Should You Handle Organizational Politics?
• Explaining strategies for getting others to support your agenda

How Can You Motivate People?
• Designing your strategies for being noticed and selected to be a leader

Methods to Approach the First Day, Week, Month and Year of Leadership
• Discovering your leadership style

WHO SHOULD ATTEND
Any manager who is a potential candidate for a leadership role or who is about to take on a new leadership assignment.

FACULTY SPOTLIGHT*
Maribel Alemán is a professional trainer and executive consultant. She trains and coaches executives to develop high performance teams, build strong communication and conflict management skills, manage change and improve their strategic impact to meet ever-changing business demands. Ms. Alemán earned her MBA with a concentration in Management and Global Business from Rutgers University.

*This seminar is also taught by other experts in the field.

REGISTER TODAY! www.amanet.org/2536

2-Day Classroom Schedule
1.2 CEUs/12 PDUs/12 PDcs
$2,195/AMA Members $1,995
AMA Members save $200

June 1-2 .......... San Francisco, CA .......... 2536-JCL-00848
June 12-13 ....... New York, NY .......... 2536-JCL-00849
June 19-20 ....... Chicago, IL .......... 2536-JCL-00850
June 26-27 ....... Atlanta, GA .......... 2536-JCL-00851
July 10-11 ........ Austin, TX .......... 2536-JCL-00852
July 17-18 ........ Arlington, VA .......... 2536-JCL-00853
July 20-21 ........ Lake Buena Vista, FL .......... 2536-JCL-00854
July 31-Aug. 1 .... Los Angeles, CA .......... 2536-JCL-00855
Aug. 3-4 ........ New York, NY .......... 2536-JCL-00857
Aug. 28-29 ........ Chicago, IL .......... 2536-JCL-00858
Sept. 7-8 .......... Dallas, TX .......... 2536-JCL-00877
Sept. 11-12 ........ Atlanta, GA .......... 2536-JCL-00859
Sept. 14-15 ........ Boston, MA .......... 2536-JCL-00845
Sept. 25-26 .......... San Francisco, CA .......... 2536-JCL-00860
Sept. 28-29 ........ Arlington, VA .......... 2536-JCL-00861
Oct. 2-3 .......... New York, NY .......... 2536-JCL-00876
Oct. 23-24 ........ Chicago, IL .......... 2536-JCL-00878
Oct. 30-31 .......... Phoenix, AZ .......... 2536-JCL-00879

3-Lesson Live Online Schedule
0.9 CEU/9 PDUs/9 PDCs
$2,095/AMA Members $1,895
AMA Members save $200

Monday to Wednesday 2-5 pm ET
Aug. 7-9 .. 2536-JCL-00856

“I thoroughly enjoyed all aspects of this course. The lessons on leadership style were so valuable, and the discussions were a great way to see how differently some of us would respond to or handle situations.”

—Elizabeth M.
Leadership and Team Development for Managerial Success

Inspire and influence your people to achieve your goals as a team.

Managers who will be promoted are the ones who not only manage efficiently, but also lead their teams successfully. Learn how to assess your performance in your current leadership position, diagnose and apply the most effective leadership style and develop the keys to a motivated workforce. Build a high-performing team by understanding team dynamics, aligning vision and performance and applying a consistent theory in leading your team.

**BENEFITS OF ATTENDING**

- Know when to manage and when to lead your team
- Assess your leadership behavior and determine the best style to generate results
- Clearly visualize your goals and communicate them to your team
- Work in a horizontal mode of operation instead of managing only one piece of the process
- Use effective communication to motivate and coach

**TOPICS COVERED**

- Understanding leadership style and the situation and learning to apply the most effective approach
- Emphasizing the importance of vision in aligning team performance
- Integrating your leadership and managerial roles
- Examining the leader’s role as motivator and coach
- Distinguishing the four team types
- Exploring the principles that make teams work
- Diagnosing work-teams: employing a work-team simulation

**WHO SHOULD ATTEND**

New managers, team leaders and other business professionals interested in acquiring effective leadership skills for managers.

**REGISTER TODAY!**

www.amanet.org/2239

**2-Day Classroom Schedule**

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Leadership Skills and Team Development for Technical Professionals

Gain the people skills to master the art of leadership.

Leaders of technical professionals face a substantial challenge: to achieve successful task completion through positive work relationships. In this highly interactive seminar, you will learn how to build and lead a team, evaluate your team’s performance and develop an action plan for continued leadership success.

**BENEFITS OF ATTENDING**

- Hands-on practice building and leading teams
- Maintain team performance during times of change
- Manage and resolve team conflict
- Develop the skills to manage the day-to-day challenges of team leadership

**TOPICS COVERED**

- Technical vs. nontechnical professionals: differences that impact the leader’s role
- Various types of teams: functional, cross-functional, self-managed and self-directed—how to vary your leadership style to meet the needs of the team
- Key steps to building high-performance teams
- Evaluating individual and team performance
- Using discipline, coaching, communication, problem solving and authority to better manage your people

**WHO SHOULD ATTEND**

IT and technical professionals who want to enhance their team-building and leadership skills.

**REGISTER TODAY!**

www.amanet.org/2569

**3-Day Classroom Schedule**

<table>
<thead>
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<td>Sept. 6-8</td>
<td>Arlington, VA</td>
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<td>Oct. 25-27</td>
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**4-Lesson Live Online Schedule**

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<tr>
<th>1.2 CEUs/12 PDUs</th>
<th>$2,195/AMA Members $1,995</th>
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<td>July 11-20</td>
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<td>Oct. 17-26</td>
<td>2569-JCL-00437</td>
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AMA seminars are GSA approved and are available for onsite group training • 1-800-262-9699 • www.amanet.org
Leadership: 18 Classroom/12 Live Online PDUs
MA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Learn more at www.amanet.org/wlc

#AMAWLC

Connect. Learn. Thrive.

www.amanet.org/wlc

Make AMA your first stop to get the skills that result in meaningful impact. Here you’ll get real-world, multifaceted, and ongoing learning opportunities designed specifically for you:

CAREER-ADVANCING COURSES
In-depth learning experience for real-time collaboration with peers in your physical or virtual classroom.

- Assertiveness Training for Women in Business (Seminar #2528)
- Leadership Development for Women (Seminar #2010)
- Executive Presence for Women (Seminar #2179)
- Confidence-Building Skills for Women (Seminar #7822)
- Negotiation for Women: Strategies for Success (Seminar #2850)

RESOURCES
Webcasts, breakfast briefings and networking events.

- Networking Events: Meet other women in business at topic-related events
- Conversations: Connect and network on LinkedIn with other career-minded women on key issues in the workplace
- Complimentary Webcasts: Join live or view on demand, addressing today’s most pressing business issues

Learn more at www.amanet.org/wlc

Assertiveness Training for Women in Business

Strengthen your leadership ability and image.
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 command respect.

BENEFITS OF ATTENDING
- Deal with conflicts confronting women in business
- Recognize your own strengths and weaknesses
- Practice assertive behaviors
- Assess your stress level and adopt techniques to help manage it
- Develop an assertive delegation strategy

TOPICS COVERED
- Conflicting roles and reducing role conflict
- The basic response styles of nonassertion, assertion and aggression
- Understanding the differences between verbal, nonverbal “mantalk,” and “womanspeak”
- Anger buttons and how to deal with them
- Techniques for preventing and coping with stress

WHO SHOULD ATTEND
Female professionals who want to build their strengths and improve their communication.

REGISTER TODAY! www.amanet.org/2528

3-Day Classroom Schedule

<table>
<thead>
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<th>1.8 CEUs/18 PDUs</th>
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4-Lesson Live Online Schedule

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<tr>
<td>Sept. 18-27 .......... 2528-JCL-01079</td>
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Complimentary Webcasts: Join live or view on demand, addressing today’s most pressing business issues
For women looking to advance their careers, sobering realities need to be considered and addressed.

Despite years of advances in both legal and corporate policies, many qualified women don’t get the jobs they want. Misperceptions, stereotypes, and misplaced emotions on the part of either sex can still sabotage a woman’s career hopes—unless she takes a more strategic approach.

Strategically use your strengths and abilities—your competitive edge—while mastering your emotions in even the most unwelcoming atmosphere. You’ll learn how to build a network of support, take smart risks and view competition in a more positive light. Discover how to conduct yourself in a manner that earns you respect.

