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Page 5

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- ▶ Lead more successful projects with proven project management strategies
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Accelerate learning with our renowned faculty in AMA's highly engaging courses. Our immersive approach enables you to apply skills through peer-to-peer discussion and hands-on problem solving. Courses feature real-world case studies and role-playing with feedback for immediate improvement. We help you break through barriers and apply new skills for better business results.

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THE AMA FACULTY ADVANTAGE

When it comes to training, experience matters most.

All faculty members are:

- ▶ Recognized experts in their fields
- ▶ Results-driven leaders with real-world experience
- ▶ Ready to challenge and support every learner
- ▶ Positive, motivating champions of success

WHAT PARTICIPANTS ARE SAYING

“Richard is incredibly kind, respectful, and knowledgeable. He kept the content relevant to our own projects, and spent a lot of time sharing practical knowledge from his experience and gave us time to learn from each other’s experiences. I’m leaving the course with lots of notes and helpful worksheets.”

—Lindsay B., Division Chief
on *Strategy Execution: Getting It Done*
Seminar #2209



RICHARD TREITEL
AMA FACULTY

Richard has more than 20 years of experience advising Fortune 100 companies on strategy development, planning, innovation, market research and new product development. He holds an MBA from Columbia University and BA in Physics from Oxford University.

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A dynamic and effective blend of live training, online tools and resources that provides the foundation for greater subject mastery and improved performance.

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skill
assessment

AMA's NEWEST COURSES

Artificial Intelligence (AI) Business Essentials Certificate Program

Seminar #2563 | Page 97

Gain an understanding of the technology, how you're already using it and the opportunities it presents.

Improving Employee Well-Being in Your Organization

Seminar #8526 | Page 86

Examine the social contract between employer and employee and build a case for a whole health initiative.

Artificial Intelligence (AI) Strategy for Business Leaders

Seminar #2554 | Page 97

Explore strategic approaches to help your business remain competitive.

Leading Change: How to Rise to the Challenge and Inspire Others

Seminar #2916 | Page 68

Go beyond "surviving change" and learn to proactively plan for, leverage and lead opportunities for change.

High Performance Collaboration: 5 Proven Strategies for Success

Seminar #2187 | Page 18

Benchmark your collaborative skills and apply key behavior for greater effectiveness.

Building a Powerful Network: How Leaders Get Buy-in, Alignment and Commitment

Seminar #2917 | Page 70

Apply a network mindset for building powerful connections, consensus and support.

Building a Resilient Mindset

Seminar #2610 | Page 16

Stop the burnout! You can stay engaged, energized and motivated. This course gives you strategies to handle your daily work and maximize work-life balance.

Leading Leaders: Achieving Organizational Goals Through Others

Seminar #2705 | Page 71

Move initiatives and goals forward by applying proven strategies for leading others.

Psychological Safety: An Imperative for High-Performing Teams

Seminar #2931 | Page 79

Want your team to take risks, be more open and think creatively? This is your course to build that culture.

Managing Risk and Uncertainty in Projects

Seminar #6540 | Page 106

Build skills and techniques to recognize, plan and manage threats and their potential impacts.



Find Your Course
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- ▶ Quarterly research white papers
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The 7 Habits of Highly Effective People®

SIGNATURE EDITION 4.0

AMA is the exclusive provider of FranklinCovey seminars. *The 7 Habits of Highly Effective People® Signature Edition 4.0* program is based on the teachings of Dr. Stephen R. Covey.

Live the 7 Habits to create dramatic change in your life.

YOUR IMMEDIATE TAKEAWAY

- ▶ Increase productivity and the ability to self-manage
- ▶ Improve synergy with teams and individuals
- ▶ Apply the 7 Habits to challenges you're facing now

Renowned as the world's premier personal leadership development and training program, *The 7 Habits of Highly Effective People* aligns timeless principles of personal effectiveness with the relevancy of today's practices as well as modern technology. The new 7 Habits seminar by AMA includes even more tools and processes to help you live and apply the 7 Habits, including more than 30 new, world-class videos, new Skill and Practice cards with 20 new 7 Habits practices, and much more.

HOW YOU'LL BENEFIT

- Execute critical priorities with laser-like focus and careful planning
- End self-defeating behavior and gain the necessary security you need to change
- Develop strong relationships based on mutual trust
- Be prepared to deal with difficult circumstances before they happen
- Know how to increase team engagement, morale and collaboration
- Apply a framework for developing core values and creating a highly effective culture

WHAT YOU'LL COVER

- Assuming responsibility and focusing and acting on what can be controlled and influenced, instead of what can't
- Defining clear measures of success and a plan to achieve them

- Prioritizing and achieving your most important goals, instead of constantly reacting to urgencies
- Collaborating more effectively with others by building high-trust relationships of mutual benefit
- Influencing others by developing a deep understanding of their needs and perspectives
- Increasing motivation, energy and work/life balance by making time for renewing activities

PRE-WORK REQUIRED

The 7 Habits® Assessment—A questionnaire that you can take as a self-assessment or as a 360° assessment to gather feedback from your manager, direct reports and peers who work closely enough with you to assess your individual effectiveness.

WHO SHOULD ATTEND

Anyone who wants to learn how to apply the power of effectiveness for greater success in their business and personal lives and feel more satisfied with what they accomplish each day.

BONUS: ATTENDEES WILL RECEIVE

- Participant Guide
- 7 Habits Skill and Practice cards
- Weekly Big Rocks Planner
- 7 X 7 Contract

“Next to physical survival, the greatest need of a human being is psychological survival—to be understood, to be affirmed, to be validated, to be appreciated.”

— Stephen R. Covey



JOSEPH REED, AMA FACULTY

“ Educational and motivational! I learned a few important things about myself. Dr. Reed was insightful in many of the areas; easy to follow. He made us feel assured and at ease that what we shared in class was in a “safe space” to open-up. And we did. What I learned will help me to further develop my personal and professional lives. Thank you, Dr. Reed. The attendees in the class were wonderful, too, as we learned from each other, as well. ”

—Carlos B., Hospitality Management Trainer

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUUs / 12 CLPs

RECOMMENDED CPE CREDIT:	14 hours/Advanced
PREREQUISITES:	None
ADVANCE PREPARATION:	Online pre- and post-seminar assessment
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Communication & Marketing, Personal Development



12 Power Skills PDUs

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See page 106 for more details.

2-Day In-Person Schedule

May 6-7	Houston, TX
May 16-17	New York, NY
May 30-31	Arlington, VA
June 10-11	Chicago, IL
June 13-14	New York, NY
June 20-21	San Francisco, CA
July 8-9	New York, NY
July 15-16	Arlington, VA
Jul. 31-Aug. 1	San Francisco, CA
Aug. 7-8	Atlanta, GA
Aug. 12-13	Houston, TX

Live Online Schedule

May 16-17	July 15-16
May 22-23	July 22-23
June 13-14	Aug. 5-8
June 18-19	Aug. 15-16
July 8-9	Aug. 26-27
July 11-19	

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

VIEW FULL DETAILS & REGISTER
amanet.org/2601

Next Step Courses

- ▶ **Communicating Up, Down and Across the Organization** / SEMINAR #2203
- ▶ **Developing Your Analytical Skills**
SEMINAR #2162
- ▶ **Essentials of Project Management for the Non-Project Manager** / SEMINAR #6548

The 5 Choices to Extraordinary Productivity®

AMA is the exclusive provider of FranklinCovey seminars.

Bring your best self to work with this unique productivity process.

YOUR IMMEDIATE TAKEAWAY

- ▶ **Make intentional and methodical high-value decisions**
- ▶ **Learn to focus attention on what's most important**
- ▶ **Sustain high energy by maintaining brain health**

Based on ideas and practices accumulated over decades from the leaders of productivity, you'll learn how to apply a process to dramatically increase your ability to achieve life's most important outcomes by consistently making choices that create extraordinary value for yourself and your organization. This solution produces a measurable increase in productivity and provides you with a renewed sense of engagement and accomplishment.

To maximize your learning in this course, bring your laptop for a more hands-on experience.

HOW YOU'LL BENEFIT

- Apply the latest science on brain health to maximize your productivity in the workplace
- Utilize a language with others to ensure you're aligned around "important and urgent"
- Recognize how to achieve true and consistent work-life balance
- Create a personalized, practical system for managing your high-impact goals
- Manage technology so it doesn't manage you

WHAT YOU'LL COVER

Analyzing your role and how you can lead from the middle

- **Choice 1:** Acting on the important instead of reacting to the urgent
- **Choice 2:** Going for extraordinary instead of settling for ordinary
- **Choice 3:** Scheduling the big rocks instead of sorting gravel
- **Choice 4:** Ruling your technology instead of letting it rule you
- **Choice 5:** Fueling your fire instead of burning out

WHO SHOULD ATTEND

Those looking to maximize productivity and achieve the extraordinary.

Note: For hands-on Outlook® application, you may wish to attend with a laptop. Please call customer service at 1-800-262-9699 if you are not an Outlook® user.

2-Day In-Person Schedule

May 2-3	Dallas, TX
June 3-4	New York, NY
June 13-14	Arlington, VA
June 17-18	Boston, MA
July 22-23	Dallas, TX
July 22-23	San Francisco, CA
July 29-30	Anaheim, CA
Aug. 1-2	New York, NY
Aug. 15-16	Atlanta, GA
Aug. 22-23	Chicago, IL

Live Online Schedule

May 7-8	June 24-25
May 13-14	July 15-16
June 10-11	Aug. 22-23

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2605

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDU's / 12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Intermediate In Person
 11 hours/Intermediate Live Online

PREREQUISITES: Fundamental concepts of time management

ADVANCE PREPARATION: Online pre-assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Technical—Management Services; Non-technical—Computer Software & Applications



Ways of Working PDUs:
 3 Classroom/2 Live Online
Power Skills PDUs:
 9 Classroom/8 Live Online

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See page 106 for more details.

Managing Chaos: Tools to Set Priorities and Make Decisions Under Pressure

Gain control over expanding workloads and increasing demands.

YOUR IMMEDIATE TAKEAWAY

- ▶ Isolate the underlying causes of chaos
- ▶ Reduce the impact of distractions, interruptions and “emergencies”
- ▶ Make a plan and utilize tools to control chaos

Welcome to chaos—otherwise known as the world in which we all work today. Attend this seminar and get proven solutions for managing chaos and minimizing its negative impact. Gain hands-on experience applying tools for setting priorities and adjusting to shifting demands with greater clarity. Practice techniques for analyzing and resolving problems and learn to strategically communicate your solutions. You’ll leave confident and ready to apply the most appropriate techniques to clarify, alleviate and eliminate chaos within your control—and better manage your reactions to the chaos beyond your control.

HOW YOU’LL BENEFIT

- Identify positive outcomes from chaotic environments
- Clarify and leverage or eliminate chaos within your control
- Set priorities for all your activities
- Focus and act decisively when priorities shift
- Use tools to problem solve and select a course of action
- Manage interruptions and conflicts with greater ease

WHAT YOU’LL COVER

- Defining personal and group goals in a chaotic environment
- Identifying chaos within your control
- Identifying root causes of problems/issues
- Generating creative solutions to problems
- Applying tools and techniques to resolve case scenarios developed in the class
- Creating daily action plan
- Using influencing tactics in conversations

WHO SHOULD ATTEND

Anyone facing expanding workloads, shifting priorities, complex organizational dynamics, organizational restructuring and increased uncertainty.

2-Day In-Person Schedule

May 13-14	Boston, MA
May 23-24	San Francisco, CA
June 24-25	Arlington, VA
July 8-9	Chicago, IL
Aug. 7-8	New York, NY

Live Online Schedule

May 6-7	July 24-25
May 13-16	Aug. 5-8
June 3-4	Aug. 26-27
June 24-25	

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2261

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUUs / 12 PMUs / 12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: Fundamental concepts of time management

ADVANCE PREPARATION: Online pre- and post-assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Communication & Marketing, Personal Development



12 Power Skills PDUs

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See page 106 for more details.



This course is valid for 12 PMUs.
9 Professional Effectiveness [PE]
3 Relationship Management [RM]

Time Management

Take control, prioritize and get out from under.

YOUR IMMEDIATE TAKEAWAY

- ▶ Move from “Crisis” mode into “Important” and “Very Important”
- ▶ Organize, prioritize and negotiate for more time
- ▶ Manage digital media—email, social media, texts and voicemail

Remember, every minute of your day impacts the business. This seminar is designed to combat the pitfalls of time management. It will help you identify causes of procrastination and indecision, pinpoint personal time-wasters and increase your concentration and focus. You’ll learn to schedule your time more effectively, stay on track and keep important goals top of mind, so you can stay in balance and be more effective and productive.

HOW YOU’LL BENEFIT

- Set and accomplish goals
- Create priorities and establish realistic boundaries
- Recognize and deal with time-wasters
- Improve concentration and efficiency
- Break indecision and procrastination habits
- Create and recharge positive energy

WHAT YOU’LL COVER

- Identifying personal time-wasters
- Defining goals; establishing important and valid priorities
- Creating a realistic and productive schedule
- Dealing with self-distractions and interruptions
- Creating boundaries and balance
- Prioritizing and choosing activities to balance life and work
- Creating a personal “no” script

WHO SHOULD ATTEND

Business professionals who want greater control of their time, management style and life.

2-Day In-Person Schedule

May 13-14	Dallas, TX
June 3-4	Arlington, VA
Aug. 12-13	Chicago, IL

Live Online Schedule

May 6-7	June 20-21
May 20-21	July 8-11
May 30-June 7	July 24-25
June 10-11	Aug. 20-21

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200



VIEW FULL DETAILS & REGISTER
amanet.org/2233

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDU s / 12 PMUs / 12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: Basic behavioral concept around self-management

ADVANCE PREPARATION: Online pre- and post-assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Personal Development



12 Power Skills PDUs

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See page 106 for more details.



This course is valid for 12 PMUs.
12 Professional Effectiveness [PE]

Developing Your Emotional Intelligence

Use EI to position yourself for personal, team and organizational success.

