

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**

**100+ courses qualify for Continuous Learning Points (CLPs)**

# 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 15**★  
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
<b>ANALYTICAL SKILLS</b>				
2006	Advanced Tools and Techniques for Data Analysis	2	\$2,079	\$2,079
2558	Analytical Thinking, Problem Solving and Decision Making	2	\$1,984	\$1,984
★ 2533	Critical Thinking <b>TOP 15</b>	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 <b>BESTSELLER</b>	2	\$1,984	\$1,984
2012	How to Turn Data Into Compelling Visual Presentations	2	\$1,889	\$1,889
2034	Innovation and Design Thinking Certificate Program	2	\$2,363	\$2,363
2018	Strategic Thinking	2	\$2,174	\$2,174
2177	Using Data to Drive Strategy	2	\$2,079	\$2,079
<b>BUSINESS ENHANCEMENT SKILLS</b>				
2178	Achieving Success through Perseverance and Resilience <b>NEW!</b>	2	\$1,889	\$1,889
2914	Adaptability: The Key for Mastering Change <b>NEW!</b>	1	\$1,037	\$1,037
2561	AMA's 5-Day "MBA" Certificate Program <b>BESTSELLER</b>	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 <b>BESTSELLER</b>	2	\$1,984	\$1,984
2118	Doing It All: How to Stay Focused and Engaged	2	\$1,889	\$1,889
★ 2605	Extraordinary Productivity: The 5 Choices That Drive Success <b>TOP 15</b>	2	\$1,984	\$1,984
★ 2261	Managing Chaos: Tools to Set Priorities and Make Decisions Under Pressure <b>TOP 15</b>	2	\$1,889	\$1,889
2540	Managing Emotions in the Workplace: Strategies for Success	2	\$1,984	\$1,984
2132	Taking On Greater Responsibility: Step-Up Skills for Non-Managers <b>BESTSELLER</b>	2	\$1,889	\$1,889
★ 2601	The 7 Habits of Highly Effective People Signature Edition 4.0 <b>TOP 15</b>	2	\$2,079	\$2,079
2908	The Successful Virtual Team Member	2		\$1,605
2233	Time Management <b>BESTSELLER</b>	2	\$1,889	\$1,889
<b>BUSINESS EXCELLENCE FOR WOMEN</b>				
2528	Assertiveness Training for Women in Business <b>BESTSELLER</b>	3	\$2,174	\$2,174
2179	Executive Presence for Women <b>BESTSELLER</b>	2	\$2,079	\$2,079
2010	Leadership Development for Women	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 <b>TOP 15</b>	2	\$2,552	\$2,552
2874	Women's Leadership Workshop	1	\$188	\$188
<b>CERTIFIED PROFESSIONAL IN MANAGEMENT™</b>				
2966	Certified Professional in Management Exam Prep Course	4	\$2,363	\$2,363
2978	Certified Professional in Management Exam Prep Crash Course	1		\$1,037
2986	Certified Professional in Management Exam Prep Express	2		\$2,174



# EXCLUSIVE GOVERNMENT OFFERS FOR SUMMER 2021!

**\$500 OFF**  
**ANY AMA SEMINAR**  
 Use code LN5N

**\$1,000 OFF**  
 Unlimited Training with  
**AMA's ANNUAL PASS**  
 Use code LN5P

**PLUS**  
**BONUS SEATS AND**  
**EXTRA SAVINGS ON**  
**SEMINAR SAVINGS**  
**PASSES**  
 Use code NHQ

Visit [www.amagov.org](http://www.amagov.org) for details, terms and conditions. Offers expire by 6/30/22.

SEMINAR #	SEMINAR TITLE	DAYS	CLASSROOM	LIVE ONLINE
<b>COMMUNICATION</b>				
<b>Interpersonal Skills</b>				
2575	7 Interpersonal Skills of Great Managers	2	\$2,079	\$2,079
★ 2235	Building Better Work Relationships: New Techniques for Results-Oriented Communication <b>TOP 15</b>	3	\$2,174	\$2,174
2962	Business Communication Certificate Program	3	\$2,363	\$2,363
★ 2203	Communicating Up, Down and Across the Organization <b>TOP 15</b>	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
★ 2206	How to Communicate with Diplomacy, Tact and Credibility <b>TOP 15</b>	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
2115	Responding to Conflict: Strategies for Improved Communication <b>BESTSELLER</b>	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
<b>Influencing</b>				
2204	Expanding Your Influence: Understanding the Psychology of Persuasion <b>BESTSELLER</b>	2	\$2,079	\$2,079
2532	Getting Results Without Authority	2	\$2,079	\$2,079
2513	Negotiating to Win <b>BESTSELLER</b>	2	\$2,079	\$2,079
<b>Business Writing</b>				
2211	AMA's 2-Day Business Writing Workshop <b>BESTSELLER</b>	2	\$1,889	\$1,889
2121	AMA's Business Grammar Workshop	2	\$1,795	\$1,795
2829	Business Writing Made Simple	1	\$1,037	\$1,037
2216	Effective Technical Writing <b>BESTSELLER</b>	3	\$1,984	\$1,984
<b>Presentation Skills</b>				
2522	Effective Executive Speaking <b>BESTSELLER</b>	3	\$2,174	\$2,174
2868	Presentation Skills Workshop	1	\$1,037	\$1,037
2519	Strategies for Developing Effective Presentation Skills <b>BESTSELLER</b>	3	\$2,079	\$2,079
2968	Virtual Presentation Certificate Program	2		\$1,984
<b>DIVERSITY, EQUITY, INCLUSION &amp; BELONGING (DEI&amp;B) TRAINING</b>				
2965	Diversity, Equity and Inclusion Certificate Program	3	\$2,837	\$2,837
8802	Finding Common Ground: How to Overcome Unconscious Bias	1		\$374
2151	Leadership Strategies for Creating a Respectful Workplace	2	\$1,984	\$1,984
2925	Leading in a Diverse, Equitable and Inclusive Culture	2	\$1,984	\$1,984
2969	Moving from Inclusion to Belonging: How to Shift from Intent to Impact <b>NEW!</b>	1	\$1,037	\$1,037