**TOPICS COVERED**
- Overcome overt and hidden biases against women as leaders
- Adopt a competitive mindset that leverages your strengths
- Build a wide and strategic network of key stakeholders who will promote your career
- Avoid taking a perfectionist approach to competitive and challenging situations
- Recover from losses quickly by learning to take things less personally
- Deal with hypercompetitive colleagues in whom you have low trust

**WHO SHOULD ATTEND**
Women looking to move forward in their organizations by developing the best possible leadership style to fit the positions they want.

**BENEFITS OF ATTENDING**
- Planning your positive “self talk” and your power poses
- Identifying image derailers and words and phrases to avoid
- Targeting your body language and determining how to get results
- Practicing using improvisation for stressful executive business situations
- Videotaping session: Practicing your power presence
- Creating your authentic story: What kind of leader are you?
- Understanding how powerful leaders vary and balance their verbal and body language
- Learn how to project confidence in any business situation

**2-Day Classroom Schedule**

| Date       | Location       | AMA Members | GSA Approved | Register Today! |
|------------|----------------|-------------|--------------|-----------------
| June 1-2   | New York, NY   | $2,195      | 2010-JCL-00089 | www.amanet.org/2010 |
| July 25-26 | Arlington, VA  | $2,195      | 2010-JCL-00090 |                      |
| Aug. 7-8   | New York, NY   | $2,195      | 2010-JCL-00091 |                      |
| Sept. 25-26| Boston, MA     | $2,195      | 2010-JCL-00103 |                      |
| Oct. 2-3   | New York, NY   | $2,195      | 2010-JCL-00100 |                      |
| Oct. 23-24 | Chicago, IL    | $2,195      | 2010-JCL-00101 |                      |

**REGISTER TODAY!**

**Executive Presence for Women**

Get the personalized feedback you need to develop a more powerful presence.

Body language can account for 90% of our first impressions—resulting in snap judgments from others regarding our confidence and strength as a leader. If you’re a woman, you may have found yourself especially susceptible to these and other kinds of judgments. In this seminar, you will explore the key components of a powerful presence and practice proven techniques to improve it. In a supportive atmosphere, you’ll get honest feedback from your instructor and peers, benefit from videotaping and improvisation, and identify and practice improving your power presence. This is the ideal seminar for women who want to maximize their executive presence.

**BENEFITS OF ATTENDING**
- Know how body language and verbal behaviors affect your image as a leader
- Recognize how small changes can improve your ability to be perceived as powerful
- Use your verbal and body language in appropriate ways to increase your influence
- Understand how powerful leaders vary and balance their verbal and body language
- Learn how to project confidence in any business situation

**TOPICS COVERED**
- Creating your authentic story: What kind of leader are you?
- Knowing how to exude positive energy when needed
- Videotaping session: Practicing your power presence
- Learning how to leverage the four key areas of a powerful presence
- Practicing using improvisation for stressful executive business situations
- Targeting your body language and determining how to get results
- Identifying image derailers and words and phrases to avoid
- Planning your positive “self talk” and your power poses

**WHO SHOULD ATTEND**
Mid- to senior-level women who want to be seen as credible leaders.

**SPECIAL FEATURE**
You’ll be recorded in action as you address your colleagues. You will see yourself improve, relax and refine your techniques with each performance. These recordings are yours to keep.

**2-Day Classroom Schedule**

| Date       | Location       | AMA Members | GSA Approved | Register Today! |
|------------|----------------|-------------|--------------|-----------------
| June 19-20 | Chicago, IL    | $2,345      | 2179-JCL-00051 | www.amanet.org/2179 |
| June 22-23 | Boston, MA     | $2,345      | 2179-JCL-00052 |                      |
| July 13-14 | San Francisco, CA | $2,345   | 2179-JCL-00053 |                      |
| July 20-21 | New York, NY   | $2,345      | 2179-JCL-00054 |                      |
| Aug. 10-11 | Arlington, VA  | $2,345      | 2179-JCL-00055 |                      |
| Sept. 7-8  | New York, NY   | $2,345      | 2179-JCL-00056 |                      |
| Sept. 14-15| Atlanta, GA    | $2,345      | 2179-JCL-00057 |                      |
| Sept. 25-26| Chicago, IL    | $2,345      | 2179-JCL-00058 |                      |
| Oct. 2-3   | Houston, TX    | $2,345      | 2179-JCL-00066 |                      |
| Oct. 16-17 | San Diego, CA  | $2,345      | 2179-JCL-00071 |                      |
**LEADERSHIP DEVELOPMENT**

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### Leading in a Diverse and Inclusive Culture

**SEMINAR #2925**

Maximize individual, team and organizational potential through diversity and inclusion (D&I).

A diverse team with different thinking styles can yield exceptional results. It also calls for a leader with an arsenal of skills. This program lays out an effective road map that includes tools, models and best practices for increasing your competence, confidence and self-awareness to leverage the power of diverse perspectives for superior and sustainable productivity. Optimize diversity and inclusion for all the benefits they offer, and create an environment that positively impacts employee engagement, innovation, hiring, retention and team performance.

**BENEFITS OF ATTENDING**

- Communicate effectively and inclusively in a diverse environment
- Recognize the issues and value of D&I at the personal, team and organizational levels
- Become a more inclusive leader by recognizing strengths and growth opportunities for yourself and for others
- Communicate effectively and inclusively in a diverse environment
- Articulate how operating from biases impacts innovation, productivity and engagement
- Analyze diversity and cultural competencies in the context of talent management
- Harness the power of differences to boost team performance and collaboration
- Manage disagreements, misunderstandings and conflict

**TOPICS COVERED**

- Recognizing the professional and personal impact of bias in the workplace
- Identifying the connection between biases and behavior
- Developing awareness, knowledge and skills to identify biases and change personal behavior
- Identifying the added value of diversity for improved performance and business results
- Developing inclusive leadership for talent development, productivity and innovation
- Overcoming the four primary obstacles to cross-cultural communication
- Knowing how to be an actively inclusive leader
- Recognizing and stopping micro—and macro—aggressions, offensive behavior and language
- Making the business case for diversity and inclusion
- Defining and implementing your vision for an innovative, engaged and inclusive workplace

**WHO SHOULD ATTEND**

Managers and leaders who want to promote and lead an increasingly diverse workforce and client base and promote an inclusive environment, diversity and inclusion leaders, and learning and development professionals.

**REGISTER TODAY**! [www.amanet.org/2925](http://www.amanet.org/2925)

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### Leadership Strategies for Creating a Respectful Workplace

**SEMINAR #2151**

Build and support a more positive and productive workplace climate.

A workplace where employees treat one another with civility and respect is far more likely to function at optimum levels of productivity. Unfortunately, the rise of disrespectful behaviors in business seems to be at epidemic levels, and the result is a steady erosion in morale and productivity. This seminar provides strategies for leaders and managers to recognize and handle offensive, disrespectful and inappropriate behaviors. It also explores how to improve productivity by modeling better behavior and fostering a culture of civility and mutual respect.

**BENEFITS OF ATTENDING**

- Reduce the likelihood that smaller issues will escalate into larger confrontations
- Use appropriate tools to deal with rudeness, incivility and harassment
- Be better equipped to coach staff to deal with offenders
- Enhance project success through improvements in workflow
- Help reduce time away from work, workers’ compensation claims and health insurance costs
- Be prepared for possible Healthy Workplace legislation

**TOPICS COVERED**

- Creating a working definition of workplace disrespect and incivility
- Tools for calculating the true costs of a disrespectful climate to teams and the organization
- Assessing a manager’s own actions and how they influence certain behaviors
- Coaching employees to deal successfully with disrespectful situations before issues escalate
- Identifying key actions successful companies use to create respectful workplaces
- Applying strategies and overcoming obstacles to build a positive, respectful climate

**WHO SHOULD ATTEND**

Senior managers, directors, vice presidents, division heads, managers, human resource professionals, OD personnel and others in positions of leadership.

