

Government agencies
and individuals may purchase
AMA products and services
through our GSA Multiple
Award Schedule Contract with
preferred pricing.

YOUR MISSION-CRITICAL GOAL

Developing the most productive federal workforce
now *and* in the future

YOUR SOLUTION

Create, sustain, and reinforce an
employee experience that drives
growth and productivity with
American Management Association (AMA)



AMA is the learning and development partner the government trusts for lasting impact and behavior change

For decades, the public sector has relied on AMA to deliver the solutions their workforce needs for success.

Whether you need individual training or transformative, customized learning solutions for teams, groups, or agency-wide, AMA is equipped to develop the right solutions for you—and deliver them in-person, virtually, or as a blend, according to your needs.

Engage in the learning experience that's right for your people



Organizational Learning—Instructor-led, interactive private learning with content, examples and exercises mapped to federal core competencies and designed with the needs of your workforce and mission in mind



Individual Learning—Learn with peers from both the public and private sector in public sessions. Ideal for supplemental development and specific individual needs



OnDemand Learning—A curated collection of self-paced eLearning content to support skill development

Each year, AMA delivers thousands of training solutions to government clients to prepare their workforce to drive the outcomes of their mission. Whether you join us in a public course or benefit from tailored training, the skills you and your team acquire will equip you to meet today's workplace realities.

- ▶ **Develop a Culture of Agility and Innovation**
- ▶ **Create a Climate of Belonging**
- ▶ **Increase Organizational Resilience**
- ▶ **Improve Employee Engagement and Performance**
- ▶ **Connect, Inspire and Strengthen Relationships—Virtually and Face-To-Face**
- ▶ **Accelerate Team Performance**
- ▶ **Increase Leadership Impact**

AMA courses can be part of a custom learning solution delivered virtually or onsite

Top Curriculum Topics for GOVERNMENT AGENCIES

AMA learning solutions provide your agency with an assessment of gaps between current capabilities and desired future state—and helps you address those gaps with carefully curated experiential content that drives engagement.

We partner with public sector clients in all branches of government to address the critical skills they expect from their talent—aligned with competencies in these most in-demand subject areas:

BUSINESS ENHANCEMENT

- ★ **Managing Chaos**—Gain control over expanding workloads and increasing demands.
- ★ **The 7 Habits of Highly Effective People Signature Edition 4.0**— Use principles of personal effectiveness to lead yourself, influence, engage, and collaborate with others.

COMMUNICATION

- ★ **How to Communicate with Diplomacy, Tact and Credibility**—Be a consistently professional communicator, even in difficult circumstances.
- ★ **Communicating Up, Down and Across the Organization**—Get heard, regardless of where you sit in the organization.

MANAGEMENT

- ★ **Making the Transition from Staff Member to Supervisor**—Be ready to take on any task as you step up to new responsibilities.
- ★ **Successfully Managing People**—You've got the desire, now get the skills you need to lead.

LEADERSHIP

- ★ **Women's Leadership Certificate Program**—Build vital leadership competencies, speak up, present yourself as a leader and add value.
- ★ **Leading Virtual Teams**—Maximize your team's synergy and productivity.

BUSINESS ACUMEN

- ★ **Improving Your Project Management Skills**—Bring together all stakeholders, win the competition for resources and ensure project success.
- ★ **Fundamentals of Finance and Accounting for Non-Financial Managers**—It's time to master the numbers side of your job.

AMA courses can be part of a custom learning solution delivered virtually or onsite

GSA PREFERRED PRICING GUIDE

SEE OUR **TOP 10★**
to know what topics others
in the federal workforce
are most interested in!

A complete listing of AMA seminars and their GSA preferred pricing is available on our Multiple Award Schedule.