YOUR IMMEDIATE TAKEAWAY

- ▶ Improve self-management and increase personal awareness
- ▶ Develop emotionally intelligent resilience
- ▶ Build stronger, more collaborative relationships

Emotional intelligence (EI) competencies are at the heart of effective workplace relationships and productivity. This emotional intelligence program emphasizes the practical application of EI concepts rather than just focusing on theory. Through your active participation, you will learn and practice the EI skills that are the core of achieving personal awareness, connecting with others, managing stress, engaging healthy conflict and collaboration, and exhibiting resilience and optimism.

HOW YOU'LL BENEFIT

- Recognize and consciously use emotional data that shapes your professional behavioral responses
- Identify and manage emotional behaviors that impact your work-based relationships and situations
- Integrate empathy to promote strong team player attributes and communication
- Apply emotional insights to decipher and better manage yourself within the organization
- Implement emotionally intelligent insights to improve personal decision making and professional contributions

WHAT YOU'LL COVER

- Expanding emotionally intelligent personal awareness
- Recognizing emotional igniters and applying emotionally intelligent regulation strategies
- Identifying the impact our emotional intelligence has on connecting with others
- Practicing proactive stress management techniques to stay emotionally well balanced
- Applying emotionally intelligent communication skills to relationship building and maintenances

WHO SHOULD ATTEND

Anyone who wants to maximize their performance by increasing emotion management and self-understanding through EI skills.

2-Day In-Person Schedule

May 13-14	San Francisco, CA
May 23-24	Atlanta, GA
June 13-14	Arlington, VA
June 18-19	New York, NY
July 15-16	Chicago, IL
Aug. 12-13	Atlanta, GA

Live Online Schedule

May 20-21	July 30-31
June 13-14	Aug. 19-20
July 15-18	

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2144

ACCREDITATIONS

1.2 CEUs / 12 PDU's / 12 PHR/SPHRs / 12 PMUs
12 CLPs



12 Power Skills PDUs

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This program has been approved for 12 HR General recertification credit hours toward a PHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.



This course is valid for 12 PMUs.
12 Professional Effectiveness [PE]

Adaptability: The Key for Mastering Change

Adjusting and re-adjusting to a business environment that is constantly changing can feel like a never-ending struggle. Now you can develop greater adaptability through emotional intelligence and mindset. Using specific strategies, you'll analyze your present mindset and be able to adapt it in order to see change as a positive force.

HOW YOU'LL BENEFIT

- Leverage emotional intelligence to deal with change
- Explore unlearning as a way of learning
- Develop greater comfort when facing unfamiliar situations
- Reframe your struggles and develop greater comfort with unfamiliar situations

WHAT YOU'LL COVER

- Understanding adaptability and emotional intelligence
- Adopting a "growth mindset"
- Identifying organizational culture to understand your challenges
- Predicting outcomes with existing knowledge to expand options for response

Live Online Schedule

June 13

\$1,495 / AMA Members \$1,345 / GSA \$1,274
AMA Members Save \$150



VIEW FULL DETAILS & REGISTER
amanet.org/2914

ACCREDITATIONS

0.6 CEUs / 6 CLPs

WHO SHOULD ATTEND

Business professionals who are trying to deal with changing environments—and need to adapt their approaches so they can manage work effectively.

NEW! Building a Resilient Mindset

Explore how you can become more resilient and effectively handle your daily challenges without burnout and with greater confidence—while staying fully engaged, energized and motivated in your role.

HOW YOU'LL BENEFIT

- Apply resilience tools and practical techniques to manage stress and thrive
- Assess your resilience capacity by looking at your values and at situational forces
- Practice mindfulness and other resilience-building techniques to achieve your best self
- Define a Personal Resilience Development Plan

WHAT YOU'LL COVER

- Discovering five aspects of personal resilience
- Identifying internal and external hurdles that keep us stuck
- Navigating volatility, uncertainty, complexity and ambiguity
- Exploring ways to improve creativity and productive habits

2-Day In-Person Schedule

May 2-3	San Francisco, CA
July 18-19	New York, NY

Live Online Schedule

June 10-11	Aug. 12-13
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\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200



VIEW FULL DETAILS & REGISTER
amanet.org/2610

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

All business professionals who want to improve their resilience skills in order to stay centered, positive and productive in any type of work environment.

Taking On Greater Responsibility: Step-Up Skills for Non-Managers

This course helps you step up to the plate to lead, work in teams and juggle new assignments with your current responsibilities.

HOW YOU'LL BENEFIT

- Feel confident when asked to “step up to the plate” with new projects outside your regular work activities
- Understand your role in today’s new workplace ... and gain the new skills and competencies required for success
- Map out a plan of action to enhance your efficiency and career development potential

WHAT YOU'LL COVER

- Identifying and assessing your strengths and liabilities in five key areas
- Developing, communicating and projecting a winning personal “brand”
- Using analytic thinking, communication and decision-making skills to increase team productivity
- Conducting coaching sessions using the AMA GUIDE to Coaching Model
- Participating in and witnessing a team-coaching session

2-Day In-Person Schedule

June 6-7 Arlington, VA

Live Online Schedule

May 13-14 July 15-16
 June 18-21 Aug. 13-14

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2132

ACCREDITATIONS

1.2 CEUs / 12 PDUs



12 Power Skills PDUs
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See page 106 for more details.

WHO SHOULD ATTEND

Anyone interested in developing the skills to improve their performance and growth within their organization.

Doing It All: How to Stay Focused and Engaged

In this seminar you will get your work world into clear focus and in sync with those around you. You will leave with tools that help you make the best of your innate strengths, mitigate your challenges and stay focused.

HOW YOU'LL BENEFIT

- Be able to clear your mind and snap back into focus at a moment’s notice
- Develop behaviors to help you stay energized and engaged
- Learn your “primary work style” and make it work for you

WHAT YOU'LL COVER

- Building a command-central tool for safe storage of all commitments
- Assessing your “hard-wired” strengths and weaknesses
- Utilizing the right tools for your sensory style: auditory, visual or tactile

2-Day In-Person Schedule

May 16-17 New York, NY

Live Online Schedule

June 6-7 July 22-23

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2118

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Anyone who is expected to deliver maximum productivity and results at work despite interruptions, an excessive workload and other obstacles.

NEW! High Performance Collaboration: 5 Proven Strategies for Success

True collaboration can only take place when people are working together with a specific mindset and the coordinated skills to achieve it. This new research-based course can help you and your team develop the knowledge, skills and behaviors to embrace and execute effective collaboration regardless of work environment.

HOW YOU'LL BENEFIT

- Redefine effective collaboration in today's complex work environments
- Define and differentiate cooperation, coordination and collaboration
- Discover research on five key behaviors that strongly correlate to effective collaboration
- Identify your individual strengths and areas for development

WHAT YOU'LL COVER

- Learning how collaboration, cooperation and coordination each drive different behavioral mechanisms
- Evaluating your personal "Collaboration Q" and assessing where it can be improved
- Analyzing dual-concern theory and the joint problem-solving process
- Developing a plan that addresses your collaboration challenge

Assertiveness Training

Learn and apply powerful assertiveness techniques for improving your skills and to help you deal with conflict at all levels in the organization. Discover strategies for communicating with assertiveness, effectively receiving and giving feedback, and addressing business etiquette when professionalism and assertiveness are required.

HOW YOU'LL BENEFIT

- Practice assertive behaviors through verbal, vocal and visual techniques
- Learn the nuances of etiquette and how it relates to assertiveness and self-esteem
- Apply your newly learned assertiveness skills to relevant on-the-job situations

WHAT YOU'LL COVER

- Learning differences in behavioral styles—passive, aggressive and assertive
- Improving communication with different social styles
- Applying a 5-step model for conflict resolution
- Achieving a healthy balance personally and professionally

WHO SHOULD ATTEND

Anyone who wants to acquire essential assertiveness skills.

2-Day In-Person Schedule

June 10-11 Chicago, IL

Live Online Schedule

May 20-21

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2187

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Individual contributors, managers, team members, directors, project team leaders, and HR, L&D and training managers.

3-Day In-Person Schedule

May 8-10 New York, NY

Live Online Schedule

June 12-14 July 31-Aug. 2

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2188

ACCREDITATIONS

1.8 CEUs

Assertiveness Training for Managers

Learn how your behavior style as a manager impacts the overall performance of others. Using the behavior modeling approach for assertiveness training, discover how you as a manager can employ assertiveness skills to take control of a situation without alienating others.

HOW YOU'LL BENEFIT

- Improve communication by using assertive–responsive skills
- Acquire a more polished and powerful communication style
- Empower yourself and your staff

WHAT YOU'LL COVER

- Operating consciously vs. unconsciously
- Recognizing how your perceptions determine your reactions
- Exploring guidelines for achieving your objectives
- Developing your own self-improvement plan

WHO SHOULD ATTEND

Experienced managers and professionals with four or more years of experience who want to build their strengths, resolve conflicts smoothly and exercise greater influence on others.

Live Online Schedule

May 7-16
June 19-21

Aug. 5-7

\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2527

ACCREDITATIONS

1.8 CEUs

Managing Emotions in the Workplace: Strategies for Success

If difficulties in managing your emotions are eroding your job performance, get tools and techniques to turn the situation around. Discover how to express yourself openly and honestly, use emotional intelligence to establish better relationships and more.

HOW YOU'LL BENEFIT

- Recognize the connection between emotions and stress in the workplace
- Become more effective through assertiveness communication skills
- Foster work environments in which emotional honesty and emotional energy are accepted

WHAT YOU'LL COVER

- Identifying common causes of stress in the workplace due to personal experiences
- Uncovering ways you may be contributing unintentionally to your own levels of stress
- Using mirror listening to understand how others are feeling

2-Day In-Person Schedule

May 13-14
Aug. 13-14

San Francisco, CA
New York, NY

Live Online Schedule

July 22-23

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2540

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Any business professional who is experiencing intense emotional and/or stressful situations at work.

AMA's 5-Day “MBA” Certificate Program

Arm yourself with the 10 vital business skills to make sound business decisions.

YOUR IMMEDIATE TAKEAWAY

- ▶ Learn how to lower costs, grow revenue and reduce risks
- ▶ Apply skills to make better business decisions
- ▶ Gain practical experience through a powerful business simulation

In this one-of-a-kind program, you'll explore these vital skills and behaviors, guided by leading business experts, and practice applying them in an intensive business simulation. Working alongside peers from a variety of industries, you'll also develop the leadership skills you need to apply these behaviors on the job. This hands-on, 5-day immersive course, filled with case studies, exercises and activities, offers you the unique opportunity to experience what every business must do—cut costs, increase revenue and mitigate risks.

HOW YOU'LL BENEFIT

- Communicate and collaborate more effectively with your team, management and other stakeholders
- Improve the way you manage people, processes and risks to drive projects and create value for your organization
- Enhance creativity and innovation in your team to develop new solutions to old problems and respond to changing customer expectations
- Apply what you learn in a guided simulation with fellow course participants
- Sharpen your leadership skills with actionable tips and tools

WHAT YOU'LL COVER

- Applying effective risk management to maximize returns while mitigating, minimizing and eliminating risks
- Speaking finance and learning the generally accepted accounting principles (GAAP)
- Preparing an income statement, balance sheet, retained earnings statement and cash flow statement

- Managing teams, processes, information and generational differences
- Applying effective speaking, listening and writing strategies to enhance and expand your interpersonal and organizational communication skills in multiple office settings
- Planning, executing, troubleshooting and tracking results of strategy execution
- Using the Five Ps of marketing and exploring social media impact
- Analyzing marketing budgets, controls and tracking
- Collaborating with your team of R&D, Sales & Marketing, Finance, and Operations in an online simulation with real-world business challenges
- Examining the key characteristics of leadership

WHO SHOULD ATTEND

All business professionals who need a well-rounded, practical, actionable set of skills and tools to enhance analytical, personal, professional and business acumen and make sound business decisions.

SIMULATION PROJECT

On the last day of this workshop, apply your new knowledge, skills and behaviors in this cloud-based capstone online simulation powered by Abilitie. Engage your leadership, team and business acumen skills, and be ready to hit the ground running when you return to the office.



JOE GIORDANO, AMA FACULTY

“ The instructor was very well versed in the materials and made them far more engaging than I was expecting. Examples were provided for all instances and were invaluable for learning, application and retention of materials. ”

—Kelly B., VP Sales

Note: Participants are required to bring their own device to the course (laptop or tablet). Course agenda may be updated regularly as required. AMA's 5-Day "MBA" Workshop does not award a degree.

ACCREDITATIONS

3.0 CEUs / 31 CPEs / 29 PDUs / 30 PMUs

RECOMMENDED CPE CREDIT: 31 hours/Intermediate

PREREQUISITES: Three or more years of management experience with knowledge of working accounting

ADVANCE PREPARATION: None

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Technical—Finance, Management Services
Non-technical—Communication & Marketing, Business Management and Organization



7 Power Skills PDUs
22 Business Acumen PDUs

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See page 106 for more details.



This course is valid for 30 PMUs.
4 Professional Effectiveness [PE]
6 Relationship Management [RM]
9 Business Acumen [BA]
11 Analytical Intelligence [AI]

5-Day In-Person Schedule

June 3-7	New York, NY
June 10-14	Arlington, VA
July 15-19	Dallas, TX
July 22-26	Atlanta, GA
Aug. 5-9	San Francisco, CA

Live Online Schedule

May 6-10	Aug. 5-9
June 3-11	

\$3,995 / AMA Members \$3,595 / GSA \$3,405
AMA Members Save \$400



VIEW FULL DETAILS & REGISTER
amanet.org/2561

Next Step Courses

- ▶ **Expanding Your Influence: Understanding the Psychology of Persuasion** / SEMINAR #2204
- ▶ **Successfully Managing People**
SEMINAR #2295
- ▶ **The Voice of Leadership** / SEMINAR #2130

Post-course resources: On demand lessons, tips and tactics to reinforce key skills.

How to Communicate with Diplomacy, Tact and Credibility

Become one of those people who always know the right thing to say.