**REGISTER TODAY**! [www.amanet.org/2151](http://www.amanet.org/2151)

**2-Day Classroom Schedule**

**1.2 CEUs**

- **$2,095/AMA Members $1,895**
  - AMA Members save $200

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<td>Chicago, IL</td>
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Moving from an Operational Manager to a Strategic Leader

Anticipate, initiate and manage change.
Seize this opportunity to become an innovator, a persuasive player and a champion of strategic change, adding value to your organization, your customers and your stakeholders.

BENEFITS OF ATTENDING
• Help your team achieve greater competitiveness
• Initiate strategies to move you closer to your vision
• Understand the needs and expectations of your customers
• Build your influence and create strategic alliances
• Identify your unit’s strengths and weaknesses
• Encourage risk taking and innovation at all levels
• Develop persuasive skills to sell your strategic ideas

TOPICS COVERED
• Balancing operational and management skills
• The strategic model…a strategic leader’s approach
• Applying a SWOT analysis to your team
• Creating a vision statement and making it a reality
• Encouraging innovative solutions
• Communicating your strategic plan

WHO SHOULD ATTEND
Managers with five years or less of management experience.

REGISTER TODAY! www.amanet.org/2242

2-Day Classroom Schedule
1.2 CEUs/12 PHR/SPHR/12 PDCs
$2,195/AMA Members $1,995
AMA Members save $200

June 19-20 ............... Boston, MA ............... 2242-JCL-00842
June 29-30 ............... Arlington, VA ............... 2242-JCL-00832
July 13-14 ............... San Francisco, CA ............... 2242-JCL-00831
July 24-25 ............... New York, NY ............... 2242-JCL-00834
Aug. 2-23 ............... Saranac Lake, NY ............... 2242-JCL-00847
Aug. 7-8 ............... Chicago, IL ............... 2242-JCL-00835
Sept. 14-15 ............... Houston, TX ............... 2242-JCL-00836
Sept. 21-22 ............... Arlington, VA ............... 2242-JCL-00837
Oct. 9-10 ............... Atlanta, GA ............... 2242-JCL-00848
Oct. 16-17 ............... New York, NY ............... 2242-JCL-00849

4-Lesson Live Online Schedule
1.2 CEUs/12 PHR/SPHR/12 PDCs
$2,095/AMA Members $1,895
AMA Members save $200

Wednesday 2-5 pm ET
Aug. 2-23 ............................................... 2242-JCL-00847

The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute’s criteria to be pre-approved for recertification credit.

Collaborative Leadership Skills

Develop a collaborative style to enhance team commitment and individual performance.
Why become a collaborative manager? Because it gives you the ability to break down silos so you can create an energetic team that delivers results. This seminar will give you the skills to be an adaptive manager, someone who can create clarity, vision and build mutual trust with your team and other departments. It will show you how to inspire optimal performance from team members and help bring out their strongest talents.

BENEFITS OF ATTENDING
• Become more effective by enabling each team member to share ideas and generate solutions
• Remove roadblocks to help employees do their best work
• Enhance team creativity and involvement without expensive programs or initiatives
• Differentiate yourself and become more influential
• Help increase employee retention and engagement
• Develop a mindset that can increase your innovation skills and produce new ideas

TOPICS COVERED
• Customizing your management style to encourage employees to find their own answers to business challenges
• Creating a culture that fosters involvement from all employees and helps break down silos and isolationism
• Embracing social media to enhance discussions, obtain recommendations and information, network and establish relevance
• Discovering the benefits and virtues of over-communication
• Improving accountability by allowing your employees to have ownership of the results of their efforts
• Employing a collaborative process that is effective with all communication styles
• Setting up a framework for collaboration

WHO SHOULD ATTEND
Mid-level managers who want to inspire greater involvement, creativity and knowledge sharing in their employees.

REGISTER TODAY! www.amanet.org/2186

2-Day Classroom Schedule
1.2 CEUs/12 PDCs
$2,195/AMA Members $1,995
AMA Members save $200

June 8-9 ............... New York, NY ............... 2186-JCL-00153
July 24-25 ............... Atlanta, GA ............... 2186-JCL-00154
Aug. 7-8 ............... Arlington, VA ............... 2186-JCL-00158
Aug. 14-15 ............... Chicago, IL ............... 2186-JCL-00155
Sept. 11-12 ............... New York, NY ............... 2186-JCL-00157
Oct. 2-3 ............... Dallas, TX ............... 2186-JCL-00162

The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute’s criteria to be pre-approved for recertification credit.

American Management Association is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM-SCP®.
Situational Leadership® II Workshop
Specially developed for AMA by The Ken Blanchard Companies®

Adopt a situational leadership style that generates heightened performance and improved productivity.

Does your organization lack passion, energy, self-reliance and drive? If so, the technique of situational leadership has the answers that will take your managers and your company to the head of the pack. Specially developed for AMA by The Ken Blanchard Companies® (and delivered by AMA expert faculty), the Situational Leadership® II Workshop will help you apply the most effective leadership style in any given situation.

BENEFITS OF ATTENDING
• Improve communication and become a more trusted and credible leader
• Learn how to use situational leadership to achieve greater productivity by infusing energy, self-reliance and drive into your employees
• Create a collaborative work environment to achieve faster sustainable results
• Increase your effectiveness in setting goals, providing clear direction, listening, observing, monitoring and giving feedback
• Retain your most talented employees by being more responsive to their development needs

WHO SHOULD ATTEND
Individuals in leadership roles, including executives, managers at all levels, project managers, team leaders and supervisors.

TOPICS COVERED
The Essence of Situational Leadership II
• A description of—and introduction to—the principles, purposes and systems within Situational Leadership II
• How to get the most out of your workshop experience

Leadership for the Future
• Exploring the importance of flexibility, adaptability and how to manage diversity and change
• Beliefs and building blocks to help you understand the concept of “no best style”
• Why leadership is situational

Diagnosis: The First Skill of Situational Leadership
• Assessing an individual’s competence and commitment levels to determine how to build motivation, confidence and productivity
• Understanding the need for a specific leadership style based on the individual’s needs in any given situation

Flexibility: The Second Skill of Situational Leadership
• Becoming comfortable with a variety of leadership styles
• Matching your leadership style to your people’s and situation’s need

Partnering for Performance: The Third Skill of Situational Leadership
• How to empower people to contribute their best to your organization’s success
• Exploring new ways to open up communication and reach consensus with others

Taking the Right Action
• Transferring your new awareness and situational leadership skills into your work relationships and leadership responsibilities
• Practice…practice…practice

PRE-WORK REQUIRED
To fully participate in the class, please complete the Leader Behavior Analysis (LBAII) and the SLII Fitness Test, and download the SLII app onto your mobile device prior to attending the course (approximate completion time is 30–45 minutes).

POST-SEMINAR BONUS
(app and online support)
Get the SLII challenge and comprehensive tools to help reinforce your learning for one year.

I took the course specifically to learn new skills to better manage someone on my team. The course provided specific guidance and a new vocabulary, which I was able to immediately put into use in the office. I would highly recommend it.”

—Philip P.
Achieving Leadership Success Through People

SEMINAR #2128

Lead more effectively by creating rapport, synergy and two-way trust.

The most successful leaders are those with the best people skills. Poor communication and interpersonal relationships routinely thwart leaders who are otherwise technically competent. In order to succeed, leaders must be fully engaged with the individuals who make up their organization. Focusing skill-by-skill on P.E.O.P.L.E. (Professionalism, Empathy, Optimism, Partnership, Loyalty and Empowerment) this seminar can help anyone in a position of leadership to better demonstrate caring as well as courage, and to use a P.E.O.P.L.E. approach to achieve maximum results.

BENEFITS OF ATTENDING

• Understand the components of professionalism and the importance of setting a good example
• Coach and develop your direct reports/colleagues to be more hopeful and empathetic as they develop greater professionalism
• Be more optimistic through reframing, resilience and positive language skills
• Create genuine partnerships and unity with and among direct reports/colleagues
• Learn and apply the components of loyalty to create “loyal followership”
• Trust and empower your direct reports/colleagues more

TOPICS COVERED

• Professionalism: character, composure, commitment, communication, competence and caring
• Empathy: connecting and building rapport, understanding others and valuing strengths
• Optimism: enthusiasm, eagerness to learn and teach, and resilience
• Partnership: collaboration (vs. competition), creating synergy and teamwork
• Loyalty: building energetic followers who persevere and are accountable to self and others
• Empowerment: delegating, teaching, coaching and entrusting

WHO SHOULD ATTEND

Senior managers, directors, VPs, mid-level managers and others in positions of leadership.