SEMINAR #	SEMINAR TITLE	DAYS	CLASSROOM	LIVE ONLINE
ANALYTICAL SKILLS				
2006	Advanced Tools and Techniques for Data Analysis	2	\$2,079	\$2,079
2558	Analytical Thinking, Problem Solving and Decision Making BESTSELLER	2	\$1,984	\$1,984
2533	Critical Thinking BESTSELLER	2	\$2,268	\$2,268
1112	Data Analysis Fundamentals: A Hands-On Workshop	2	\$1,984	\$1,984
2162	Developing Your Analytical Skills: How to Research and Present Information BESTSELLER	2	\$1,984	\$1,984
2012	How to Turn Data Into Compelling Visual Presentations BESTSELLER	2	\$1,889	\$1,889
2034	Innovation and Design Thinking Certificate Program	2	\$2,363	\$2,363
2018	Strategic Thinking BESTSELLER	2	\$2,174	\$2,174
2177	Using Data to Drive Strategy	2	\$2,079	\$2,079
BUSINESS ANALYSIS & QUALITY				
6108	LEAN Process Improvement: Delivering More with Less	2	\$1,889	
6531	Process Management: Applying Process Mapping to Analyze and Improve Your Operation	3	\$1,984	\$1,984
BUSINESS ENHANCEMENT SKILLS				
Professional Effectiveness				
2178	Achieving Success Through Perseverance and Resilience NEW!	2	\$1,889	\$1,889
2914	Adaptability: The Key for Mastering Change NEW!	1	\$1,037	\$1,037
2118	Doing It All: How to Stay Focused and Engaged	2	\$1,889	\$1,889
2605	Extraordinary Productivity: The 5 Choices That Drive Success™ BESTSELLER	2	\$1,984	\$1,984
★ 2261	Managing Chaos: Tools to Set Priorities and Make Decisions Under Pressure TOP 10	2	\$1,889	\$1,889
2132	Taking On Greater Responsibility: Step-Up Skills for Non-Managers	2	\$1,889	\$1,889
★ 2601	The 7 Habits of Highly Effective People® Signature Edition 4.0 TOP 10	2	\$2,079	\$2,079
2233	Time Management BESTSELLER	2	\$1,889	\$1,889
Self-Development				
2561	AMA's 5-Day "MBA" Certificate Program	5	\$3,405	\$3,405
2188	Assertiveness Training	3	\$1,984	\$1,984
2527	Assertiveness Training for Managers	3	\$2,174	\$2,174
2964	Business Essentials Certificate Program	3	\$2,363	\$2,363
2144	Developing Your Emotional Intelligence BESTSELLER	2	\$1,984	\$1,984
2540	Managing Emotions in the Workplace®: Strategies for Success	2	\$1,984	\$1,984
BUSINESS EXCELLENCE FOR WOMEN				
2528	Assertiveness Training for Women in Business BESTSELLER	3	\$2,174	\$2,174
2179	Executive Presence for Women BESTSELLER	2	\$2,079	\$2,079
2010	Leadership Development for Women BESTSELLER	2	\$1,984	\$1,984
2961	Women Leading With Impact: Resilience and Strategic Risk-Taking	2	\$1,984	\$1,984
★ 2960	Women's Leadership Certificate Program TOP 10	2	\$2,552	\$2,552
2874	Women's Leadership Live--A Virtual Workshop	1		\$942

For a complete description of all AMA seminars and scheduled sessions throughout the U.S., please visit www.amagov.org or call 1-877-262-6004.

EXCLUSIVE GOVERNMENT OFFERS

\$500 OFF
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\$1,000 OFF
Unlimited Training with
AMA's ANNUAL PASS