YOUR IMMEDIATE TAKEAWAY

- ▶ **Make yourself promotable—learn to be poised and professional under pressure**
- ▶ **Build a great reputation for responding positively to criticism and feedback**
- ▶ **Flex your style to handle stressful situations with ease**

It's a fact. How you communicate can make or break your professional image and affects how people view your work and performance.

Now you can make sure your communication works to your advantage. Learn to choose and use the most appropriate words and emotional tone for every business interaction. You will gain insights into your communication style and the styles of others, while building skills to clearly and effectively receive and transmit information, ideas, thoughts, feelings and needs.

HOW YOU'LL BENEFIT

- Apply diplomacy and tact to be a credible and effective communicator
- Manage the impact your communications have on your image
- Define and leverage your communication style
- Apply good listening skills to build and improve your “image”
- Eliminate “wimpy” words that undermine your credibility
- Hold off your rebuttal and watch out for “hot buttons”
- Know the rules for interjecting
- Explore communication style differences and learn to flex your own style
- Recognize the impact of stress on communications and be able to adjust for it
- Know what makes effective, powerful communication and develop the skills to model it

WHAT YOU'LL COVER

- Understanding how perception and image can impact others' perception of you and your performance
- Completing the Insight Inventory® to better understand how style affects your communication effectiveness
- Flexing your style to gender, generation and position
- Knowing how to positively impact the visual, verbal and vocal components of communication
- Applying good listening skills in order to communicate with diplomacy, tact and credibility
- Becoming aware of your “hot buttons,” and preparing before you face these situations

WHO SHOULD ATTEND

Business professionals who want the skills to communicate in a positive, professional manner no matter what the situation.

SPECIAL FEATURES

Insight Inventory®, an assessment identifying your personal and work styles, that helps you to tap into your strengths and eliminate the triggers and stress reactions that derail success

Role plays on real-life scenarios with in-action feedback

Case studies and video analysis

Five actions for credible communication

Quick verbal and non-verbal tactics to feel competent and effective when meeting new people or in uncomfortable situations



CAROLE HYSMITH, PhD, AMA FACULTY

“ Dr. Hysmith did a fantastic job of leading this course and pulling us out of our shells. She forces you into an uncomfortable spot to be able to see things from another angle. She takes the time to understand your “issues” and help you with a plan and dialog to take into the future. ”

—Brianna J., Distribution Inside Sales Representative

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUs / 12 PMUs / 12 PDCs / 12 CLPs

RECOMMENDED CPE CREDIT:	14 hours/Basic
PREREQUISITES:	None
ADVANCE PREPARATION:	Online pre- and post-assessment
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Communication & Marketing



12 Power Skills PDUs
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See page 106 for more details.



This course is valid for 12 PMUs.
7 Professional Effectiveness [PE]
5 Relationship Management [RM]



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CPSM or SHRM-SCPSM.

2-Day In-Person Schedule

May 2-3	Arlington, VA
May 20-21	Atlanta, GA
May 28-29	San Francisco, CA
June 6-7	Boston, MA
June 10-11	Chicago, IL
June 13-14	New York, NY
July 10-11	Atlanta, GA
July 15-16	Anaheim, CA
July 22-23	Lake Buena Vista, FL
Aug. 8-9	New York, NY
Aug. 12-13	Arlington, VA

Live Online Schedule

May 7-10	July 8-11
May 16-17	July 25-26
May 28-29	Aug. 6-7
June 6-14	Aug. 19-20
June 10-11	Aug. 26-27
June 24-25	

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

VIEW FULL DETAILS & REGISTER
amanet.org/2206

Next Step Courses

- ▶ **Communicating Up, Down and Across the Organization** / SEMINAR #2203
- ▶ **Strategies for Effective Presentation Skills** SEMINAR #2519
- ▶ **The 7 Habits of Highly Effective People Signature Edition 4.0** / SEMINAR #2601

Building Better Work Relationships: New Techniques for Results-Oriented Communication

Can you connect with others, work collaboratively and put together powerful teams?

YOUR IMMEDIATE TAKEAWAY

- ▶ Recognize barriers to conflict management and resolution
- ▶ Handle passive and aggressive behavior
- ▶ Choose the right conflict management approach for specific goals

Differences are a positive force if you know how to harness them. Get set to step up and become a “conscious communicator.” Develop self-awareness, analyze situations, and consciously select and use productive communication strategies. You’ll find your relationship style, identify your strengths and weaknesses, and master the winning tactics to work harmoniously to achieve your goals.

HOW YOU’LL BENEFIT

- Build better rapport and gain the trust of your colleagues
- Develop flexibility in actions, thoughts and feelings to better handle any situation
- Influence and motivate others to first-rate performance
- Exhibit a strong sense of self-confidence
- Understand values, beliefs, attitudes and perceptual processes
- Master the keys to excellent communication

WHAT YOU’LL COVER

- Becoming aware of behaviors that support or undermine your relationships
- Understanding your communication preferences and perceptions
- Investigating emotions, emotional intelligence and social intelligence
- Building trusting work relationships consciously
- Sharpening your verbal and nonverbal behaviors and skills
- Addressing and practicing relational change and conflict

WHO SHOULD ATTEND

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

2-Day In-Person Schedule

May 6-7	Houston, TX
May 22-23	New York, NY
June 3-4	Arlington, VA
July 15-16	Dallas, TX
Aug. 12-13	New York, NY

Live Online Schedule

May 9-10	July 8-9
May 21-22	Aug. 1-2
June 10-11	Aug. 19-20
June 26-27	


\$2,695 / AMA Members \$2,395 / GSA \$2,268
 AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2235


ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDU s / 12 CAEs / 12 PMUs / 12 PDCs / 12 CLPs


RECOMMENDED CPE CREDIT:	14 hours/Basic
PREREQUISITES:	None
ADVANCE PREPARATION:	Online pre- and post assessment
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Communication & Marketing




12 Power Skills PDUs
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As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 12 credits toward your CAE application or renewal professional development requirements.



This course is valid for 12 PMUs.
 6 Professional Effectiveness [PE]
 6 Relationship Management [RM]



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CPSM or SHRM-SCPSM.

Communicating Up, Down and Across the Organization

Get heard—regardless of where you sit in the organization.

YOUR IMMEDIATE TAKEAWAY

- ▶ Target your message to the recipient
- ▶ Blend emotion and logic to be more effective
- ▶ Rectify misunderstandings

Imagine this: Without any warning, you have to communicate a new idea to senior managers and ask your colleagues to support your proposal. How do you begin?

To connect with many types of people while projecting confidence, credibility and trustworthiness requires specific tools and strategies. This course will show you how. You'll focus on improving communication skills and competencies necessary to build mutual understanding and connectivity with others, regardless of your role. You'll also discover influence strategies and learn how to critically evaluate each unique communication event.

HOW YOU'LL BENEFIT

- Analyze your audiences and situations and plan your message
- Create processes to frame your message to specific audiences
- Apply strategies to influence and motivate others throughout the organization
- Understand how communication can impact how much influence you have
- Exhibit a strong sense of self-confidence with your peers, direct reports and managers

WHAT YOU'LL COVER

- Exhibiting a strong sense of confidence and external image
- Applying strategies to build and use rapport and identification with colleagues
- Planning effective messaging in teams when up/down/across members are present
- Applying message-framing strategies to create a responsive environment
- Delivering messages that promote clear and productive communication
- Evaluating and practicing various motivational and presentation formats

WHO SHOULD ATTEND

Business professionals who want to build skills that encourage dialogue throughout the organization.

2-Day In-Person Schedule

June 17-18	Atlanta, GA
July 8-9	San Francisco, CA
Aug. 14-15	Chicago, IL

Live Online Schedule

May 13-14	July 11-12
May 28-29	July 23-24
June 13-14	Aug. 5-13
June 24-25	Aug. 22-23

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2203

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUUs / 12 PMUs / 12 PDCs / 12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: None

ADVANCE PREPARATION: Online pre- and post-assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Communication & Marketing



12 Power Skills PDUUs

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See page 106 for more details.



**This course is valid for 12 PMUs,
 8 Professional Effectiveness [PE]
 4 Relationship Management [RM]**

Responding to Conflict: Strategies for Improved Communication

Increase your success by proactively and positively managing conflict.

YOUR IMMEDIATE TAKEAWAY

- ▶ Recognize barriers to conflict management and resolution
- ▶ Learn strategies for handling passive and aggressive behavior
- ▶ Choose the right conflict management approach for specific goals

You can manage disputes and disagreements in a positive manner, or even avoid them altogether. Learn to evaluate conflict situations and then choose the appropriate strategies and tools to manage and/or resolve them. You'll develop greater awareness of your emotional triggers and learn how to control them. In addition, you will learn how to continually action-plan around the implementation of your new skills.

HOW YOU'LL BENEFIT

- Recognize the underlying causes of conflict
- Map conflict using a five-step approach
- Identify ways to develop flexible responses to personal and professional conflicts
- Practice applying models, techniques and strategies to manage your interpersonal communication behaviors in conflict situations
- Implement strategies to improve your communication and effectively respond to conflict

WHAT YOU'LL COVER

- Identifying your own feelings and actions in response to conflict
- Exploring appropriate strategies to minimize/manage conflict
- Moving beyond conflict—detoxifying emotional statements and devising alternative ways to defuse tensions
- Dealing with difficult behavior, including passive or aggressive behavior
- Mapping the conflict using a five-step approach
- Applying skills to address emotionally tense conflicts (called thunderstorms)

WHO SHOULD ATTEND

Business professionals who want to expand their conflict management skills, understand their own emotions and behaviors when addressing conflict, and find productive ways to manage conflict.

2-Day In-Person Schedule

June 24-25	New York, NY
Aug. 5-6	Chicago, IL

Live Online Schedule

May 13-14	July 23-24
June 20-21	Aug. 26-27

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2115

ACCREDITATIONS

1.2 CEUs / 12 PDUUs / 12 CAEs / 12 PMUs / 12 PDCs
12 PHR/SPHRs / 12 CLPs



12 Power Skills PDUs
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See page 106 for more details.



As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 12 credits toward your CAE application or renewal professional development requirements.



This course is valid for 12 PMUs.
 10 Professional Effectiveness [PE]
 2 Relationship Management [RM]



The use of this official seal confirms that this activity has met HR Certification Institute's® (HRCI®) criteria for recertification credit pre-approval.



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP™ or SHRM-SCP™.

Moving Ahead: Breaking Behavior Patterns That Hold You Back

Learn how to resolve workplace situations in which ineffective behavior is at play—and apply these skills so you can improve your professional image and increase your job effectiveness and career success.

HOW YOU'LL BENEFIT

- Identify people and situations that can elicit bad workplace behavior
- Successfully change or modify career-sabotaging habits
- Manage feelings of frustration and anger in workplace situations

WHAT YOU'LL COVER

- Using positive self-talk for a more constructive attitude
- Discovering a five-step process for overcoming emotional triggers
- Controlling your reactions, instead of being controlled by them
- Increasing your emotional intelligence to better handle interpersonal relationships

Live Online Schedule

May 20-21 Aug. 13-14

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2255

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

Managers, supervisors, team leaders and anyone who has a negative behavior pattern that has created a bad professional image and impeded their career success.

Effectively Communicating in The Moment

Apply preemptive and in-the-moment strategies to excel when communicating in unscripted situations. Learn strategies for managing emotional and physiological responses, along with mental templates to guide and frame your responses. You'll also receive peer and leader feedback plus insights from a video session that will help you recognize and improve your nonverbal delivery behaviors.

HOW YOU'LL BENEFIT

- Manage stress in difficult impromptu interactions
- Organize and frame responses using mental templates
- Integrate impactful nonverbal delivery behaviors into your in-the-moment communications

WHAT YOU'LL COVER

- Learning tools and strategies for rapid communication
- Understanding how social media, texting and emailing relate to in-the-moment communications
- Responding to hostile questions assertively and professionally
- Handling mediated in-the-moment communication on phone calls, in video conferences and on conference calls

2-Day In-Person Schedule

May 13-14 Arlington, VA
July 10-11 New York, NY

Live Online Schedule

June 24-25 Aug. 6-7

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2031

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

All business professionals who need to develop and improve their in-the-moment communication capabilities and confidence.

Mastering the Art of Critical Conversations

Productivity stems from effective communication, including your ability to express controversial and risky opinions effectively. Learn and practice using real-life models to conduct difficult conversations on any topic, speak openly and honestly, and get results that count.

HOW YOU'LL BENEFIT

- Determine your “hot buttons” and take steps to manage your emotions
- Openly express opinions that can lead to success and productivity
- Give and receive feedback without negativity
- Self-monitor your reactions and keep calm during critical conversations

WHAT YOU'LL COVER

- Analyzing elements of a critical conversation
- Understanding your physiological response when emotional hijacking occurs
- Practicing tools to deal with various emotional responses
- Rehearsing having critical conversations on the fly

Live Online Schedule

June 24-25

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2146

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Anyone who wants to be better prepared to manage critical conversations that can have a significant impact on relationships at work.

Storytelling Power: Secrets for Exceptional Communication

Craft engaging and motivating stories that can spark commitment and passion throughout your organization—and grow your professional influence. Get ready to create your most inspiring messages and convey them with true conviction.

HOW YOU'LL BENEFIT

- Use compelling stories to appeal to listeners’ emotions and drive your points home
- Make a more powerful impression in meetings and presentations
- Win over, influence and gain the trust of clients, customers and colleagues

WHAT YOU'LL COVER

- Developing the mental agility to alternate between objective (facts) and subjective (storytelling)
- Building a bridge of trust with your listeners to carry your facts, proof and benefit messages
- Developing, testing and telling stories that suit the situation

Live Online Schedule

June 13-14

Aug. 1-2

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2102

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Business professionals looking for a fresh way to stimulate and engage others, in order to get the outcomes they want.

7 Interpersonal Skills of Great Managers

Broaden your managerial effectiveness by enhancing essential skills. Build vital communication and related skills to help you achieve productive and satisfying work relationships with peers, senior managers, team members and others.