REGISTER TODAY! www.amanet.org/2128

3-Day Classroom Schedule

1.8 CEUs/18 PDUs/18 PDCs $2,745/AMA Members $2,495 AMA Members save $250

June 26-28 ..................... Chicago, IL ..................... 2128-JCL-00155
July 10-12 ..................... New York, NY ..................... 2128-JCL-00157
Aug. 7-9 ......................... San Francisco, CA ..................... 2128-JCL-00160
Sept. 6-8 ....................... Houston, TX ..................... 2128-JCL-00161
Oct. 2-4 ....................... Atlanta, GA ..................... 2128-JCL-00158

The “Write” Way to Lead: Powerful Tools to Create Impact and Inspire Performance

SEMINAR #2030

Develop these executive skills to maximize your leadership effectiveness.

As a leader, do you ever doubt whether your written messages are as effective as they need to be? Have you ever written something you later wish you’d said differently—or even regretted writing? This unique program goes beyond most courses to help you transform your writing into an incredibly valuable tool for inspiring others, gaining their support and trust, and motivating them to excellence. You’ll become a more precise, mindful thinker who can influence and persuade. Gain techniques to help you shape the tone of a message for difficult workplace situations, frame and deliver bad news tactfully via the written word, and write a convincing business case. Apply these skills to craft strategic plans, mission, vision and values statements, proposals, speeches, and any other kind of organizational message.

BENEFITS OF ATTENDING

• Influence and inspire with the best writing practices of effective leaders
• Overcome writer’s block to produce clear, concise, compelling messages
• Overcome resistance and get results through skilled writing choices
• Set direction, expectations, visions, goals, and plans with greater clarity
• Craft tactful messages to deliver sensitive messages or bad news

TOPICS COVERED

• Applying five principles of effective leadership writing
• Messaging with impact through email, social media, and the web
• Setting a clear written strategic and operational direction
• Writing evaluative reports, assessments, and appraisals
• Preparing a persuasive business case and getting commitment
• Delivering bad news and unpopular decisions
• Writing important speeches

WHO SHOULD ATTEND

Executives, managers, directors and high potentials who need to maximize the effectiveness of their leadership writing.

EXTRA

Receive 25+ sample documents and templates you can use or adapt at work.

Note: Bring your own device (e.g., tablet, laptop, smartphone).

REGISTER TODAY! www.amanet.org/2030

2-Day Classroom Schedule

1.2 CEUs $2,195/AMA Members $1,995 AMA Members save $200

July 17-18 ..................... Arlington, VA ..................... 2030-JCL-00003
Sept. 14-15 .................... Atlanta, GA ..................... 2030-JCL-00007

AMA seminars are GSA approved and are available for onsite group training • 1-800-262-9699 • www.amanet.org

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Reproduced with the permission of PMI.
LEADERSHIP DEVELOPMENT

LEADER as Teacher
Helping People Learn and Grow

BUILDING STRENGTH IN TEACHING AND LEARNING AS A LEADER.
In high-performing organizations, the best leaders are also teachers. They not only point the way but also show the way, pass along their knowledge, and help their organization learn how to win. Yet few leaders know how to teach well, and many show a reluctance to do it. This seminar will help you learn the best ways to organize and present content so you can teach effectively and inspire others to achieve the results you want. Gain preparation experience, learn high-impact teaching methods, build confidence through practical exercises and much more.

BENEFITS OF ATTENDING
• Conduct a learning-needs assessment for individuals and teams
• Create a learning and development plan for your staff
• Develop a teachable framework and outline for important subjects
• Choose from and use teaching techniques that accelerate and maximize learning
• Apply techniques to reinforce learning and boost retention

TOPICS COVERED
• Recognizing the benefits to organizational performance
• Knowing what leaders should teach—and when and where
• Exploring the four domains of learning: cognitive, psychological, emotional and behavioral
• Motivating and enabling colleagues to learn
• Learning proactive teaching techniques: delegating, storytelling and more

WHO SHOULD ATTEND
Managers, executives, directors, high potentials, chief learning officers, human resources professionals and others who want to become more effective leaders through teaching.

REGISTER TODAY! www.amanet.org/2919

2-Day Classroom Schedule

1.2 CEUs $2,445/AMA Members $2,195
AMA Members save $250

July 13-14 .................. Chicago, IL .................. 2919-JCL-00002
Sept. 25-26 ................. Arlington, VA ................. 2919-JCL-00003

Leading Virtual Teams

LEADERSHIP DEVELOPMENT

LEADERSHIP DEVELOPMENT

Leading Virtual Teams

SEMINAR #2280

LEADERSHIP DEVELOPMENT

Leading Virtual Teams

SEMINAR #2280

LEADERSHIP DEVELOPMENT

LEADERSHIP DEVELOPMENT

Lead cohesive long-distance teams that can actually outperform face-to-face teams.
This powerful seminar is designed to help you build truly synergistic and effective long-distance teams. You will return to work with the tools and methods you need to manage and lead virtual and remote teams with success and complete confidence.

BENEFITS OF ATTENDING
• Recognize team needs for relationships based on tasks and team-member distance
• Select and use effective tools, techniques and technology designed specifically for virtual teams
• Utilize best practices for building and maintaining trust and connection in virtual and remote teams
• Develop virtual team meeting facilitation skills and learn to use influence skills in a virtual environment

TOPICS COVERED
• Identifying the concerns you face as a virtual team leader and what your team members need from you
• Identifying strategic ways to build trust within virtual and remote teams
• Defining virtual team members’ roles and responsibilities to maintain team focus on goals, objectives and tasks
• Applying techniques for effective and engaging conference calls
• Facilitating techniques for creative problem solving and brainstorming
• Utilizing your insights as a team leader to coach and motivate your team to achieve effective performance
• Developing a plan to implement personal leadership skills and build successful team performance

WHO SHOULD ATTEND
Managers, senior managers, directors and project leaders of global and/or geographically dispersed teams. This seminar will also benefit leaders of a mobile workforce.

REGISTER TODAY! www.amanet.org/2280

2-Day Classroom Schedule

1.2 CEUs $2,345/AMA Members $2,095
AMA Members save $250

June 22-23 .................. Chicago, IL .................. 2280-JCL-00318
July 17-18 .................. Dallas, TX .................. 2280-JCL-00319
Aug. 24-25 .................... Arlington, VA .................. 2280-JCL-00320
Sept. 28-29 ................. San Francisco, CA ................. 2280-JCL-00328

3-Lesson Live Online Schedule

0.9 CEU/9 PDUs $2,445/AMA Members $2,195
AMA Members save $250

Monday to Wednesday 2-5 pm ET

Sept. 11-13 .................. 2280-JCL-00321

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Leadership: 9 Live Online PDUs

Reproduced with the permission of PMI.
Coaching from a Distance
Developing Your Team When You Can’t Be Face to Face

Successful coaching is challenging and rewarding—but coaching remotely or in a virtual environment demands all-new rules.

The countless ways in which professionals now communicate means business can be conducted almost anywhere. This has introduced the element of distance (both real and virtual) between coach and subject. Coaching skills that once worked so effectively face to face won’t get the job done today. For a remote or virtual environment, coaches must develop an entirely new battery of skills—from innovative ways of listening to new measures of coaching success. This live online seminar covers it all in four dynamic lessons.

**LESSON 1**
Virtual Coaching Skills for Increased Effectiveness
- Assessing strengths and weaknesses as a virtual coach
- Flexing your style to increase effectiveness
- Blending coaching tasks, emotional intelligence and coaching skills

**LESSON 2**
Building Employee Loyalty, Trust and Connection Through Coaching
- Identifying the strengths to develop in others
- Paying attention to strengths and providing feedback
- Skills and behaviors needed for performance coaching

**LESSON 3**
Preparation and Planning for Virtual Coaching
- Identifying coachable moments
- Emotional intelligence behaviors that require coaching

**LESSON 4**
Team Coaching
- Characteristics of effective virtual teams
- Building trust at each stage of virtual team development
- Applying team coaching principles to real situations/challenges

**WHO SHOULD ATTEND**
Managers, team leaders, senior managers and project managers of global and geographically dispersed teams.