Use code LN5P

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BONUS SEATS AND
EXTRA SAVINGS ON
SEMINAR SAVINGS
PASSES

Use code NHQ

Visit www.amagov.org for details, terms and conditions. Offers expire 12/31/21

SEMINAR #	SEMINAR TITLE	DAYS	CLASSROOM	LIVE ONLINE
CERTIFIED PROFESSIONAL IN MANAGEMENT				
2966	Certified Professional in Management Exam Prep Course	4	\$2,363	\$2,363
2986	Certified Professional in Management Exam Prep Express	2		\$2,174
2978	Certified Professional in Management Exam Prep Crash Course	1		\$1,037
COMMUNICATION				
Interpersonal Skills				
2235	Building Better Work Relationships: New Techniques for Results-Oriented Communication BESTSELLER	3	\$2,174	\$2,174
2962	Business Communication Certificate Program	3	\$2,363	\$2,363
★ 2203	Communicating Up, Down and Across the Organization TOP 10	2	\$2,079	\$2,079
2210	Communicating with Confidence	2	\$1,984	\$1,984
2576	Communication and Interpersonal Skills for Technical Professionals	2	\$1,984	\$1,984
2109	Developing Effective Business Conversation Skills	2	\$1,984	\$1,984
2031	Effectively Communicating in The Moment	2	\$2,079	\$2,079
2204	Expanding Your Influence: Understanding the Psychology of Persuasion BESTSELLER	2	\$2,079	\$2,079
2532	Getting Results Without Authority BESTSELLER	2	\$2,079	\$2,079
★ 2206	How to Communicate with Diplomacy, Tact and Credibility TOP 10	2	\$2,079	\$2,079
2146	Mastering the Art of Critical Conversations	2	\$2,079	\$2,079
2255	Moving Ahead: Breaking Behavior Patterns that Hold You Back	2	\$1,984	\$1,984
2513	Negotiating to Win	2	\$2,079	\$2,079
2115	Responding to Conflict: Strategies for Improved Communication BESTSELLER	2	\$2,079	\$2,079
2575	7 Interpersonal Skills for Great Managers	2	\$2,079	\$2,079
2102	Storytelling Power: Secrets for Exceptional Communication	2	\$2,079	\$2,079
2578	The Effective Facilitator: Maximizing Involvement and Results	2	\$2,079	\$2,079
Presentation Skills				
2522	Effective Executive Speaking	3	\$2,174	\$2,174
2868	Presentation Skills Workshop	1	\$1,037	\$1,037
2519	Strategies for Developing Effective Presentation Skills BESTSELLER	3	\$2,079	\$2,079
2968	Virtual Presentation Certificate Program	2		\$1,984
Writing Skills				
2121	AMA's Business Grammar Workshop BESTSELLER	2	\$1,795	\$1,795
2211	AMA's Business Writing Workshop BESTSELLER	2	\$1,889	\$1,889
2829	Business Writing Made Simple	1	\$1,037	\$1,037
2216	Effective Technical Writing	3	\$1,984	\$1,984
DIVERSITY & INCLUSION				
2965	Diversity & Inclusion Certificate Program	3	\$2,837	\$2,837
2971	Diversity, Inclusion & Belonging Online Workshop	1		\$374
8802	Finding Common Ground: How to Overcome Unconscious Bias	1	\$1,037	\$1,037