HOW YOU'LL BENEFIT

- Examine the impact of your values and approaches to management
- Establish, communicate and gain commitment for performance expectations
- Energize others through providing feedback, building teams and managing conflict

WHAT YOU'LL COVER

- Linking management challenges to interpersonal skills
- Using active listening to enhance your effectiveness
- Giving effective corrective feedback and engaging difficult people
- Utilizing and leveraging the talents and experience of a multigenerational team

WHO SHOULD ATTEND

Managers, team and project leaders, and supervisors who want to take their personal, team and unit performance to the next level through interpersonal and engagement proficiency.

2-Day In-Person Schedule

May 20-21	New York, NY
June 24-25	Spring, TX
July 22-23	Arlington, VA
Aug. 5-6	Spring, TX
Aug. 14-15	Chicago, IL

Live Online Schedule

June 20-21

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2575

ACCREDITATIONS

1.2 CEUs / 12 CLPs

Communication and Interpersonal Skills for Technical Professionals

Blended Learning

This seminar will give you the interpersonal and communication tools you need to ensure mutual clarity and understanding when dealing with others, so you can maximize all your business interactions and achieve your critical goals.

HOW YOU'LL BENEFIT

- Deliver clear messages in diverse communication contexts and audiences
- Use influencing skills to complete projects faster and grow your reputation
- Recognize and deal effectively with different personality types

WHAT YOU'LL COVER

- Identifying differences between technical and nontechnical professionals
- Applying a communication system strategically to enhance relationships
- Managing conflict productively using and applying the AEIOU model and Thomas-Kilmann conflict mode instrument.

Live Online Schedule

May 20-21	July 24-25
June 13-14	

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2576

ACCREDITATIONS

1.2 CEUs / 12 PMUs
12 CLPs



This course is valid for 12 PMUs.
 8 Professional Effectiveness [PE]
 4 Relationship Management [RM]

WHO SHOULD ATTEND

All technical and IT professionals who need to develop the interpersonal and communication skills necessary to effectively convey their knowledge to those around them.

Business Communication Certificate Program

Apply well-honed communication techniques to navigate common work challenges. This certificate program incorporates skill practice, role-play activities and real-time feedback to help you take your communication skills to the next level.

HOW YOU'LL BENEFIT

- Communicate with poise and clarity, whether virtually or in-person
- Learn how to build connections that foster trust and rapport
- Build commitment, consensus and collaboration throughout your organization

WHAT YOU'LL COVER

- Realizing the power of self-awareness and the importance of perception
- Discovering the 3 Vs of communication—vocal, verbal, visual
- Using storytelling: a powerful influencing tool

WHO SHOULD ATTEND

Professionals at all levels who need to be strong and effective communicators.

3-Day In-Person Schedule

Aug. 20-22 Chicago, IL

Live Online Schedule

May 20-22 July 29-31

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300

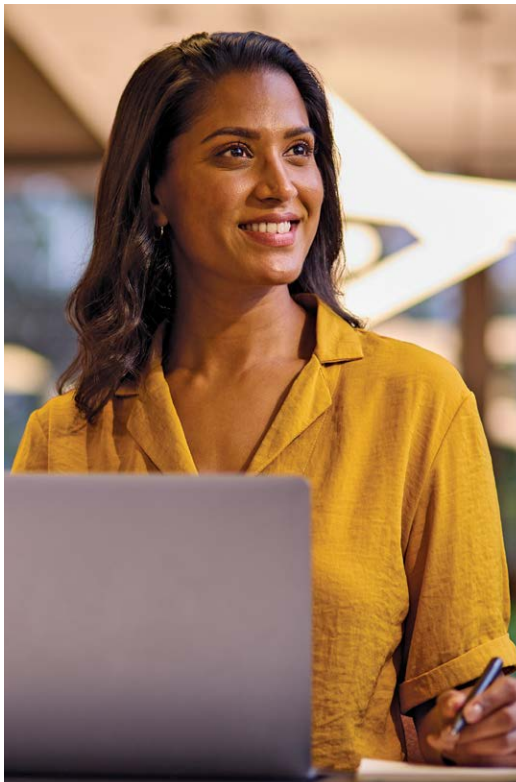


VIEW FULL DETAILS & REGISTER
amanet.org/2962

ACCREDITATIONS

1.7 CEUs / 17 CLPs

Post-course resources: On demand lessons, tips and tactics to reinforce key skills.



AMA's Most Popular Certificate Programs

- AMA's 5-Day "MBA"
- Artificial Intelligence
- Business Communication
- Coaching
- Diversity and Inclusion
- Leadership
- Sales Management
- Training
- Women's Leadership



amanet.org/Certificates

Communicating with Confidence

Choose the right words and communicate them in the right way.

YOUR IMMEDIATE TAKEAWAY

- ▶ Communicate with different people in their specific styles
- ▶ Adapt your message to your recipient's point of view
- ▶ Avoid typical communication breakdowns

There's no shortage of ways to communicate quickly in the Digital Age. But what happens face-to-face when you need to find the right words and communicate them in the right way?

Let's face it: There's no substitute for one-on-one communication—and having the skills to master such interactions is crucial. Through practice sessions and role plays, this unique course will give you a strong foundation to develop the confidence and communication know-how to establish yourself and keep moving forward in your career.

HOW YOU'LL BENEFIT

- Optimize communication skills you already have
- Get strategies to better assimilate verbal information
- Interpret shared knowledge effectively
- Improve work relationships and reduce misunderstandings
- Communicate clearly and appropriately—and with greater confidence
- Choose the right words even in difficult circumstances
- Expand your influence and be recognized for your skills

WHAT YOU'LL COVER

- Assessing your communication skills
- Practicing the competencies of effective listening
- Applying cognitive skills to promote comprehension
- Developing a roadmap for clearer communication
- Understanding effective body language and appropriate word choice
- Finding mutual connections or similarities to enhance communication
- Controlling emotions and establishing the right tone of voice
- Storytelling with imagery, passion and evocative language

WHO SHOULD ATTEND

Any business professional interested in enhancing their essential verbal communication skills.

3-Day In-Person Schedule

May 13-14	Arlington, VA
June 26-27	New York, NY
July 29-30	Atlanta, GA

Live Online Schedule

May 20-21	Aug. 15-16
July 1-2	

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2210

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PHR/SPHRs / 12 PDCs
12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: None

ADVANCE PREPARATION: None

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Communication & Marketing



The use of this official seal confirms that this activity has met HR Certification Institute's® (HRCI®) criteria for recertification credit pre-approval.



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP™ or SHRM-SCP™.

Developing Effective Business Conversation Skills

Are your spoken messages organized and coherent—or rambling and unfocused? Do you know when to talk, when to listen and when to ask questions? Improve your business conversation skills with strategies to help you flex your style, improve relationships and more.

HOW YOU'LL BENEFIT

- Express your ideas completely and succinctly to build rapport
- Avoid leaving others in “mind-reader” mode
- Use effective business conversation as a coaching and performance tool

WHAT YOU'LL COVER

- Engaging others in conversation
- Recognizing conversational style preferences and flexing strategies
- Exploring how to best implement new business conversation skills

WHO SHOULD ATTEND

Managers, supervisors, team leaders and business professionals at all levels who wish to have more effective and productive business conversations.

Live Online Schedule

May 16-17

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2109

ACCREDITATIONS

1.2 CEUs / 12 CLPs

Negotiating to Win

Blended Learning

Whether it's allocating resources for a project, funding a new initiative or establishing a supply chain for a new product or service, negotiation is inevitably at the heart of the process. From identifying problems and generating alternatives to selecting solutions, this course gives you a step-by-step guide to effective negotiation regardless of your industry.

HOW YOU'LL BENEFIT

- Know when—and when not—to negotiate
- Adjust your communication style to achieve desired results
- Negotiate face to face, on the phone or through e-mail and other media

WHAT YOU'LL COVER

- Understanding the concepts, approaches, influences and common traps
- Crafting your negotiation and persuasion strategies
- Adapting your style to maximize the results of negotiations

Note: This program is not intended for labor union negotiation.

WHO SHOULD ATTEND

Those who are responsible for negotiating the best possible terms of an agreement for their organization.

2-Day In-Person Schedule

May 30-31	New York, NY
Aug. 26-27	Arlington, VA

Live Online Schedule

June 24-25	July 15-16
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\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2513

ACCREDITATIONS

1.2 CEUs / 12 PMUs
12 CLPs



This course is valid for 12 PMUs.
 9 Professional Effectiveness [PE]
 3 Relationship Management [RM]

Expanding Your Influence: Understanding the Psychology of Persuasion

How can one person get someone to do something with ease, while it's an uphill battle for someone else?

YOUR IMMEDIATE TAKEAWAY

- ▶ Motivate others to say "YES!" the first time
- ▶ Customize persuasion techniques for every situation
- ▶ Understand why we do what we do

Do you really know what prompts each of us to say yes or no? There are psychological triggers that you may not be aware of. This course will uncover persuasion techniques and help you apply the time-proven psychology principles to any number of business interactions, from managing, mentoring and negotiating to conversations, writing and presentations. In addition, you will learn how to choose the best principle for any given situation and avoid being manipulated by others.

HOW YOU'LL BENEFIT

- Explore the psychology behind persuasion
- Motivate others to say "YES!" the first time
- Overcome objections before they happen
- Customize persuasion techniques for every situation
- Read body language and engage in role-play
- Learn tactics to protect yourself from unethical behavior

WHAT YOU'LL COVER

- Understanding the psychology behind the laws of persuasion
- Appealing to human nature and fulfilling emotional needs
- Recognizing the implications of unethical approaches to influencing people
- Defining the two paths of persuasion: conscious and subconscious
- Understanding the laws of expectations, esteem, connectivity and social validation
- Selecting, customizing and applying the appropriate law of persuasion to any given situation

WHO SHOULD ATTEND

Business professionals who need to understand the psychological principles behind how people are convinced to do something.

2-Day In-Person Schedule

June 13-14	San Francisco, CA
July 31-Aug. 1	Arlington, VA

Live Online Schedule

June 24-25	Aug. 19-20
July 9-10	

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2204

ACCREDITATIONS

1.2 CEUs / 12 PDU's / 12 PMUs / 12 CLPs



12 Power Skills PDUs

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See page 106 for more details.



This course is valid for 12 PMUs.
9 Professional Effectiveness [PE]
3 Relationship Management [RM]

Getting Results Without Authority

Unleash your personal power to negotiate, influence and persuade.

YOUR IMMEDIATE TAKEAWAY

- ▶ Use exchange and reciprocity to persuade
- ▶ Find your own power and create your own opportunities
- ▶ Turn your character and capabilities into influence

The ability to win respect, influence people and cultivate cooperation is essential to success. Learn to establish credibility and channel your power base to persuade with ease. Plus, learn negotiating techniques that make you feel like a winner as you grow strategic relationships. You'll practice persuasive communication and other influencing techniques right from day one through the final activity—and enhance your learning with videos, exercises, assessment tools and group discussions.

HOW YOU'LL BENEFIT

- Establish or regain credibility so you can begin to influence people
- Use your power base effectively to persuade others
- Create a collaborative work environment for faster, better results
- Achieve trust and give-and-take relationships up, down and across the organization
- Influence people while projecting self-confidence without being pushy
- Identify various negotiating techniques that promote win-win outcomes

WHAT YOU'LL COVER

- Understanding your personal power base and the principle of reciprocity
- Flexing your communication style preferences when influencing others
- Applying credibility, logic and emotion in the persuasion process
- Customizing your approach in order to persuade
- Understanding the nuances of conflict
- Getting better results through negotiation

WHO SHOULD ATTEND

Those who need to get work done through others—or who need to convince another person to buy into an idea or follow up on a request.

2-Day In-Person Schedule

May 20-21	New York, NY
June 20-21	Boston, MA
Aug. 5-6	Arlington, VA

Live Online Schedule

May 14-15	June 25-26
May 30-31	July 15-16
June 10-11	Aug. 12-13

\$2,695 / AMA Members \$2,395 / GSA \$2,268
 AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2532

ACCREDITATIONS

1.2 CEUs / 12 PDUs / 14 CPEs / 12 PMUs / 12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: None

ADVANCE PREPARATION: Online pre- and post assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Communication & Marketing, Personal Development



10 Power Skills PDUs
2 Business Acumen PDUs
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See page 106 for more details.



This course is valid for 12 PMUs.
4 Professional Effectiveness [PE]
8 Relationship Management [RM]

The Effective Facilitator: Maximizing Involvement and Results

Want superior facilitation experiences? Look no further. This course provides maximum practice, group interaction and feedback as you explore your role as a facilitator in a variety of group situations.

HOW YOU'LL BENEFIT

- Spark and enhance critical synergy and creative energy
- Build consensus, handle conflict and keep meetings on track
- Keep content, process and structure on track to produce positive outcomes

WHAT YOU'LL COVER

- Leveraging your personal style and preferences to maximize engagement
- Mastering the phases of the facilitation process
- Planning for effective interventions for conflict, anger and disagreement
- Incorporating visual practitioner skills into all phases of facilitation

WHO SHOULD ATTEND

Those who must facilitate results in meetings, group work or project teams.

2-Day In-Person Schedule

June 12-13 Arlington, VA

Live Online Schedule

May 30-31 Aug. 12-13

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2578

ACCREDITATIONS

1.2 CEUs



This course is valid for 12 PMUs.
 6 Professional Effectiveness [PE]
 2 Relationship Management [RM]
 4 Business Acumen [BA]

Presentation Skills Workshop

In this 1-day seminar, you'll learn to present effectively and become comfortable with your own style. Plus receive expert advice and gain confidence by making presentations.

Pre-work required: You will need to complete two exercises and bring them with you to class. Exercise 1: Self-Introduction Worksheet and Exercise 2: Presentation Plan Guidelines—parameters to follow in order to draft a 5-minute presentation.