**REGISTER TODAY!**
www.amanet.org/2559

**4-Lesson Live Online Schedule**

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<th>1.2 CEUs</th>
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You may also be interested in How to Coach a Virtual Team, Seminar #7825 (Express Skills), www.amanet.org/7825

**Coaching: A Strategic Tool for Effective Leadership**

**SEMINAR #2506**

**Use coaching to improve the effectiveness of individuals and teams.**

This seminar gives you a variety of coaching tools, techniques and best practices—from analyzing performance to creating a climate for effective coaching and learning—from giving corrective feedback to handling difficult responses to coaching. You’ll leave this seminar more aware of your personal habits, styles and preferences in coaching through assessment, role-plays and exercises.

**BENEFITS OF ATTENDING**
- Confront difficult situations with confidence
- Reinforce the behavior and motivation of peak performers
- Develop a team environment that fosters synergy
- Turn around disruptive behavior
- Build the trust and rapport necessary for effective coaching
- Learn to listen with an empathetic ear and encourage open two-way communication

**TOPICS COVERED**
- What leaders do and why they need to be coaches
- Obstacles to coaching: the three-part coaching process
- Creating a climate of trust and confidence
- Sustaining trust when you confront poor performance
- How to be confident in the face of a difficult challenge
- Guiding a dialogue on performance
- The delegation process, signs of poor delegation and difficulties
- Why leader-coaches must be teachers and trainers: six learning styles
- Guiding the development of a performance-improvement plan

**WHO SHOULD ATTEND**
Team leaders, managers and executives.

**REGISTER TODAY!**
www.amanet.org/2506

**3-Day Classroom Schedule**

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Visit www.amanet.org/2506 for details about CPE credits.

The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute’s criteria to be pre-approved for recertification credit.
**Mindful Leadership: Cultivating Excellence from Within**  
SEMINAR #2906

Unlock your power to lead with clarity, authenticity and effectiveness.

As a leader, how can you stay focused on what’s important when there are so many demands for your immediate attention? Ever-changing market conditions, gadget overload, conflicting information and “emergencies” of all kinds can hurt your ability to think with clarity and precision.

This is where mindfulness comes in. Practicing mindfulness helps you to be more present and aware of what is going on around you. You can use it to make the best choices about where to focus your attention for the best outcomes. Attend this course to learn new habits that can help you rewire your leadership behaviors as you inspire engagement, trust, authenticity and productivity in those around you.

**BENEFITS OF ATTENDING**
- Discover how the attitude-behavior connection affects business decisions and outcomes
- Learn to observe your mind and increase your ability to stay fully present and engaged
- Make choices and decisions that better align with your intentions
- Cultivate a sense of self-awareness and relational transparency that inspires trust
- Communicate more thoughtfully and mindfully, up and down across the organization
- Create a team culture of greater creativity, dynamics, openness and responsiveness

**TOPICS COVERED**
- Understanding the attitude and qualities of a mindful leader
- Practicing how to examine your attitude by using mindfulness techniques
- Developing new habits and intentional practices to cultivate awareness
- Applying mindfulness to pursue clarity, check assumptions and speak thoughtfully
- Leading mindfully in the face of contradictions
- Applying mindfulness techniques to real-life situations

**WHO SHOULD ATTEND**
Leaders, directors, managers and those on the leadership track who want to harness mindfulness and achieve greater leadership excellence.

---

**Transformational Leadership: How to Inspire Extraordinary Performance**  
SEMINAR #2021

Become a leader who creates meaningful change and truly makes a difference.

Are you ready to inspire people with a powerful vision? To create positive energy, ignite passion and foster a work environment that thrives on personal motivation, adaptability, collaboration and accountability? This is what transformational leadership is all about. You challenge the status quo and become a conduit for sustainable success. You insist on collaboration and empower your people to become leaders themselves. In this seminar, you will build a clear roadmap that includes specific steps, techniques, and tools to make you the change agent. You change, and others will follow. Get ready to assess your skills, master new strategies and transform.

**BENEFITS OF ATTENDING**
- Assess your strengths and step up to lead by example
- Rise to the challenges of today’s “do more with less” reality
- Inject passion and a sense of purpose to spark creativity and innovation
- Inspire your team members to reach and strive for greater performance on their own
- Cultivate a culture where followers want to become leaders
- Create and articulate your vision for the future

**TOPICS COVERED**
- Evaluating your organization’s predominant leadership style(s)
- Exploring the transformational leadership skill set: 10 essential skills
- Assessing your own transformational leadership skill level
- Making adjustments and developing a process for enhancing your transformational leadership skills
- Monitoring progress with milestones and metrics
- Developing a process for adapting your team’s culture
- Creating your cultural adjustment action plan

**WHO SHOULD ATTEND**
Senior executives, vice presidents, directors and managers seeking to improve business results by inspiring extraordinary performance throughout their department, division or organization.

**REGISTER TODAY!** www.amanet.org/2906

**2-Day Classroom Schedule**

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<td>Aug. 24-25 . San Francisco, CA . 2906-JCL-00004</td>
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“**We take care of the future best by taking care of the present now.**”

—Jon Kabat-Zinn
Leading with Emotional Intelligence

Inspire, support and influence team members and external customers through EI.

Why does emotional intelligence (EI) matter? Because at the core of every outstanding leader are the abilities to connect, achieve, inspire and act with resilience. Now you can learn to apply the best practices of an emotionally intelligent leader and give yourself a winning edge. EI helps you create and sustain unique opportunities and more impactful relationships.

This course uses an integrated competency approach to help you develop this crucial skill. You’ll get hands-on opportunities to practice and apply methods for consistently using EI as a leader. Attend this seminar so you can influence and motivate your organization’s workforce to new heights of achievement.

BENEFITS OF ATTENDING
• Lead powerfully with presence and impact
• Gain valuable emotional insights and awareness to inspire and maintain productive relationships
• Manage and adapt emotional behaviors that expand your sphere of credibility and influence
• Utilize empathy to promote strong relationships
• Apply collaborative, inclusive and creative communication practices
• Harness emotionally intelligent motivational skills to achieve team results

TOPICS COVERED
Integrating Emotional Intelligence and Leadership Competencies
• Applying emotionally intelligent speaking and listening skills to leading
• Identifying the role of emotional intelligence in 21st-century leaders

Achieving Emotionally Intelligent Personal Influence
• Assessing your personal credibility quotient to authentically influence others
• Applying empathy as a powerful influencing strategy when coaching
• Analyzing resistance through the lens of EI to identify alternative influencing strategies

Creating an Emotionally Intelligent Inspiration Plan
• Categorizing your present strengths and liabilities when seeking to inspire others
• Using EI leadership stories to inspire

Encouraging Emotionally Intelligent Collaboration Practices
• Describing collaboration as an emotionally intelligent, relationship-based activity

Managing Change and Resistance with Emotional Intelligence
• Describing how emotions impact a person’s attitude toward change
• Identifying communication skills leaders can use to move past colleagues’ resistance

Attaining Healthy Conflict with Emotional Intelligence
• Recognizing the central role relationship development plays in healthy conflict
• Identifying emotionally intelligent leadership communication strategies

Leading Emotionally intelligent Teams
• Analyzing your team’s emotional and social intelligence
• Applying emotionally intelligent mindfulness practices when team members experience stress

Bringing it All Together: Case Study and Preparation
• Synthesizing emotionally intelligent competencies to address complex leadership challenges and opportunities

WHO SHOULD ATTEND
Senior managers and leaders who need to create a healthy, productive workplace and organizational culture by enhancing their overall effectiveness through EI.

FACULTY SPOTLIGHT*
Jeffrey Salters has over 15 years of experience in professional and leadership development, training, organizational development and business ethics. He has delivered consulting and training services for firms such as Booz Allen Hamilton, Arthur Andersen and Accenture. Mr. Salters holds an MBA in Organizational Behavior and Development from the George Washington University, and a bachelor’s degree in Business Administration from Howard University.

*This seminar is also taught by other experts in the field.