SEMINAR #	SEMINAR TITLE	DAYS	CLASSROOM	LIVE ONLINE
<b>FINANCE AND ACCOUNTING</b>				
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	\$2,174	\$2,174
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 <b>TOP 15</b>	2	\$2,079	\$2,079
1206	The Strategic Controller: Adding Value to Your Organization	3	\$2,174	\$2,174
<b>HUMAN RESOURCES AND TRAINING</b>				
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 <b>TOP 15</b>	3	\$2,079	\$2,079
8115	AMA's Virtual Training Certificate Program	2		\$1,889
8506	Fundamentals of Human Resources Management	2	\$1,984	\$1,984
8509	Instructional Design Certificate Program	3	\$2,079	\$2,079
8266	Recruiting, Interviewing and Selecting Employees	3	\$2,079	\$2,079
<b>LEADERSHIP</b>				
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 Remote Teams <b>NEW!</b>	2	\$2,174	\$2,174
2506	Coaching Certificate Program	2	\$2,174	\$2,174
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 <b>TOP 15</b>	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 <b>TOP 15</b>	2	\$2,079	\$2,079
2133	Leading with Emotional Intelligence <b>BESTSELLER</b>	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 Lead <b>BESTSELLER</b>	2	\$2,079	\$2,079
2604	The 13 Behaviors of High-Trust Leaders	2	\$2,174	\$2,174
2901	The SLII Experience™: Powering Inspired Leaders	2	\$2,079	
2130	The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results <b>BESTSELLER</b>	3	\$2,363	\$2,363
2021	Transformational Leadership: How to Inspire Extraordinary Performance	2	\$2,174	\$2,174
<b>MANAGEMENT</b>				
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
2517	Leadership Skills for Supervisors	3	\$2,079	\$2,079
★ 2243	Making the Transition from Staff Member to Supervisor <b>TOP 15</b>	2	\$1,889	\$1,889
2231	Making the Transition to Management <b>BESTSELLER</b>	2	\$1,984	\$1,984
2238	Management Skills for New Managers	2	\$2,174	\$2,174
2248	Management Skills for New Supervisors	2	\$1,984	\$1,984

SEMINAR #	SEMINAR TITLE	DAYS	CLASSROOM	LIVE ONLINE
2254	Managing Hybrid Teams <b>NEW!</b>	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 <b>BESTSELLER</b>	2	\$2,174	\$2,174
★ 2295	Successfully Managing People <b>TOP 15</b>	2	\$2,174	\$2,174
2602	The 7 Habits for Managers: Essential Skills and Tools for Leading Teams <b>BESTSELLER</b>	2	\$2,174	\$2,174
<b>MARKETING AND CUSTOMER SERVICE</b>				
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 <b>NEW!</b>	1	\$1,037	\$1,037
5165	Customer Service Excellence: How to Win and Keep Customers	2	\$1,795	\$1,795
5512	Fundamentals of Marketing: Your Action Plan for Success	2	\$1,795	\$1,795
5597	Successful Product Management	3	\$1,984	\$1,984
<b>OFFICE SUPPORT</b>				
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
<b>PROJECT MANAGEMENT</b>				
6595	AMA's Comprehensive Project Management Workshop <b>BESTSELLER</b>	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 <b>BESTSELLER</b>	2	\$1,984	\$1,984
★ 6503	Improving Your Project Management Skills: The Basics for Success <b>TOP 15</b>	3	\$2,079	\$2,079
6108	LEAN Process Improvement: Delivering More with Less	2	\$1,889	
6598	PMP Exam Prep Course	4	\$2,363	\$2,363
6531	Process Management: Applying Process Mapping to Analyze and Improve Your Operation	3	\$1,984	\$1,984
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
<b>PURCHASING MANAGEMENT</b>				
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
<b>SALES</b>				
5598	Advanced Sales Management	3	\$2,268	\$2,268
5510	Fundamental Selling Techniques for the New or Prospective Salesperson <b>BESTSELLER</b>	2	\$1,889	\$1,889
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
5289	Territory and Time Management for Salespeople	2	\$1,984	\$1,984
<b>STRATEGIC PLANNING</b>				
2009	Facilitating an Effective Strategic Planning Process	2	\$2,268	\$2,268
2565	Fundamentals of Strategic Planning	2	\$2,079	\$2,079
2526	Strategic Planning <b>BESTSELLER</b>	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

**AMA** | GOVERNMENT

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We guarantee the quality of your experience.  
It's that simple.