HOW YOU'LL BENEFIT

- Gain confidence in your presentation skills
- Handle difficult questions and situations expertly
- Use verbal and nonverbal elements to drive home your point

WHAT YOU'LL COVER

- Developing and organizing presentation content around a clear central idea to achieve audience engagement
- Preparing to give the presentation by rehearsing, adhering to a time frame and speaking from notes
- Using visual aids and support materials

1-Day In-Person Schedule

May 9 Chicago, IL
 June 24 New York, NY
 Aug. 5 Arlington, VA

Live Online Schedule

May 2 July 18

\$1,495 / AMA Members \$1,345 / GSA \$1,274
AMA Members Save \$150



VIEW FULL DETAILS & REGISTER
amanet.org/2868

ACCREDITATIONS

0.6 CEUs / 6 CLPs

WHO SHOULD ATTEND

Everyone who needs to speak in front of groups or sell ideas, and has little or no presentation experience.

Strategies for Developing Effective Presentation Skills

Inform, influence and inspire others when you're in the spotlight.

YOUR IMMEDIATE TAKEAWAY

- ▶ Structure presentations with a beginning, middle and end
- ▶ Captivate your audience
- ▶ Deliver with confidence

Do you freeze up at the thought of having to make a presentation? Have prior presentations not gone well? Not sure what to do with your hands?

Present your ideas with control and poise—and eliminate the fear. You'll gain the skills to put together a compelling presentation and deliver it from short notes, making eye contact, breathing appropriately and speaking slowly with assurance. See yourself present using vocal delivery skills and body language that projects high levels of authority and positive energy. Watch your techniques and confidence evolve on camera from the first day (prior to instruction), midway through the course and at the end of the third day—incorporating all the skills you've learned.

HOW YOU'LL BENEFIT

- Tailor your presentation to your audience
- Use relaxation techniques to overcome nervousness
- Handle difficult questions and situations expertly
- Communicate with clarity and conviction
- Gain confidence in your presentation skills

WHAT YOU'LL COVER

- Engaging the attention of your listeners
- Making your content clearer and more memorable
- Condensing a speech outline into notes you can speak from
- Preparing to give the presentation
- Using visual aids and support materials
- Responding professionally to questions from the audience
- Managing the presentation environment

WHO SHOULD ATTEND

Everyone who wants to refine and elevate their presentation skills, speak with poise and confidence in front of groups or sell ideas to influence others. No prior experience is needed.

3-Day In-Person Schedule

May 8-10	Dallas, TX
June 5-7	Chicago, IL
June 12-14	New York, NY
July 24-26	Houston, TX
Aug. 12-14	Arlington, VA

Live Online Schedule

May 20-22	July 8-10
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\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2519

ACCREDITATIONS

1.8 CEUs / 18 PDUs / 18 PMUs / 18 CLPs



18 Power Skills PDUs
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See page 106 for more details.



This course is valid for 18 PMUs.
18 Professional Effectiveness [PE]

BONUS: YOU'LL ALSO RECEIVE

Video Recording. Please bring your preferred recording device (e.g., phone or tablet) with available storage capacity to class. Your recording is a great way to get instant feedback. You will see yourself improve, relax and refine your techniques with each performance.

You may also be interested in
Ace Your Virtual Presentations
www.amanet.org/2968

Effective Executive Speaking

Become a poised, powerful, persuasive speaker.

YOUR IMMEDIATE TAKEAWAY

- ▶ Gain confidence as you learn by doing
- ▶ Communicate clearly and concisely in any situation
- ▶ Learn simple techniques to redirect your nervous energy

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.

HOW YOU'LL BENEFIT

- Speak and think with greater clarity and purpose, stressing key ideas
- Face an audience or camera with confidence and control
- Persuade listeners and get the response and results you want
- Conquer fear of public speaking and negative stress
- Make your performance skills, your sense of humor and your own personality work for you

WHAT YOU'LL COVER

- Discovering the fundamentals of executive speaking skills
- Planning and preparing strong beginnings and endings
- Using voice, action, image and language in public speaking
- Learning the essentials for winning presentations and public speaking
- Reaching reluctant, uncommitted and inactive audiences
- Responding in a focused and controlled fashion to questions and answer
- Giving an impromptu speech

WHO SHOULD ATTEND

This seminar is recommended for every executive who must speak in front of groups, make presentations, sell ideas to others or face cameras and microphones.

3-Day In-Person Schedule

May 1-3	New York, NY
June 24-26	Chicago, IL
July 10-12	New York, NY

Live Online Schedule

May 1-3	July 30-Aug. 1
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\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2522

ACCREDITATIONS

1.8 CEUs / 18 CLPs

BONUS: YOU'LL ALSO RECEIVE

Video Recording. Please bring your preferred recording device (e.g., phone or tablet) with available storage capacity to class. Your recording is a great way to get instant feedback. You will see yourself improve, relax and refine your techniques with each performance.

AMA's 2-Day Business Writing Workshop

This business writing workshop provides you with basic formats and formulas for tackling any kind of writing task—and communicating to your readers what they need to know. You'll streamline your process for effective business writing and save time by focusing on what to write instead of how to write it.

HOW YOU'LL BENEFIT

- Quickly organize your thoughts and generate content
- Eliminate numerous time-consuming revisions
- Rid your writing of “fluff,” so you'll generate concise content

WHAT YOU'LL COVER

- Applying formats and formulas for various requirements
- Structuring your document using information modeling
- Identifying your reader's needs and expectations to establish purpose and focus
- Editing and proofreading the final version

Note: You may also choose to bring an existing sample writing piece for one-on-one feedback.

Live Online Schedule

May 13-14	July 18-19
June 24-25	Aug. 12-13

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2211

ACCREDITATIONS

1.2 CEUs / 12 PDU
12 CLPs



12 Power Skills PDUs
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See page 106 for more details.

WHO SHOULD ATTEND

Those who need to save time by streamlining their writing process.

Effective Technical Writing

Covering a broad range of industries, you'll get a battery of tools and techniques to help you jumpstart the writing process on any challenging technical writing endeavor. Learn to defeat writer's block, procrastination and writer's anxiety, and get hands-on experience improving your technical writing ESP—efficiency, sufficiency and proficiency.

HOW YOU'LL BENEFIT

- Create a full range of technical documents with solid structures
- Use templates to quickly start the writing process
- Prepare detailed messages for technical and nontechnical readers
- Edit language for precision, clarity and conciseness

WHAT YOU'LL COVER

- Employing the standards of technical writing
- Assessing your own writing style based on the audience
- Organizing ideas and messages and visual information

WHO SHOULD ATTEND

Engineers, scientists and IT/computer professionals.

Live Online Schedule

May 20-21	July 15-16
June 24-25	Aug. 22-23

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2216

ACCREDITATIONS

1.2 CEUs / 12 PDU



12 Power Skills PDUs
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See page 106 for more details.

Business Writing Made Simple

This practical course comes packed with exercises and offers immediate feedback to help you quickly develop this crucial skill. Learn a simple process for crafting a clear and concise message and get hands-on practice writing for the results you want—in the correct tone—and with complete clarity and precision. You'll also review correct grammar, punctuation and spelling.

HOW YOU'LL BENEFIT

- Write clear, concise and effective documents that get real results
- Persuade resistant readers to act on your recommendations
- Deliver difficult messages in tactful ways
- Avoid common grammar, punctuation and writing errors

WHAT YOU'LL COVER

- Understanding the basics of effective business writing
- Getting through writer's block by harnessing the P-O-W-E-R writing process
- Writing a persuasive business case
- Delivering bad news and unpopular messages

WHO SHOULD ATTEND

All professionals who want to learn and practice a fast, simple, proven approach to essential and effective business writing.

Live Online Schedule

May 21	July 25
June 17	Aug. 26

\$1,495 / AMA Members \$1,345 / GSA \$1,274
AMA Members Save \$150

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2829

ACCREDITATIONS

0.6 CEUs / 6 PMUs

AMA's Business Grammar Workshop

This course is the perfect and painless solution to refresh your knowledge of grammar and punctuation and know what's grammatically correct. In this hands-on course, you'll work with seminar colleagues to apply what you've learned so you can return to your job with the confidence of a writing pro.

HOW YOU'LL BENEFIT

- Produce coherent sentences that quickly get to the point
- Apply simple, effective tips for proper grammar, usage and punctuation
- Proofread business messages correctly
- Use rules of Standard English to critique your own writing

WHAT YOU'LL COVER

- Recognizing common verb mistakes: tense, mood, subject-verb agreement
- Finding typical (and not-so-typical) errors in grammar
- Building and deconstructing grammatically correct sentences
- Working with "exceptions to the rule"

Live Online Schedule

June 13-14	Aug. 8-9
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\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2121

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

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

Management Skills for New Managers

Cultivate effectiveness, lead with excellence and transform your team for breakthrough results.

YOUR IMMEDIATE TAKEAWAY

- ▶ Become a master delegator—and be free to lead
- ▶ Learn to adapt your style for the employee
- ▶ Give feedback without causing defensiveness

Successful managers get things done. Learn the art of management that will set you apart—FAST. Using extensive guided role-plays, self-audits and in-depth skills exercises, you will explore motivation, delegation, coaching, communication, performance management and leadership.

Take this course to fill your skill gaps and elevate your team—and your career—to new levels of greatness. Be ready to apply what you learn and return to work with new knowledge, insights and practical methods to help you be a successful and effective new manager.

HOW YOU'LL BENEFIT

- Boost your confidence level as a new manager
- Manage your co-located and virtual team skillfully
- Shift gears, deal with change and make decisions with more ease
- Match your leadership style to your employees' development needs
- Increase your flexibility and adaptability to lead a diverse workforce
- Develop a climate that fosters motivation and camaraderie
- Provide clear vision and direction for your employees
- Equip your team with the resources they need to be effective
- Help employees solve problems and overcome barriers confidently

WHAT YOU'LL COVER

- Learning your role as manager: exhibiting qualities and abilities required for effective management
- Practicing the skills of continuous performance management
- Discovering SLII®—the art of influencing others, to enhance your flexibility and adaptability to lead a diverse workforce
- Matching your leadership style to your employees' development needs
- Getting the micro skills of coaching for performance using the AMA Guide
- Building a motivational climate so your employees can thrive
- Delegating for growth and development

WHO SHOULD ATTEND

Managers with 1 to 3 years of management experience.

ADDITIONAL COURSE FEATURES

Self-audits on performance management, technology, coaching, diversity and inclusion, as well as delegation and global awareness

A process for coaching behavioral challenges and conducting a delegation discussion

A self-reflection worksheet on business ethics

Performance alignment conversations

An AMA digital asset on motivation and delegation

A motivational climate worksheet



RAY WHITE, AMA FACULTY

“Effective and positive class for me. This has really helped me get both feet in the door in my young management career and has given me the right tools to handle all situations. Ray was an excellent presenter providing real world examples, problems, and solutions and was a professional and engaged as they come.”

—Jared Z., Plant Engineer

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUs / 12 CLPs / 12 PMUs

RECOMMENDED CPE CREDIT:	14 hours/Basic
PREREQUISITES:	Managers with 1 to 3 years of experience
ADVANCE PREPARATION:	Online pre- and post-assessment
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Communication & Marketing, Business Management & Organization, Personal Development



12 Power Skills PDUs
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See page 106 for more details.



This course is valid for 12 PMUs.
12 Relationship Management [RM]

BONUS: A FREE Manager's Toolkit is included with your course registration

2-Day In-Person Schedule

May 6-7	Chicago, IL
May 6-7	Anaheim, CA
May 9-10	New York, NY
May 13-14	Houston, TX
May 20-21	Atlanta, GA
June 3-4	San Francisco, CA
June 6-7	Arlington, VA
June 12-13	Dallas, TX
June 20-21	New York, NY
July 8-9	Chicago, IL
July 15-16	New York, NY
July 18-19	Boston, MA
July 22-23	Denver, CO
July 29-30	San Francisco, CA
July 31-Aug. 1	Fort Lauderdale, FL
Aug. 5-6	Seattle, WA
Aug. 5-6	Arlington, VA
Aug. 8-9	New York, NY
Aug. 21-22	Chicago, IL

Live Online Schedule

May 7-10	July 9-10
May 16-17	July 18-19
May 28-29	July 29-30
June 3-4	Aug. 5-13
June 10-11	Aug. 15-16
June 13-21	Aug. 26-27
June 24-25	

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

VIEW FULL DETAILS & REGISTER
amanet.org/2238

Next Step Courses

- ▶ **Successfully Managing People**
SEMINAR #2295
- ▶ **Managing Chaos** / SEMINAR #2261
- ▶ **Fundamentals of Finance and Accounting for Non-Financial Managers** / SEMINAR #2218

Making the Transition to Management

Be a great boss from the start of your management career.

YOUR IMMEDIATE TAKEAWAY

- ▶ Know what's expected of you
- ▶ Become more self-aware, understand your style and develop your people skills
- ▶ Effectively manage your former colleagues

Your former peers are now your direct reports. Do you know how to adopt the mindset of a manager, let go of your previous role and get work done through others? Communicate your priorities to your team? Set mutual goals so you can increase productivity?

Now you can lay the foundation for your management career and learn how to apply the tools to make the transition into your new role. Discover how to get more done with fewer resources, motivate your direct report and influence others without authority. Gain the confidence to plan, organize, coach, motivate, delegate and communicate effectively. Examine your style and the styles of others using the DiSC® assessment tool and practice alternative ways to manage or interact for best results.

HOW YOU'LL BENEFIT

- Understand your new managerial responsibilities—and make a quick, effective transition to your new role
- Establish credibility and effective work styles
- Build alliances with peer managers
- Master the basic management concepts of coaching, communication, motivation, delegation and performance management
- Practice your listening and feedback skills
- Become an effective member of the management team

WHAT YOU'LL COVER

- Adopting a new manager mindset
- Knowing the expectations of your boss, subordinates, peers and clients
- Understanding the business, yourself and others
- Building effective relationships and interpersonal skills
- Setting SMART goals and initiatives
- Getting an overview of delegation techniques, knowledge and attitudes
- Applying methods for setting priorities
- Creating solutions to management challenges

2-Day In-Person Schedule

May 30-31	New York, NY
June 24-25	San Francisco, CA
July 1-2	New York, NY
July 17-18	Chicago, IL
Aug. 5-6	Houston, TX
Aug. 19-20	Arlington, VA

Live Online Schedule

May 30-31	July 11-12
June 20-21	

\$2,595 / AMA Members \$2,345 / GSA \$2,221
 AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2231

ACCREDITATIONS

1.2 CEUs / 12 PMUs / 12 CLPs



This course is valid for 12 PMUs.
 3 Professional Effectiveness [PE]
 9 Relationship Management [RM]

WHO SHOULD ATTEND

Newly appointed or prospective managers with less than 1 year of management experience who need to quickly learn and apply basic management skills.