REGISTER TODAY! www.amanet.org/2133

3-Day Classroom Schedule
1.8 CEUs/18 PHR/SPHR/18 PDCs
$2,645/AMA Members $2,395
AMA Members save $250

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4-Lesson Live Online Schedule
1.2 CEUs/12 PHR/SPHR/12 PDCs
$2,545/AMA Members $2,295
AMA Members save $250

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AMA seminars are GSA approved and are available for onsite group training • 1-800-262-9699 • www.amanet.org
What Got You Here Won’t Get You There
SEMINAR #2207
Developed with Marshall Goldsmith, based on his bestselling book.

You’ve been successful up until now—but can you redefine yourself for continued success?

Your talents and accomplishments got you where you are today. But some of these attributes could actually be holding you back now. Will you still be able to accomplish everything you want—and keep the job you’re doing now?

This powerful, interactive program is based on Marshall Goldsmith’s international bestselling What Got You Here Won’t Get You There. Gain insights and practical techniques to help you pinpoint everything that may keep you from getting your next job—or hanging on to this one. You’ll experience Feedforward®, Marshall’s proprietary tool, to get a specific, objective look at yourself, and you’ll receive balanced feedback to help you change counterproductive habits. Develop an action plan to help you achieve both your professional and personal goals.

BENEFITS OF ATTENDING
• Learn 20 habits that often hold leaders back from attaining the success and satisfaction they want
• Assess the use of the 20 habits in your leadership style
• Know why interpersonal skills in leadership are crucial
• Use the Feedforward® process to get objective feedback from fellow seminar attendees, guided by our expert faculty
• Create a developmental action plan that involves your peers and includes a plan for ongoing follow-up

TOPICS COVERED
• Assessing the 20 habits and knowing which apply to you
• Knowing how to apply Feedforward® on the job
• Identifying obstacles to making a successful transition to the next level of leadership
• The role external factors play and how to leverage them in your achievements
• Developing a personal action plan to enhance your effectiveness
• Creating and promoting your personal brand

WHO SHOULD ATTEND
Middle and senior managers who want to preemptively fix behaviors that might otherwise hold them back.

Succession Planning
Developing Talent from Within
SEMINAR #8110

Ensure your organization always has well-trained, experienced people in key positions.

Managing the succession of talent is a vital strategic process that minimizes gaps in leadership and enables your best people to develop the skills necessary for possible future roles. This seminar will show you how to design and implement an effective and flexible succession plan that will help your organization continue to grow and achieve its business goals.

BENEFITS OF ATTENDING
• Learn to formulate strategies for attracting, retaining and developing skilled individuals
• Know how to develop future leaders from within while retaining intellectual/operational expertise
• Be able to sustain business relationships that are vital to your organization’s success
• Develop a targeted approach to identifying the competencies needed for specific positions
• Help increase retention by matching your company’s needs with the aspirations of individuals

TOPICS COVERED
• Succession planning: an overview of its importance, function and methodology
• The role of HR in setting up a succession planning system
• Forecasting future needs and strategic alignment
• Developing the succession planning process
• Building individual development plans
• Effective monitoring, measuring and follow-up processes

WHO SHOULD ATTEND
Mid- to senior-level managers across all functions, business unit heads, human resources personnel and organizational development professionals.

REGISTER TODAY! www.amanet.org/8110

2-Day Classroom Schedule
1.2 CEUs/12 PHR/SPHR/12 PDCs
$2,195/AMA Members $1,995
AMA Members save $200

July 10-11 .................. Chicago, IL .................. 8110-JCL-00057
Aug. 3-4 .................. Arlington, VA .................. 8110-JCL-00055

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American Management Association is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM-SCP.

SHRM RECOGNITION PROVIDER
Advanced Leadership Communication Strategies

Motivate action at every level, and influence even the toughest executives, customers, subordinates and stakeholders.

You’re already successful as a leader and communicator. But now you must exercise greater influence, solve bigger problems and drive unprecedented performance improvements.

BENEFITS OF ATTENDING
• Discover breakthrough communication techniques for driving business value and becoming a more powerful leader
• Master best practices for influencing peers, managers, subordinates, customers and other stakeholders
• Become more effective at handling your specific challenges, from delivering bad news to increasing team motivation
• Communicate confidently in any environment, from spontaneous “elevator pitches” to high-stakes reports and proposals
• Make the most of today’s electronic communications tools
• Deliver powerful messages that win hearts and minds: messages that are short, simple, strong, credible, tailored to your audience and lead rapidly to action

TOPICS COVERED
• Influencing employees, customers, partners and stakeholders, both internally and externally
• Developing the trust, credibility, rapport and relationships you need to deliver superior results
• Building consensus, cohesion, buy-in and team commitment
• Organizing and packaging your message for maximum impact
• Controlling all elements of your message: written, verbal, visual and symbolic
• Choosing the best tools and channels for delivering messages
• Maximizing effectiveness with electronic communications
• Successfully communicating in spontaneous situations

WHO SHOULD ATTEND
Experienced leaders determined to achieve even greater success at the highest levels of their organizations.

 AMA Members save $250

1.8 CEUs/18 PDUs/18 PDCs

$2,745/AMA Members $2,495

Visit www.amanet.org/2134 for details about CPE credits.

AMA’s Advanced Executive Leadership Program

An intensive 3-day exploration into your role as a leader, visionary, and strategic thinker.

You’ll understand what makes a leader, the practices and commitments of effective leadership, how to shape organizational excellence, which global competencies are critical to success today and how to gain personal mastery of your own leadership. You’ll profit from the shared insights and experiences of your peers.

BENEFITS OF ATTENDING
• Become a “change master” who encourages innovative thought and behavior
• Set the right vision for your team, department and organization
• Understand how to plan for a successful future
• Align the workforce to achieve heightened performance and increased bottom-line results
• Discover the power of emotional intelligence—leading with a healthy and wise demeanor
• Flex your leadership styles when there are changes in people and conditions
• Ensure that your behavior is always ethical; reflective of your organization’s values

TOPICS COVERED
• How to drive change in the workplace by applying actions that address employee doubts
• Applying the concepts of manager vs. leader roles
• How to identify and assess your personal behavioral preferences
• Promoting organizational vision and values through ethical leadership behaviors
• Forming “virtual partnerships” in the work environment
• Performing a situation analysis of various work units to align the organization
• Applying leadership concepts in a simulated business case
• Developing a plan for action

WHO SHOULD ATTEND
Executives, directors and managers who are seeking strong leadership skills to help them motivate and inspire others to drive results.

 AMA Members save $250

1.8 CEUs/18 PDUs

$2,745/AMA Members $2,495

Visit www.amanet.org/2104 for details about CPE credits.
Critical Thinking

Demonstrate clearer and more effective thinking in business.

Feeling overwhelmed? What if you could learn a process for thinking, to make better decisions and create better solutions? Learn hands-on techniques to generate breakthrough ideas and solve your most pressing problems. In this course, you’ll discover how to ask the right questions, challenge assumptions, and see others’ viewpoints with clarity.

YOU’LL LEARN HOW TO:
• Translate abstract ideas into tangible results
• Evaluate ideas objectively
• Solve problems more effectively
• Make dramatically better decisions

YOU’LL ALSO RECEIVE:
• The My Thinking Styles Assessment and your personalized development report, which looks at your thinking style preferences
• A personalized development report with your individual results and areas for development
• An action plan for implementing critical thinking and decision-making skills back at work
• A toolkit on a flash drive or mobile resource application

BENEFITS OF ATTENDING
• Explore real-world examples of why critical thinking is so important in business
• Learn to use critical thinking skills when making business decisions
• Use the RED (Recognize assumptions, Evaluate arguments, Draw conclusions) Model to recognize assumptions, evaluate arguments, and draw conclusions when facing complex thinking challenges
• Discover 7 ways to spot a weak argument
• Identify 8 barriers to effective critical thinking
• Minimize the impact of job pressures on your thinking processes
• Get a roadmap for developing your critical thinking skills
• Discover 7 ways to spot a weak argument

WHO SHOULD ATTEND
All business professionals who want to enhance their thinking processes to achieve better results in business.