SEMINAR #	SEMINAR TITLE	DAYS	CLASSROOM	LIVE ONLINE
2151	Leadership Strategies for Creating a Respectful Workplace	2	\$1,984	\$1,984
2925	Leading in a Diverse and Inclusive Culture	2	\$1,984	\$1,984
2969	Moving from Inclusion to Belonging: How to Shift from Intent to Impact NEW!	1	\$1,037	\$1,037
FINANCE AND ACCOUNTING				
1276	AMA's Advanced Financial Forecasting and Modeling Workshop	3	\$2,268	\$2,268
2259	AMA's Comprehensive Budgeting Workshop	2	\$1,984	\$1,984
1552	AMA's Course on Financial Analysis	3	\$2,268	\$2,268
1104	AMA's Finance Workshop for Non-Financial Executives	4	\$2,363	\$2,363
1110	Financial Forecasting	3	\$2,174	\$2,174
1224	Fixed Asset Management	2	\$1,889	\$1,889
1201	Fundamentals of Cost Accounting	3	\$1,984	\$1,984
★ 2218	Fundamentals of Finance and Accounting for Non-Financial Managers TOP 10	2	\$2,079	\$2,079
1206	The Strategic Controller: Adding Value to Your Organization	3	\$2,174	\$2,174
HUMAN RESOURCES AND TRAINING				
8502	AMA's Employment Law Course: Avoiding the Legal Pitfalls of EEO, FMLA and ADA	2	\$1,984	\$1,984
8507	AMA's Training Certificate Program	3	\$2,079	\$2,079
8115	AMA's Virtual Training Certificate Program BESTSELLER	2		\$1,889
8506	Fundamentals of Human Resources Management	2	\$1,984	\$1,984
8509	Instructional Design Certificate Program BESTSELLER	3	\$1,984	\$1,984
8266	Recruiting, Interviewing and Selecting Employees	3	\$2,079	\$2,079
8110	Succession Planning: Developing Talent from Within	2	\$2,079	
LEADERSHIP				
2128	Achieving Leadership Success Through People	3	\$2,363	\$2,363
2134	Advanced Leadership Communication Strategies	3	\$2,363	\$2,363
2546	Agile Leadership and Strategy	2	\$2,174	\$2,174
2104	AMA's Advanced Executive Leadership Program	3	\$2,458	\$2,458
2250	Building a Culture of Innovation for Hybrid and Virtual Teams NEW!	2	\$2,174	\$2,174
2506	Coaching Certificate Program	2	\$2,268	\$2,268
2559	Coaching from a Distance: Developing Your Team When You Can't Be Face to Face	2		\$1,984
2186	Collaborative Leadership Skills	2	\$2,079	\$2,079
2501	Developing Executive Leadership BESTSELLER	3	\$2,363	\$2,363
2239	Leadership and Team Development for Managerial Success	2	\$2,079	\$2,079
2963	Leadership Certificate Program	3	\$2,837	\$2,837
2569	Leadership Skills and Team Development for Technical Professionals	3	\$2,079	\$2,079
2912	Leading Disruptive Change and Innovation: Your Plan for Breakthrough Growth	2	\$2,174	\$2,174
★ 2280	Leading Virtual Teams TOP 10	2	\$2,079	\$2,079
2133	Leading with Emotional Intelligence BESTSELLER	3	\$2,363	\$2,363
2906	Mindful Leadership: Cultivating Excellence from Within	2	\$2,079	\$2,079
2536	Preparing for Leadership: What It Takes to Take the Lead BESTSELLER	2	\$2,079	\$2,079
2901	The SLII Experience®: Powering Inspired Leaders	2	\$2,079	
2604	The 13 Behaviors of High-Trust Leaders	2	\$2,174	\$2,174
2130	The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results BESTSELLER	3	\$2,363	\$2,363
2021	Transformational Leadership: How to Inspire Extraordinary Performance	2	\$2,174	\$2,174
MANAGEMENT AND SUPERVISORY SKILLS				
2172	AMA Business Boot Camp: Management and Leadership Essentials	2		\$1,889
2246	Coaching for Optimal Performance	2	\$2,079	
2861	Conflict Management Workshop	1	\$1,037	\$1,037
2819	Delegation Boot Camp	1	\$1,037	\$1,037
2508	Improving Your Managerial Effectiveness	2	\$2,174	\$2,174