BONUS: A FREE Manager's Toolkit is included with your course registration

Successfully Managing People

You have the desire, now get the skills you need to lead.

YOUR IMMEDIATE TAKEAWAY

- ▶ Resolve team conflict using emotional intelligence
- ▶ Listen to people in order to influence them
- ▶ Help your direct reports stay motivated to do increasingly demanding work

This is your course to motivate every member of your team—even if they don't share your values. You'll get the tools to resolve team conflict using emotional intelligence. Get more from your team by adapting your management style to every situation and eliminate friction before or soon after. Plus, you'll learn to use positive and corrective feedback to turn problem employees around and maximize productivity.

HOW YOU'LL BENEFIT

- Flex your management and personal style for impactful work relationships
- Tailor your approach to motivate and empower different types of people
- Apply ethical leadership and set ethical standards throughout your work group
- Recognize the role of values in managing and influencing people
- Apply the principles of emotional intelligence to elevate you to a new level of effectiveness

WHAT YOU'LL COVER

- Recognizing the challenges of being a manager today
- Understanding values, ethical leadership and organizational culture
- Delving into the strengths, limitations and insights of your DISC profile
- Tailoring your motivational efforts to individual employees and situations
- Practicing key communication skills for managers
- Dealing with difficult employees and turning them around
- Developing a strategy for improving your emotional intelligence

WHO SHOULD ATTEND

Managers and those with management responsibilities whose success depends on clear communication, a cooperative attitude and commitment to shared goals.

BONUS: A FREE Manager's Toolkit is included with your course registration

2-Day In-Person Schedule

May 2-3	San Francisco, CA
May 23-24	Arlington, VA
June 6-7	Houston, TX
June 25-26	New York, NY
July 15-16	Arlington, VA
July 25-26	Dallas, TX
Aug. 15-16	San Francisco, CA
Aug. 19-20	Lake Buena Vista, FL

Live Online Schedule

May 9-10	July 8-11
May 20-21	July 22-23
June 3-4	Aug. 8-9
June 13-14	Aug. 19-20
June 24-25	

\$2,795 / AMA Members \$2,495 / GSA \$2,363
 AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2295

ACCREDITATIONS

1.2 CEUs / 12 CPEs / 12 PDUUs / 12 PMUs / 12 CLPs

RECOMMENDED CPE CREDIT:	14 hours/Intermediate
PREREQUISITES:	None
ADVANCE PREPARATION:	Online pre- and post assessment
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Communication & Marketing, Personal Development



12 Power Skills PDUs
 Reproduced with the permission of PMI.

See page 106 for more details.



This course is valid for 12 PMUs.
 5 Professional Effectiveness [PE]
 7 Relationship Management [RM]

Making the Transition from Staff Member to Supervisor

Avoid “growing pains” as you step up to new responsibilities.

YOUR IMMEDIATE TAKEAWAY

- ▶ Get comfortable in your new role and know what’s expected
- ▶ Manage diverse groups encompassing multiple generations
- ▶ Address different behavioral styles to avoid conflict

One day you’re sharing stories with your work friends, the next you’re assigning them work and reviewing their performance. And that’s one of the easier changes you’ll need to make as a new supervisor.

Now you can adopt new habits so you can take on any task and bring your best self to the job! Get the secrets and essential skills of managing people, from delivering corrective feedback and coaching to conflict resolution and delegation. With expertly guided hands-on practice, you’ll gain confidence and know-how you can use right away. You’ll also develop a personalized game plan mapping the steps to help you reap the rewards of being a new supervisor.

HOW YOU’LL BENEFIT

- Create a new game plan for growth
- Identify short-term wins and critical issues to be addressed
- Avoid pitfalls of your new status and responsibilities
- Let go of your former role and establish your credibility
- Adjust your behavioral style to give yourself a winning edge
- Use the instant feedback model to build a successful coaching relationship
- Overcome your fears of turning over responsibilities and authority
- Control your emotions and think strategically when dealing with conflicts
- Delegate work to your team effectively
- Be definite and decisive in managing and protecting your time

WHAT YOU’LL COVER

- Making a change and letting go of your old role
- Meeting the expectations of your boss, your direct reports, senior management and former peers
- Setting goals to get you to the next level of performance
- Managing employee performance and training your team
- Flexing your personal style to build more effective relationships
- Delivering supportive and corrective feedback to your employees
- Managing conflict and disagreement with greater ease
- Applying techniques to delegate work to your team
- Managing and protecting your time

WHO SHOULD ATTEND

- Newly promoted supervisors with less than 1 year of experience in this position
- Process and production supervisors

SPECIAL FEATURES

Useful tips to help your customers understand or figure out what they want

Techniques for gathering SMART project and product requirements

Easy-to-use template to collect status from team members

Hands-on practice to create and present a management status report

Project meeting minutes worksheet

Project closure checklist



JENNIFER WEBB, AMA FACULTY

“ Jennifer was incredible and a wealth of knowledge. The advice, modules and feedback provided made for an enjoyable class. My transition from staff member to supervisor is now more seamless. I have more tools to help me succeed. ”

—Michael R., Supervisor

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: Newly promoted supervisors with less than 1 year experience in this position

ADVANCE PREPARATION: None

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Communication & Marketing, Business Management & Organization, Personal Development

2-Day In-Person Schedule

May 2-3	Atlanta, GA
May 20-21	Houston, TX
May 30-31	Arlington, VA
June 13-14	Chicago, IL
June 17-18	San Francisco, CA
June 24-25	New York, NY
July 8-9	Philadelphia, PA
July 18-19	Dallas, TX
July 29-30	Atlanta, GA
Aug. 8-9	Arlington, VA
Aug. 26-27	New York, NY

Live Online Schedule

May 6-7	July 9-10
May 16-17	July 22-23
May 30-31	Aug. 8-9
June 10-11	Aug. 26-27
June 24-25	

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250

VIEW FULL DETAILS & REGISTER
amanet.org/2243

Next Step Courses

- ▶ **Management Skills for New Supervisors**
SEMINAR #2248
- ▶ **Delegation Boot Camp** / SEMINAR #2819
- ▶ **Responding to Conflict** / SEMINAR #2115

BONUS: A FREE Manager's Toolkit is included with your course registration

Management Skills for New Supervisors

Balance conflicting demands while creating an atmosphere of creativity, enthusiasm and commitment.

YOUR IMMEDIATE TAKEAWAY

- ▶ Apply the most appropriate supervisory style to each individual and situation
- ▶ Learn techniques to cope with difficult employees
- ▶ Effectively plan, organize, communicate and monitor results

You're at a critical juncture in your career, where your supervisory style must work for you and be adaptable to different situations and people. This hands-on course will help you master the nuts and bolts of your supervisory responsibilities, including managing former peers and bosses.

HOW YOU'LL BENEFIT

- Embrace your new role and fulfill expectations
- Maximize productivity by capitalizing on individual differences
- Conduct performance appraisals effectively and give constructive criticism
- Communicate effectively with staff, colleagues and bosses
- Use delegation for effective employee development and motivation
- Understand your legal responsibilities

WHAT YOU'LL COVER

- Gaining in-depth knowledge of different supervisory styles and how/when to use each one
- Managing up: adapting and developing relationships with your manager
- Managing diversity, inclusion and creating a motivational work environment
- Knowing your ethical responsibilities and making ethical decisions
- Practicing your communication effectiveness
- Coaching, managing and conducting performance appraisals

WHO SHOULD ATTEND

New supervisors with 1 to 2 years of supervisory experience as well as process and production supervisors.

BONUS: A FREE Manager's Toolkit is included with your course registration

2-Day In-Person Schedule

May 16-17	Dallas, TX
May 20-21	Anaheim, CA
May 28-29	New York, NY
June 6-7	Atlanta, GA
June 24-25	Arlington, VA
July 24-25	New York, NY
July 25-26	Chicago, IL
Aug. 12-13	Arlington, VA
Aug. 19-20	Philadelphia, PA

Live Online Schedule

May 6-7	July 11-12
May 20-21	July 29-30
June 4-7	Aug. 12-13
June 27-28	Aug. 28-29

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250

VIEW FULL DETAILS & REGISTER
amanet.org/2248

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUs / 12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: Supervisors with fewer than 5 years of supervisory experience

ADVANCE PREPARATION: Online pre- and post assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Communication & Marketing, Business Management & Organization, Personal Development



12 Power Skills PDUs
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See page 106 for more details.

Leadership Skills for Supervisors

Explore how to maintain technical expertise while demonstrating the right type of supervisory leadership. With this course, you'll learn the personal, interpersonal and group skills to be influential in one-on-one situations, facilitate group performance and be an effective leader.

HOW YOU'LL BENEFIT

- Analyze your own style of behavior and recognize your strengths/weaknesses
- Become more effective at influencing others
- Hold performance discussions that result in changed behavior and enhanced productivity

WHAT YOU'LL COVER

- Learning how to empower yourself and your staff
- Analyzing effective listening processes and skills
- Coaching, mentoring and giving constructive feedback
- Using decision-making tools for effective leadership
- Understanding teams vs. work groups: learning to lead and build personal effectiveness

3-Day In-Person Schedule

May 15-17 Chicago, IL
July 22-24 Arlington, VA

Live Online Schedule

June 19-21 Aug. 5-7

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2517

ACCREDITATIONS

1.8 CEUs / 18 CLPs

WHO SHOULD ATTEND

Supervisors seeking to develop the individual, group and one-on-one leadership skills to keep up with evolving management roles and responsibilities.

Get Your Free Manager's Toolkit

when you purchase an eligible AMA Management course



ON-DEMAND LESSONS

Specially curated, practical learning on key management topics



INFOGRAPHICS

Helpful guides and tips on best management practices



WHITEPAPERS & ARTICLES

Top-priority insights and research for today's managers



www.amanet.org/Toolkit

The 7 Habits for Managers®: Essential Skills and Tools for Leading Teams

AMA is the exclusive provider of FranklinCovey classroom seminars.

Cultivate effectiveness, lead with excellence and transform your team for breakthrough results.

YOUR IMMEDIATE TAKEAWAY

- ▶ Define the contribution you want to make
- ▶ Discover how to motivate and lead effectively
- ▶ Actualize your vision of management success

Changing ineffective behaviors to effective behaviors will benefit everyone in your organization. The 7 Habits® can not only help you better manage yourself, but also learn to lead others and unleash team potential. Attend this powerful 2-day workshop and discover the same principles that have led the world's foremost business leaders to their dreamed-of professional and business success.

HOW YOU'LL BENEFIT

- Define the contribution you want to make and what you want to accomplish as a manager
- Enhance your leadership abilities and reach your full potential your team
- Communicate effectively and raise the levels of trust and fulfillment within your team

WHAT YOU'LL COVER

- **Habit 1: Be Proactive**—Become a resourceful, innovative manager
- **Habit 2: Begin with the End in Mind**
- **Habit 3: Put First Things First**—Focus on top priorities
- **Habit 4: Think Win-Win**—Cultivate enthusiasm with performance measurements
- **Habit 5: Seek First to Understand, Then Be Understood**
- **Habit 6: Synergize**—Understand how differences can contribute to innovative solutions
- **Habit 7: Sharpen the Saw**—Renewing yourself mentally and physically

WHO SHOULD ATTEND

Managers who are seeking to become more effective, build better relationships and help their organization succeed.

BONUS: A FREE Manager's Toolkit is included with your course registration

2-Day In-Person Schedule

May 6-7	Atlanta, GA
May 6-7	Chicago, IL
May 13-14	Arlington, VA
May 22-23	San Francisco, CA
June 17-18	New York, NY
June 17-18	Philadelphia, PA
July 15-16	New York, NY
July 29-30	Atlanta, GA
Aug. 5-6	Chicago, IL
Aug. 19-20	Dallas, TX

Live Online Schedule

May 6-7	July 8-9
May 13-14	July 22-23
May 22-23	Aug. 1-2
June 3-4	Aug. 15-16
June 13-14	Aug. 26-27
June 24-25	

\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2602

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUs / 12 CLPs


RECOMMENDED CPE CREDIT: In-Person: 14 hours/
 Intermediate
 Live Online: 9 hours/
 Intermediate

PREREQUISITES: Familiarity with the 7 Habits framework

ADVANCE PREPARATION: None

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—
 Communication & Marketing,
 Personal Development

 **12 Power Skills PDUs**
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 See page 106 for more details.

Managing the “Unmanageable”: Tough People, Tough Situations

Best Seller

One of the toughest parts of a manager's job is dealing with and turning around problem employees. In this course, you'll gain skills and tools for resolving situations and keeping problems from getting out of hand. You'll also work through your toughest situations with the help of guided role-plays, exercises and skill practice sessions.

HOW YOU'LL BENEFIT

- Motivate over-taxed and “burned out” employees
- Address multi-cultural and multi-generational conflict
- Prepare for a potentially confrontational conversation productively

WHAT YOU'LL COVER

- Understanding and applying fact-specific performance and corrective action do's and don'ts
- Identifying differences between terminations for cause and resignations by mutual consent
- Leveraging workplace security options and resources

Improving Your Managerial Effectiveness

Build a high-performing team by becoming a learning leader and partner. You will gain insights about yourself and your role as a manager, as well as how your behaviors and ability to coach and mentor team members impacts their performance.

HOW YOU'LL BENEFIT

- Adapt your behavioral style for increased effectiveness
- Apply coaching methodologies for greater success
- Navigate your team through conflicts

WHAT YOU'LL COVER

- Improving personal and group effectiveness
- Motivating and engaging your team
- Using the most effective conflict resolution approach

WHO SHOULD ATTEND

Managers with 3 to 5 years of experience.