TOPICS COVERED
Recognizing the Value of Using Critical Thinking in Business
• Characteristics of effective critical thinkers
• The role of critical thinking in meeting business challenges

A Critical Thinking Process
• Using a framework to relate critical thinking to business challenges
• Using the RED (Recognize assumptions, Evaluate arguments, Draw conclusions) Model
• Positioning the RED Model within a critical thinking framework

Obtaining Feedback on Your Critical Thinking Skills
• Recognizing the value of gaining insight into one’s critical thinking skills
• Uses for the “My Thinking Styles” assessment
• Your personal development report

A Context for Critical Thinking
• Selecting techniques for using critical thinking skills and the RED Model
• Relating insight from your “My Thinking Styles” report and feedback to a personal critical thinking situation

Applying Critical Thinking Tools and Skills in Business Situations
• Practicing using critical thinking skills and techniques in a business situation
• Initial action plan for development of critical thinking skills

EXTRA
Before attending this session, you will receive a link to the online “My Thinking Styles” assessment. You must complete the assessment to fully participate in this seminar.

*The RED Model and My Thinking Styles are trademarks of Pearson Education, Inc.

“...This course helped me to look differently at the way I approach information gathering. Whether or not there is a decision to be made, the ability to think critically is foundational to a right understanding. Especially helpful is the ability to identify how my own bias is inhibiting me.”

—James M.
Strategic Thinking

Develop a mindset that increases the success of your strategic plans.

Learn how to strengthen your strategic thinking skills and encourage it in others. Through case studies and practical thinking exercises, you’ll stimulate your strategic thinking, learn to recognize patterns that impact strategy, and enhance your abilities to generate new insights and ideas. Come to your next strategic planning session with the best possible strategic ideas—and help your business move forward in an increasingly competitive world.

**BENEFITS OF ATTENDING**
- Explore ways to challenge your assumptions and view your business in a new light
- Learn and apply different thinking methods to avoid groupthink
- Control reactive fixes to problems even in an uncertain business environment
- Generate new ideas and evaluate future scenarios before your competitors do
- Know when to embrace necessary risk, even if resources and information are limited
- Learn to create better short-term goals that support long-term strategy

**TOPICS COVERED**
- Introduction to strategic thinking: a new way of thinking and looking at the world
- Identifying trends and patterns in the macro environment
- Reviewing the business and industry environment; assessing your current organization
- Practicing strategic thinking calisthenics
- Generating ideas and creating plans with a big-picture perspective
- Building an action plan to expand the strategic thinking skills of yourself and colleagues

**WHO SHOULD ATTEND**
Individual contributors, managers, directors and other leaders who need strategic thinking skills to gain better business insights and identify trends that can contribute to a more successful business strategy.

**REGISTER TODAY!** [www.amanet.org/2018](http://www.amanet.org/2018)

**2-Day Classroom Schedule**

1.2 CEUs/12 CPUs

- **$2,445/AMA Members $2,195**
  
  AMA Members save $250

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This course qualifies for 12 CPUs toward your recertification as a CAP® (Certified Analytics Professional).

Analytical Thinking and Problem Solving

Get powerful skills to more successfully reason through business problems.

It is everyone’s job to effectively solve problems. And while analytical thinking skills may seem natural, they’re not necessarily intuitive. This seminar introduces you to fundamental thinking processes so that you can successfully analyze and solve a wide variety of business problems. Get these essential analytical thinking and problem-solving skills now to give yourself a powerful competitive and career advantage!

**BENEFITS OF ATTENDING**
- Learn a process for breaking down complex problems into components and gain clarity around possible solutions
- Apply strategies to avoid emotional triggers that can impede your best thinking
- Explore how to generate solutions to atypical problems and then test the solutions
- Know how to accurately interpret probability and other methods for increasing certainty in your judgment
- Learn strategies for negotiating among variables and conditions
- Recognize the difference between rationality of purpose and rationality of process

**TOPICS COVERED**
- Understanding how we think and reason
- Using a four-part model for effective reasoning
- Comprehending the foundations of conditional logic (if x, then y) and disjunctive logic (x or y)
- Exploring the three aspects of probability and their application in business
- Comprehending the hypothetical method and its two stages: formation and testing
- Problem solving first steps: seeing patterns, abstracting to models and developing hypotheses
- Applying the four components of analytical reasoning to a real-life work situation

**WHO SHOULD ATTEND**
Anyone who wants to be better equipped to face and solve today’s complex business problems, using a foundational process for reasoning and problem solving.

**REGISTER TODAY!** [www.amanet.org/2558](http://www.amanet.org/2558)

**2-Day Classroom Schedule**

1.2 CEUs/12 CPUs

- **$2,195/AMA Members $1,995**
  
  AMA Members save $200

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This course qualifies for 12 CPUs toward your recertification as a CAP® (Certified Analytics Professional).
Fundamentals of Strategic Planning  SEMINAR #2565

Know what senior management is thinking and why—and increase your value to your organization.

Here’s an overview of strategic planning for those not directly involved in the planning process, but who want to understand the impact of strategy on their work and their organization’s success. Gain a perspective and vocabulary to help you actively and constructively support your firm’s strategic direction.

BENEFITS OF ATTENDING
• Understand what strategy and strategic planning mean to an organization
• Learn key concepts and the language used by those involved in strategic planning
• Discover various approaches companies use to develop strategy
• Find out how strategy moves from concept through implementation to realization
• Recognize techniques companies use to assess their current and future environments
• Identify specific ways you can contribute to your organization’s strategic success

TOPICS COVERED
• What strategy and strategic planning really mean
• How strategy creates value for customers and stakeholders
• How companies develop strategy: seven strategic planning processes
• The strategic planning process in action: five stages of a classic approach
• The 3 Ds of strategy: Discussion, Decision, Development
• Implementing strategy: how strategy cascades through the organization

WHO SHOULD ATTEND
Managers and supervisors who want to expand their management perspective and anyone who must communicate with managers and leaders involved in the creation and implementation of strategy.

REGISTER TODAY! www.amanet.org/2565

2-Day Classroom Schedule

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<th>Date</th>
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Visit www.amanet.org/2565 for details about CPE credits.

Strategic Planning  SEMINAR #2526

Develop the best strategies to support your company’s goals.

This course is designed to combine proven-by-practice methods with new insights and ideas from a wide range of current strategic thinking. Gain a wider perspective of management practice through breakout sessions, exercises and case applications. Bring your strategic dilemmas to this program and get direction on analytical and organizational approaches.

BENEFITS OF ATTENDING
• Identify strategies in order to develop a unique competitive advantage
• Learn key analytical and conceptual approaches to expand your understanding of the marketplace
• Align your organization with your strategic planning goals
• Incorporate customer needs into the strategic plan
• Use a case study to examine the strategic planning process
• Determine the best approach to effectively implement your strategy

TOPICS COVERED
• Strategic planning principles
• An overview of the planning process
• Understanding your organization’s mission
• Assessing the external environment and understanding your internal environment
• Formulating a strategy: data synthesis; SWOT analysis
• Defining your competitive advantage
• Ensuring strategic alignment
• Strategy execution: core process; resource allocation

WHO SHOULD ATTEND
Executives, division leaders and other senior managers involved in the formation and implementation of strategy.

REGISTER TODAY! www.amanet.org/2526

3-Day Classroom Schedule

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Visit www.amanet.org/2526 for details about CPE credits.
Strategic Agility and Resilience: Embracing Change to Drive Growth

SEMINAR #2546

Enhance your ability to respond to complex and unpredictable business changes—master the competencies of agile leadership.

Leadership success depends on your ability to be future-oriented, seize external opportunities and bounce back from unforeseen changes. Lead with greater foresight and entrepreneurial thinking and expose yourself to the behaviors and processes associated with agile people and agile organizations. You’ll learn how to understand and explore customer and marketplace opportunities and capitalize on them.

**BENEFITS OF ATTENDING**
- Keep your competitive edge by anticipating and adapting to change
- Identify rapid response mechanisms to environmental shifts
- Be recognized as a “change agent” and engage and empower employees to implement your vision
- Establish compelling communication strategies to drive change in your team and align your organization

**TOPICS COVERED**
- Understanding strategic agility and why it’s crucial for organizations
- Identifying the competencies needed to lead with agility and resilience
- Utilizing the Leadership Agility Profile™ self-assessment to determine your agility score
- Align people, processes and technology with the AGILE Model™ and learning to put it into action
- Developing the right team with skills to communicate and implement strategy as it evolves
- Creating a culture that promotes action and resourcefulness
- Engaging in a constant “outside the box” search for ideas
- Initiating and maintaining a performance scorecard with balanced key metrics, including company, team and customer measures

**WHO SHOULD ATTEND**
Those with strategic leadership roles.

**EXTRA**
Before attending the session, you will receive three articles and a link to an online Leadership Agility Profile self-assessment. You must familiarize yourself with the articles and complete the self-assessment to fully participate in this seminar.