SEMINAR #	SEMINAR TITLE	DAYS	CLASSROOM	LIVE ONLINE
2517	Leadership Skills for Supervisors	3	\$2,079	\$2,079
★ 2243	Making the Transition from Staff Member to Supervisor TOP 10	2	\$1,889	\$1,889
2231	Making the Transition to Management	2	\$1,984	\$1,984
2238	Management Skills for New Managers BESTSELLER	2	\$2,174	\$2,174
2248	Management Skills for New Supervisors BESTSELLER	2	\$1,984	\$1,984
2254	Managing Hybrid Teams NEW!	1	\$1,037	\$1,037
2290	Managing the "Unmanageable": Tough People, Tough Situations	2	\$2,079	\$2,079
2242	Moving from an Operational Manager to a Strategic Leader BESTSELLER	2	\$2,174	\$2,174
★ 2295	Successfully Managing People TOP 10	2	\$2,174	\$2,174
2602	The 7 Habits for Managers®: Essential Skills and Tools for Leading Teams BESTSELLER	2	\$2,174	\$2,174
OFFICE AND ADMINISTRATIVE SUPPORT				
2294	Management Skills for Administrative Professionals	3	\$1,795	\$1,795
2194	Managing Chaos: Dynamic Time Management, Recall, Reading and Stress Management Skills for Administrative Professionals	2	\$1,605	\$1,605
2268	Partnering with Your Boss: Strategic Skills for Administrative Professionals	2	\$1,605	\$1,605
2298	Project Management for Administrative Professionals	3	\$1,795	\$1,795
PROJECT MANAGEMENT				
6595	AMA's Comprehensive Project Management Workshop	5	\$2,837	\$2,837
6523	Best Practices for the Multi-Project Manager	2	\$1,984	\$1,984
6548	Essentials of Project Management for the Non-Project Manager BESTSELLER	2	\$1,984	\$1,984
★ 6503	Improving Your Project Management Skills: The Basics for Success TOP 10	3	\$2,079	\$2,079
6598	PMP Exam Prep Course NEW!	4	\$2,363	\$2,363
6216	Program Management	2	\$1,984	\$1,984
6585	Project Team Leadership: Building Commitment Through Superior Communication	3	\$2,174	\$2,174
4251	Technical Project Management	3	\$2,079	\$2,079
PURCHASING AND SUPPLY MANAGEMENT				
4265	Fundamentals of Purchasing for the New Buyer	3	\$1,984	\$1,984
4115	Global Supply Chain Management: Best Practices in Import and Export Operations	2	\$1,889	\$1,889
4206	Inventory Management Techniques: Planning, Replenishment and Activities Control	3	\$2,079	\$2,079
SALES & MARKETING				
5598	Advanced Sales Management	3	\$2,268	\$2,268
5537	AMA's Advanced Course in Strategic Marketing	3	\$1,984	\$1,984
5166	Becoming a Trusted Advisor: How to Develop More Valuable Customer Relationships NEW!	1	\$1,037	\$1,037
5165	Customer Service Excellence: How to Win and Keep Customers	2	\$1,795	\$1,795
5510	Fundamental Selling Techniques for the New or Prospective Salesperson	2	\$1,889	\$1,889
5512	Fundamentals of Marketing: Your Action Plan for Success	2	\$1,795	\$1,795
5520	Principles of Professional Selling	3	\$2,079	\$2,079
5227	Sales Management Certificate Program	3	\$2,174	\$2,174
5235	Selling to Major Accounts: A Strategic Approach	3	\$2,079	\$2,079
5535	Strategic Sales Negotiations	2	\$1,984	\$1,984
5597	Successful Product Management	3	\$1,984	\$1,984
5289	Territory and Time Management for Salespeople	2	\$1,984	\$1,984
STRATEGIC PLANNING				
2009	Facilitating an Effective Strategic Planning Process	2	\$2,363	\$2,363
2565	Fundamentals of Strategic Planning	2	\$2,079	\$2,079
2526	Strategic Planning BESTSELLER	2	\$2,268	\$2,268
2209	Strategy Execution: Getting It Done	3	\$2,363	\$2,363

AMA Government Learning Solutions help public sector employees harness the power of proven skills.

“This course challenged the way I think, my responses to situations, and how I conduct my work. The first day after training I’ve already implemented one of the tools I learned. I believe I will yield excellent results as a result of the training!”

—Program Specialist at Department of Veterans Affairs OIG
Managing Chaos: Tools to Set Priorities and Make Decisions Under Pressure

EXECUTIVE CORE QUALIFICATIONS (ECQS)

The Office of Personnel Management (OPM) requires the qualifications of each new career appointee to the Senior Executive Service (SES) be certified by an independent Qualifications Review Board—AMA can help candidates meet the ECQ competency requirements.

How to contract with AMA

AMA products and services are GSA approved and can be purchased through our GSA Multiple Award Schedule Contract with preferred pricing.



Contract Holder

GSA Schedule: Professional Services Schedule (00CORP) for both Individual and Agency-Wide Learning.

Contract #: GS-02F-0092R

SIN: 874 4: Training Services

SIN: 874 8: FAI Verified Federal Acquisition Certification (FAC) Training

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