BONUS: A FREE Manager's Toolkit is included with your course registration

2-Day In-Person Schedule

June 24-25	Arlington, VA
Aug. 1-2	New York, NY

Live Online Schedule

May 9-10	July 10-11
June 17-18	Aug. 5-6

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2290

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Directors, managers, supervisors, team leaders and anyone who manages or directs others.

2-Day In-Person Schedule

May 8-9	Boston, MA
June 26-27	Spring, TX
Aug. 7-8	Spring, TX
Aug. 19-20	Arlington, VA

Live Online Schedule

June 25-26	July 15-16
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\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2508

ACCREDITATIONS

1.2 CEUs / 12 PMUs
12 CLPs



This course is valid for 12 PMUs.
2 Professional Effectiveness [PE]
10 Relationship Management [RM]

AMA Business Boot Camp: Management and Leadership Essentials

Based on the book *AMA Business Boot Camp*, edited by Edward T. Reilly, former President and CEO of AMA.

This comprehensive course encompasses years of AMA's trusted wisdom and training expertise, covering the most vital, time-tested management skills, tools and strategies.

HOW YOU'LL BENEFIT

- Achieve greater success with projects, hiring and delegation
- Communicate with clarity and purpose to boost performance and productivity
- Identify strategic opportunities and take actions to drive growth

WHAT YOU'LL COVER

- Learning how to manage performance
- Recognizing how to manage your projects successfully
- Discovering the importance of strategic planning thinking and leaderships

WHO SHOULD ATTEND

All managers looking to jump-start their careers or reinvigorate their competence and skills in areas crucial to their effectiveness.

Live Online Schedule

May 16-17

Aug. 1-2

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2172

ACCREDITATIONS

1.2 CEUs / 1.2 CLPs

Coaching for Optimal Job Performance

Any employee can reach higher levels of performance, but they need a manager who can coach: one who can routinely observe, assess and interact in ways that develop and maximize their individual effectiveness. Get skills to help them achieve their fullest performance potential.

HOW YOU'LL BENEFIT

- Close the gaps between current and desired performance and outcomes
- Assist and challenge your best performers to greater levels of success
- Integrate coaching seamlessly into daily interaction with your people

WHAT YOU'LL COVER

- Exploring the skills that support effective coaching
- Learning The AMA Coaching Interview Model
- Recognizing key issues related to effective coaching
- Participating in an intensive "coaching lab" with hands-on skills practice

WHO SHOULD ATTEND

Managers who want to improve results and get higher performance from their team.

2-Day In-Person Schedule

June 17-18

New York, NY

Live Online Schedule

May 16-17

Aug. 6-7

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2246

ACCREDITATIONS

1.2 CEUs

Conflict Management Workshop

Those who embrace conflict can build understanding and better relationships—and experience greater personal and professional success. But managing conflict is not easy. Explore your own emotional triggers and learn how to manage difficult encounters with diplomacy and tact.

HOW YOU'LL BENEFIT

- Build trust and credibility with colleagues and team members
- Leverage potential conflict situations as opportunities to enhance work relationships
- See an improvement in your overall performance through conflict management

WHAT YOU'LL COVER

- Gaining insights into your conflict management style through self-assessment (TKI®)
- Practicing techniques and new skills in a safe environment
- Transferring new skills to your work environment using job aids and other resources

Live Online Schedule

May 21
June 21

July 22

\$1,495 / AMA Members \$1,345 / GSA \$1,274
AMA Members Save \$150



VIEW FULL DETAILS & REGISTER
amanet.org/2861

ACCREDITATIONS

0.6 CEUs / 6 CLPs

WHO SHOULD ATTEND

Professionals and managers who want to enhance their ability to deal with conflict situations productively.

Delegation Boot Camp

Best Seller

To simply delegate work is not as easy as it seems. Get real-world practice in delegation strategies that will reduce your stress level, empower your staff and build morale.

HOW YOU'LL BENEFIT

- Exhibit greater competence and confidence in assigning work and responsibilities
- Foster greater teamwork, cooperation and collaboration
- Prevent miscommunication when setting tasks and expectations
- Empower and motivate staff to handle more difficult assignments

WHAT YOU'LL COVER

- Recognizing repercussions of poor delegation and avoiding common mistakes
- Learning what and to whom to assign, when to start, and how to maintain control and give feedback
- Applying quality management and accountability

Live Online Schedule

May 21
June 17

July 9
Aug. 12

\$1,495 / AMA Members \$1,345 / GSA \$1,274
AMA Members Save \$150



VIEW FULL DETAILS & REGISTER
amanet.org/2819

ACCREDITATIONS

0.6 CEUs / 6 CLPs

WHO SHOULD ATTEND

Managers, supervisors, project managers and team leaders who have direct reports or who work in a team environment.

Managing Hybrid Teams

Learn specific skills and strategies to build a cohesive, effective, inclusive, and productive group of people who can adhere to priorities—and are ready, willing and able to deliver on performance and results.

HOW YOU'LL BENEFIT

- Strengthen your presence and credibility
- Establish effective routines, expectations and accountability
- Conduct outstanding meetings with your hybrid teams
- Learn new ways to be more inclusive and approachable

WHAT YOU'LL COVER

- Recognizing different aspects and implications of communication between in-person and online team members
- Overcoming your biases and preconceptions
- Practicing new behaviors to your advantages

Live Online Schedule

June 25

\$1,495 / AMA Members \$1,345 / GSA \$1,274
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2254

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

This program is for managers leading hybrid teams (in-office and remotely, including different locations, time zones and cultures).

COMPLIMENTARY

Seminar Previews

Test-Drive Our Top Courses Today!

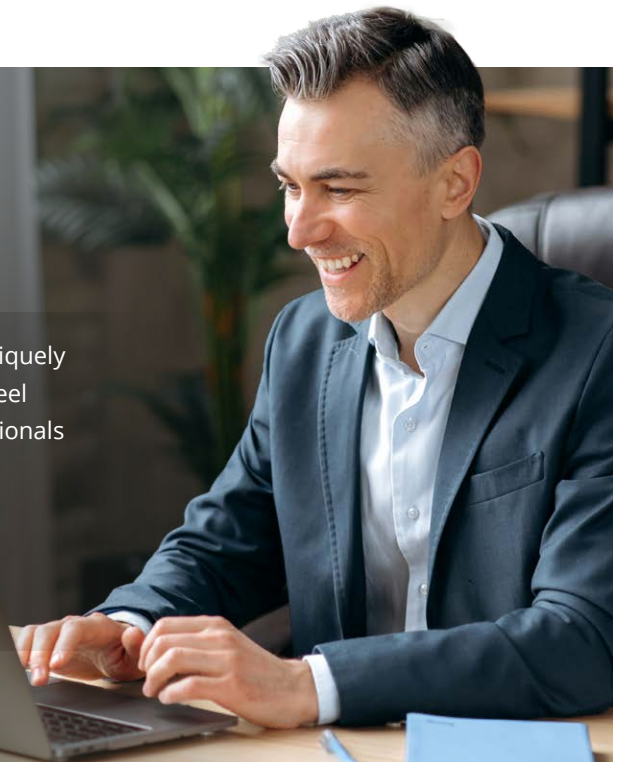
Take the first step toward greater success by sampling our uniquely immersive, instructor-led training. In 30 minutes, you'll get a feel for the caliber of our content and faculty and see why professionals choose AMA to build new skills.

Start with our Best Sellers:

- ▶ Management Skills for New Managers (AMA's #1 Course)
- ▶ How to Communicate with Diplomacy, Tact and Credibility



Explore 30+ Free Previews Now



Moving from an Operational Manager to a Strategic Leader

Can you make the leap to where you want to be?

YOUR IMMEDIATE TAKEAWAY

- ▶ Develop a strategic leader's approach to how you work
- ▶ Understand your organization's big-picture view and your role in it
- ▶ Communicate in a more strategic way and sell your ideas upward

Learn to become an innovator, a persuasive player and a champion of strategic change. This seminar gives you the right practice to close the gap between where you are now and where you want to be. You'll conduct SWOT analysis, leverage key prospects for strategic opportunities and inspire risk taking and innovation.

Make your mark. This training course gives you the skills to add value to your organization and move your team forward decisively.

HOW YOU'LL BENEFIT

- Inspire and direct your team to greater readiness and competitiveness
- Anticipate and innovate strategies to link strategic vision to core capabilities
- Recognize opportunities to influence and create strategic alliances
- Use strategic thinking to identify key strengths and weaknesses in your work group
- Encourage and support risk taking and innovation at all levels
- Develop persuasive skills to sell your strategic ideas

WHAT YOU'LL COVER

- Balancing operational and management skills
- Developing a strategic leader's approach for your own work environment
- Applying a SWOT analysis to your team and forming a powerful vision statement
- Forming strategic insights: continually examining "what you do," "how you do it," "how it can be improved"
- Encouraging innovative solutions
- Communicating your strategic plan

WHO SHOULD ATTEND

Managers with 5 years or less of management experience who want to move into a more strategic role.

2-Day In-Person Schedule

May 2-3	New York, NY
June 17-18	Houston, TX
July 15-16	Atlanta, GA
Aug. 1-2	New York, NY

Live Online Schedule

May 20-21	July 9-10
June 25-26	Aug. 19-22

\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2242

ACCREDITATIONS

1.2 CEUs / 12 PHR/SPHRs / 12 PDCs / 12 CLPs



This program has been approved for 12 HR General recertification credit hours toward a PHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP™ or SHRM-SCP™.

BONUS: A FREE Manager's Toolkit is included with your course registration

Certified Professional in Management Exam Prep Course

Attain and master essential core skills associated with successful business management.

YOUR IMMEDIATE TAKEAWAY

- ▶ Build essential management skills
- ▶ Learn how the skills align to a body of knowledge
- ▶ Get expert feedback on the skills you develop

Learn and practice foundational management skills and prepare for the **AMA Certified Professional in Management®** exam. In this course, you will explore the skills required for well-rounded, successful managers in today's business environment.

These skills are based on the comprehensive Management Body of Knowledge. You'll gain a thorough preparation for taking the exam which can qualify you to be designated as an **AMA Certified Professional in Management®**.

HOW YOU'LL BENEFIT

- Gain the essential skills needed to be an effective and successful manager
- Become a more well-rounded manager
- Increase your knowledge across multiple areas aligned with the AMA Standard in Management™ competency framework
- Increase your worth as a manager and add more your value to the organization
- Learn in an interactive environment where you will practice what you learn

WHAT YOU'LL COVER

- **Professional Effectiveness:** Communication, Emotional Intelligence, Presentation Skills
- **Relationship Management:** Coaching for Performance, Collaboration and Team Development, Conflict Management, Delegation, Influence, Managing Change, Motivation
- **Business Acumen:** Customer Focus, Financial Acumen, Project Management, Talent Management
- **Analytical Intelligence:** Critical Thinking, Managing and Mastering Data

Live Online Schedule

May 20-23	July 8-11
June 17-20	

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2966

ACCREDITATIONS

2.4 CEUs

BONUS: Free hard copy of *The Management Body of Knowledge (MBOK®)* included with registration!

Note: To prepare for the program, we strongly recommend that you read the MBOK® and be ready to discuss and review the components during the instructor led session. Completing the course pre-work will allow you to gain the most benefit from the program and leave better equipped to apply the practices back at work.

WHO SHOULD ATTEND

Career managers seeking to demonstrate their management competency to employers to help increase opportunities for professional advancement.

**Online Proctored Exam
 Now Available**

“ My AMA-CPM credential is going to be a great asset in advancing my career. The preparation course was a great help in focusing on the right material to pass the exam! ”

— S. McMillan, AMA-CPM, Assistant Manager of Contact Center Operations, Advertising Industry

Certified Professional in Management Exam Prep Express

Learn and practice foundational management skills and prepare for the **AMA Certified Professional in Management®** exam.

HOW YOU'LL BENEFIT

- Gain the essential skills needed to be an effective and successful manager
- Increase your knowledge across multiple areas aligned with the AMA Standard in Management™ competency framework
- Increase your worth as a manager and add more value to the organization
- Learn in an interactive environment where you will practice what you learn

WHAT YOU'LL COVER

- Developing communication, emotional intelligence and presentation skills
- Coaching for performance, team development and talent management
- Practicing conflict management, collaboration and managing change
- Delegating, influencing and motivating
- Developing financial acumen, project management and customer focus
- Critically thinking and managing and mastering data

Live Online Schedule

May 6-9

July 15-18

\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2986

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Audience is those who are preparing for AMA-CPM exam.
That's obvious in the title.

2 More Ways to Prep for Your Certification Exam

▶ Certified Professional in Management OnDemand Exam Prep

amanet.org/DG023

Learn key management competencies on your own with this comprehensive AMA-CPM® Prep Course consisting of 17 on-demand lessons, one for each management competency.

17 lessons • 20 minutes each • 0.5 CEUs



▶ AMA-CPM® 3-Step Value Pack amanet.org/DG027

An all-inclusive self-study path to certification. Save up to \$250 (compared to purchasing separately) on the following components with which you can apply, prepare for and take the certification exam:

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- Certification Exam



amanet.org/Certificates



Developing Executive Leadership

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

YOUR IMMEDIATE TAKEAWAY

- ▶ Articulate your vision and value statements with authenticity and passion
- ▶ Inspire trust, boost morale and increase productivity
- ▶ Speak and act with conviction and decisiveness

What does it mean to be an executive leader? It means you're a visionary, a trailblazer, a strategist, a communicator, a coach, a diplomat and a politician. Pride, commitment and camaraderie. Those are the words you use to describe your team. You're able to focus on the big picture and uphold high standards while wearing many hats.

Join your peers in this course to craft your own leadership style, build an extraordinary team and master the competencies of effective executive leadership.