**REGISTER TODAY!**
www.amanet.org/2546

2-Day Classroom Schedule

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Visit www.amanet.org/2546 for details about CPE credits.

Essentials of Alliances and Joint Ventures for Business Professionals

SEMINAR #5228

If your organization has forged strategic alliances and joint ventures—or is planning to—you can’t afford to miss this information-packed session.

You’ll gain insight into all aspects of management and strategy for successful alliances and joint ventures, and will learn practical methods for ensuring and measuring top performance throughout the partnership life cycle.

**BENEFITS OF ATTENDING**
- Identify the key stages of the alliance and joint venture (JV) life cycle and the essential areas crucial to their successful implementation
- Anticipate and prevent potential pitfalls in your alliances/JVs
- Adapt a more complete set of metrics to monitor your alliance/JV relationships and successes
- Utilize important management tools such as the alliance team charter and alliance health check
- Address the cultural issues that are unique to global relationships

**TOPICS COVERED**
- What alliances and joint ventures are and why should we care about them
- Forming alliances and joint ventures
- Managing alliances and joint ventures
- Measuring alliance and joint venture performance and value
- Managing global partnerships
- Developing capabilities for success
- Pulling it all together and formulating your action plan

**SPECIAL FEATURES AND TAKE AWAYS**
- Alliance Due Diligence Checklists
- Sample Metrics
- Alliance Health Check Questionnaire Template
- Action Planner

**WHO SHOULD ATTEND**
Vice presidents, directors, leaders and experienced managers across all functional areas who are involved with or responsible for strategic alliance or partnership activities.

**REGISTER TODAY!**
www.amanet.org/5228

2-Day Classroom Schedule

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Facilitating an Effective Strategic Planning Session

**SEMINAR #2009**

**Efficiently prepare and run strategic planning sessions that produce real results.**

There’s one thing that can be said about all strategic planning sessions: the stakes are high. However, such sessions frequently miss the mark or fail to produce the desired results. The tools and techniques you must have to successfully prepare and conduct a productive, results-driven strategic planning session are thoroughly explored in this seminar. You’ll address definition of goals, upfront contracting within the organization, sponsorship, selecting the best approach and tools, and determining what data is required. You’ll then learn how to smoothly facilitate the process/session and implement an effective follow-up.

**BENEFITS OF ATTENDING**

- Know which discussions and decisions should occur prior to the strategic planning session.
- Determine who should be involved and to what extent.
- Know how to get chief influencers at multiple levels on your team in leading roles.
- Decide the best strategic planning approach/process to use and customize it.
- Build in metrics and schedule meetings to assess milestones and progress towards goals.

**TOPICS COVERED**

- Preparing for strategic planning by contracting and getting buy-in from executive leadership.
- Defining the scope, goals and specific results that will be achieved.
- Finding your Strategic Planning Champions and defining accountabilities.
- Today’s most commonly used strategic planning processes/approaches/models.
- Techniques for enabling creativity and innovative thinking.
- Facilitating the actual session: drawing people out, generating ideas and running the sessions efficiently.
- Establishing next steps and moving towards the execution phase.

**WHO SHOULD ATTEND**

Experienced executives, directors of OD, senior HR leaders, division leaders, strategic planners and others who manage the strategic planning process for a department or organization.

**3-Day Classroom Schedule**

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**Strategy Execution**

**Getting It Done**

**SEMINAR #2209**

**Get the skills and knowledge to accomplish what so many others don’t—the successful implementation of strategic goals.**

This 3-day, “learn by doing” seminar will give you a multifaceted arsenal of resources to help ensure that costly organizational or corporate strategy initiatives do succeed. You’ll apply the skills you learn to the development of your own flexible and achievable blueprint for the execution of your strategic plan.

**BENEFITS OF ATTENDING**

- Recognize factors affecting your ability to execute your organization’s strategy.
- Break large, long-term strategic initiatives into smaller, achievable projects.
- Map your own strategic goals against the vital points of success, failure and resistance.
- Identify ways to better align your strategy with departmental and organizational goals.

**TOPICS COVERED**

- Using mind mapping to define and refine a strategic initiative.
- Designing a strategic execution goal for a successful outcome and preparing for results.
- Planning and leading an energizing launch for a strategic initiative-focused project.
- Using plans, schedules, budgets and controls to track the progress of your strategic initiative.
- Overcoming opposition and unforeseen obstacles using political skills and creative problem solving.

**WHO SHOULD ATTEND**

Experienced leaders who need to successfully execute their part of larger scope, mission-critical strategic initiatives.

**EXTRA**

Two weeks before your seminar, you will receive a pre-work assignment. You will need to identify a strategic initiative you have responsibility for executing, meet with your manager to clarify the project specifications and complete the Strategic Initiative Summary Worksheet.

**REGISTER TODAY!** [www.amanet.org/2209](http://www.amanet.org/2209)

**3-Day Classroom Schedule**

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**CAP® qualifies for 18 CPUs toward your recertification as a CAP® (Certified Analytics Professional).**

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SET YOURSELF APART!

AMA Certificate Programs

Get the credentials to increase your professional standing and fast-track your career. AMA Certificates offer you the ultimate standard of achievement and excellence to hit your goals.

Earn your certificate in LEADERSHIP DEVELOPMENT

• Level 1—for aspiring leaders
• Level 2—for experienced leaders

Learn more about designated courses and pricing details—visit www.amanet.org/certificates or call 1-800-262-9699

TERMS AND CONDITIONS: To earn your certificate, you must register for and successfully complete the seminars designated for the particular certificate within 24 months of the purchase date. Fees are nonrefundable, regardless of attendance. The certificate may only be used by the person designated and may not be sold, transferred or assigned in any manner. Photo identification will be required when attending a seminar. Other promotional offers are excluded. Prices and schedules are subject to change without notice. This is a call-in offer only.

3 Easy Ways to Register

Web www.amanet.org

Phone 1-800-262-9699

M-F, 8 am–7 pm, ET
(TDD 1-800-736-3508)

Email customerservice@amanet.org

IMPORTANT INFORMATION • TERMS AND CONDITIONS

Send a team and save... register a group of employees to learn together and get substantial team discounts! Call 1-800-262-9699.

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

Your tax deduction. Training taken to maintain or improve professional skills is usually tax-deductible. Consult with your tax advisor for applicability.

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Registration fees. Fees for all seminars are listed with each program description. 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 meeting materials. Remember, the fee is tax-deductible (see Treas. Reg. 1.162-5).

Please note: Registration fees and seminar schedules are subject to change without notice.

Electronic funds transfer. For complete ACH payment instructions, please fax your request (including email address if available) to AMA’s ACH Department at 1-518-891-0128.

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Registration fees and schedules are subject to change without notice.

Transfer, Cancellation and Refund Policy. For Classroom, Live Online, Express Skills Courses and Webinar programs, 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 program. If you provide AMA with less than three weeks’ notice, or fail to attend, you will be liable for the entire program fee.

Programs included in AMA On-Demand offerings are not eligible for substitution, transfer, cancellation, return, or refund.

At AMA, we guarantee the quality of our programs. In fact, 98% of our participants say they would recommend the course they have taken to their colleagues. If, for any reason, you are not satisfied with a program for which you have paid, AMA will give you credit toward another program of comparable price or will refund your fee.
Seminar Savings Pass

An AMA Seminar Savings Pass helps you harness the power of learning for your team—your division—or your entire organization!

Can be used by up to 3 people

3-Pack 3 AMA seminars in 6 months $5,250

Can be used by up to 6 people

6-Pack 6 AMA seminars in 12 months $9,995

Can be used by up to 12 people

12-Pack 12 AMA seminars in 12 months $18,995

Can be used by up to 24 people

24-Pack 24 AMA seminars in 12 months $34,995

CUSTOM Seminar Savings Pass packages are also available for teams of ANY SIZE!

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Call 1-800-262-9699 to speak to an AMA Representative
Mention offer code JCL