HOW YOU'LL BENEFIT

- Build an executive leadership style that creates trust, sets a clear vision and guides your entire team toward greater performance and profit
- Embrace growth and change to create a compelling vision statement
- Engage and align stakeholders' time, energy and focus behind your strategic direction
- Practice coaching and inspiring your people to deliver outstanding results
- Channel your "emotional intelligence" for greater achievement
- Identify the characteristics of effective leadership
- Prioritize time for yourself and your team for strategy implementation

WHAT YOU'LL COVER

- Exploring your leadership challenges and core leadership beliefs
- Developing your strategic leadership and passionate purpose
- Mastering techniques of self-management and personal productivity
- Becoming intentional in supporting others to become self-reliant problem solvers
- Coaching and inspiring your people to higher levels of performance
- Shaping your organizational culture as a strategic leadership practice
- Learning the art and science of inspirational leadership

WHO SHOULD ATTEND

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

SPECIAL FEATURES

Emotional intelligence self-assessment

One-on-one coaching quick reference guide

Checklist to manage ethical dilemmas

Template to deliver bad news and unpopular changes

Practice building two-way trust

Construct an affinity diagram to boost team creativity and communication



STEVE BARTOMIOLI, AMA FACULTY

“There were a lot of very practical tips and advice, as well as activities that can be brought back to my team. The instructor was also incredibly knowledgeable and had many examples of real life situations to draw upon. He would adjust the course to make sure to spend time on the items we were requesting.”

—Scott K., General Counsel

ACCREDITATIONS

1.8 CEUs / 21 CPEs / 18 PDUUs / 18 PMUs / 18 PDCs / 18 CLPs

RECOMMENDED CPE CREDIT:	21 hours/Intermediate
PREREQUISITES:	Foundation in Leadership
ADVANCE PREPARATION:	Online assessment
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Communication & Marketing, Personal Development



18 Power Skills PDUs
Reproduced with the permission of PMI.

See page 106 for more details.



This course is valid for 18 PMUs.
3 Professional Effectiveness [PE]
11 Relationship Management [RM]
4 Business Acumen [BA]



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP™ or SHRM-SCP™.

3-Day In-Person Schedule

May 14-16	Houston, TX
June 5-7	Arlington, VA
June 24-26	New York, NY
July 15-17	Anaheim, CA
July 31-Aug. 2	Chicago, IL
Aug. 5-7	Atlanta, GA

Live Online Schedule

May 7-10	July 8-10
June 5-7	July 22-24
June 12-14	Aug. 7-9

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300

VIEW SCHEDULE AND REGISTER
amanet.org/2501

Next Step Courses

- ▶ **The Voice of Leadership** / SEMINAR #2130
- ▶ **Leading Leaders** / SEMINAR #2705
- ▶ **Strategic Planning** / SEMINAR #2526

Preparing for Leadership: What It Takes to Lead

Take on new challenges and earn respect, recognition and appreciation.

YOUR IMMEDIATE TAKEAWAY

- ▶ Use your power and influence positively
- ▶ Arrive at winning outcomes when dealing with difficult people
- ▶ Project a dynamic image of a leader

This leadership training course is uniquely designed to help leaders-to-be get ready for their new challenges and responsibilities. You'll discover the heart, soul and mind of true leadership. Through role-playing, self-assessment tests and other leadership training scenarios, you'll explore leadership roles as a strategist, change agent, coach, manager, communicator, mentor and team member. And you'll learn how to develop your unique leadership style for maximum impact.

HOW YOU'LL BENEFIT

- Discover your own unique leadership style
- Determine which leadership attributes you already possess
- Get noticed by learning how to look and talk like a leader
- Find out what people expect and respect in a leader
- Learn how to motivate a team, including "difficult people"
- Protect yourself against the pitfalls of intra-organizational politics

WHAT YOU'LL COVER

- Practicing qualities senior management values in a "leader-to-be"
- Projecting a professional image of a leader
- Building your influence and power
- Identifying strategic alliances inside and outside your organization
- Handling organizational politics with finesse
- Designing your strategies for being noticed and selected to be a leader

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.

2-Day In-Person Schedule

May 14-15	Chicago, IL
May 23-24	Arlington, VA
June 6-7	New York, NY
July 23-24	Atlanta, GA
Aug. 5-6	Arlington, VA
Aug. 15-16	New York, NY

Live Online Schedule

May 14-15	July 15-16
June 3-4	Aug. 5-6
June 24-25	

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2536

ACCREDITATIONS

**1.2 CEUs / 14 CPEs / 12 PDUs / 12 CAEs / 12 PMUs
12 CLPs**

RECOMMENDED CPE CREDIT: 14 hours/Intermediate

PREREQUISITES: Foundation in Leadership

ADVANCE PREPARATION: Online assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Personal Development



12 Power Skills PDUs

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See page 106 for more details.



As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 12 credits toward your CAE application or renewal professional development requirements.



This course is valid for 12 PMUs.
3 Professional Effectiveness [PE]
9 Relationship Management [RM]

Leading with Emotional Intelligence

Ignite commitment and help your employees reach their greatest potential.

YOUR IMMEDIATE TAKEAWAY

- ▶ Create more impactful and lasting relationships
- ▶ Foster greater achievement and resilience
- ▶ Apply emotional intelligence to reduce conflict

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 is the engine to ignite commitment so you can help your employees reach their greatest potential.

HOW YOU'LL BENEFIT

- 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

WHAT YOU'LL COVER

- Applying emotionally intelligent speaking and listening skills to leadership
- Assessing your personal credibility quotient to influence others
- Encouraging emotionally intelligent collaboration practices
- Managing change and resistance with an emotionally intelligent inspiration plan
- Identifying emotionally intelligent leadership communication strategies
- Using emotionally intelligent mindfulness practices when team members experience stress

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.

3-Day In-Person Schedule

May 1-3	Atlanta, GA
May 20-22	Boston, MA
June 3-5	New York, NY
June 10-12	Dallas, TX
Aug. 5-7	Chicago, IL
Aug. 14-16	New York, NY

Live Online Schedule

May 20-22	July 24-26
June 24-26	Aug. 5-7
July 8-10	

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2133

ACCREDITATIONS

1.8 CEUs / 18 PDUUs / 18 PHR/SPHRs / 18 PMUs
18 PDCs



18 Power Skills PDUUs
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See page 106 for more details.



This program has been approved for **18 HR General recertification credit hours** toward a PHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.



This course is valid for **PMUs**.
12 Professional Effectiveness [PE]
6 Relationship Management [RM]



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CPSM or SHRM-SCPSM.

The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results

People need to hear what you have to say.

YOUR IMMEDIATE TAKEAWAY

- ▶ Find your voice—authentic, powerful and relevant
- ▶ Get buy-in, even from those who initially resist
- ▶ Communicate effectively in tough situations

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 leadership communication training is uniquely designed to strengthen your leadership communication skills modeled on the world's best communicators. You'll learn practical techniques to shape your leadership messages, hone an authentic leadership voice and engage in powerful conversations that achieve results.

HOW YOU'LL BENEFIT

- Improve your leadership communication skills
- Build greater buy-in, trust and loyalty
- Demonstrate grace under fire and defuse tension
- Overcome resistance to change
- Motivate followers and inspire them to action
- Rally support in difficult situations

WHAT YOU'LL COVER

- Finding your leadership voice
- Crafting compelling messages that inspire action and produce results
- Creating a winning setting for your key messages
- Generating presence and charisma that command respect
- Influencing and inspiring others to action
- Practicing authentic coaching, counseling and mentoring sessions
- Addressing tough and touchy topics in ways that defuse tension

WHO SHOULD ATTEND

Executives, experienced managers and anyone who aspires or is expected to provide leadership.

3-Day In-Person Schedule

May 8-10	Atlanta, GA
June 24-26	New York, NY
July 10-12	Arlington, VA
Aug. 26-28	San Francisco, CA

Live Online Schedule

May 20-22	July 29-31
June 10-12	Aug. 21-23
June 24-26	

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2130

ACCREDITATIONS

1.8 CEUs / 21 CPEs / 18 PDUs / 18 CAEs / 18 PMUs / 18 CLPs

RECOMMENDED CPE CREDIT:	21 hours/Advanced
PREREQUISITES:	Foundation in Leadership
ADVANCE PREPARATION:	Online pre- and post-assessment
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Communication & Marketing



18 Power Skills PDUs
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See page 106 for more details.



As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 18 credits toward your CAE application or renewal professional development requirements.



This course is valid for 18 PMUs.
 10 Professional Effectiveness [PE]
 8 Relationship Management [RM]

The 13 Behaviors of High-Trust Leaders

By FranklinCovey—now available through AMA.

Every interaction, project and initiative is affected positively or negatively by trust. Attend this highly interactive seminar for leaders and gain invaluable tools to increase your personal credibility. The promise: You'll be better able to manage change and lead high-performing teams that are agile, collaborative, innovative and engaged, more committed and accountable to results.

HOW YOU'LL BENEFIT

- Increase your personal credibility and inspire trust
- Align your team, symbols, systems and processes with principles of high trust
- Improve your team's reputation

WHAT YOU'LL COVER

- Learning the three dimensions of creating trust
- Increasing your own personal credibility, and modeling trust
- Practicing the 13 Behaviors to create a high-trust culture
- Practicing key conversations to build trust with new and existing employees; repairing trust when it has been lost

Live Online Schedule

June 3-4

Aug. 7-8

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2604

ACCREDITATIONS

0.7 CEUs / 7 CLPs

WHO SHOULD ATTEND

Leaders who wish to increase speed and decrease costs by creating and working in a culture of high trust.

Building a Culture of Innovation for Hybrid and Virtual Teams

For leaders like you whose team is co-located, remote or a combination, you've got to be ready to implement the next set of actions to build a culture in which innovation, creativity and collaboration can thrive regardless of any physical boundaries separating employees.

HOW YOU'LL BENEFIT

- Get familiar with connecting team dynamics and innovation
- Identify current drivers and barriers to innovation
- Imagine a new culture of innovation
- Develop an implementation plan for your team or organization

WHAT YOU'LL COVER

- Exploring the types of culture that lead to innovation
- Recognizing the factors that undermine or kill creativity
- Exploring the role of leaders in shaping the culture
- Scaling innovation in hybrid teams

Live Online Schedule

June 13-14

Aug. 15-16

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2250

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Team leaders and professionals working in hybrid, virtual or flexible work environments, as well as those who need effective solutions to help them collaborate and innovate with greater success.

Leading Virtual Teams

Blended Learning

When it comes to the success of a virtual team, the buck stops with the team leader. Learn to leverage the advantages of a virtual team while building trust and making authentic connections with team members. You will then apply and reinforce the learning through case studies, team discussions and other activities led by your expert course leader.

HOW YOU'LL BENEFIT

- Cultivate your virtual leadership presence
- Enhance emotion-reading skills to support trust building
- Select the appropriate technology for specific types of tasks
- Coach and provide feedback virtually
- Become more effective at leading virtual meetings

WHAT YOU'LL COVER

- Recognizing the unique differences among building virtual, remote and co-located teams
- Creating and sustaining trust in a virtual team
- Understanding how different technologies support virtual work

Live Online Schedule

May 6-7

July 8-9

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2280

ACCREDITATIONS

1.2 CEUs / 12 PMUs
12 CLPs



This course is valid for 12 PMUs.
 3 Professional Effectiveness [PE]
 9 Relationship Management [RM]

WHO SHOULD ATTEND

Experienced managers and leaders, project managers currently leading virtual teams, and professionals who are transitioning into virtual leadership roles.

Coaching from a Distance: Techniques for Developing Your Team in the Virtual World

Business can be conducted almost anywhere. That means you must develop an entirely new battery of skills—from innovative ways of listening to new measures of coaching success. This course covers four dynamic lessons, with a sharp focus on skill-building and modeling techniques that will enable coaches to move their teams to the next level of excellence.

HOW YOU'LL BENEFIT

- Diagnose the specific kind of coaching that the situation requires
- Develop critical listening skills—to “hear between the lines”
- Make the right connections to foster cohesion and teamwork
- Execute your strategy with the appropriate set of strategies

WHAT YOU'LL COVER

- Blending coaching tasks, emotional intelligence and coaching skills
- Preparing and planning for virtual coaching
- Applying team coaching principles to real situations

Live Online Schedule

June 24-25

Aug. 5-6

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2559

ACCREDITATIONS

1.2 CEUs / 12 PMUs
12 CLPs



This course is valid for 12 PMUs.
 12 Relationship Management [RM]

WHO SHOULD ATTEND

Managers, team leaders, senior managers and project managers of dispersed teams.

Coaching Certificate Program

Using exercises, videos and assessments, you'll explore coaching as a means to earn trust and respect, achieve collaboration and cooperation, and confidently confront difficult situations. Discuss real-life situations to turn substandard performers into satisfied, productive employees. You'll develop a "leader-coach mindset" so you can build relationships across the organization and inspire others to achieve the organization's vision.

HOW YOU'LL BENEFIT

- Skillfully confront difficult situations
- Build a synergistic and engaging team
- Become a teaching leader who galvanizes high performance

WHAT YOU'LL COVER

- Conducting your leadership assessment
- Practicing the skills of an ethical and inspiring leader
- Building a culture of trust up, down and across the organization
- Flexing your communication styles when coaching
- Conducting coaching sessions using the AMA GUIDE to Coaching Model
- Participating in and witnessing a team-coaching session

Post-course resources: On demand lessons, tips and tactics to reinforce key skills.

2-Day In-Person Schedule

Aug. 5-6 New York, NY

Live Online Schedule

June 24-25

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2506

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

Team leaders, managers and executives.

Leadership Skills and Team Development for Technical Professionals

Blended Learning

Leaders of technical professionals face a substantial challenge: to achieve successful task completion through positive work relationships. Leadership team development is your ticket to getting things done. 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.

HOW YOU'LL BENEFIT

- Learn how to build, lead and motivate a team
- Maintain team performance during times of change
- Manage and resolve team conflict

WHAT YOU'LL COVER

- Discovering differences between technical and nontechnical professionals that impact the leader's role
- Understanding the 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

2-Day In-Person Schedule

May 6-7 Arlington, VA
Aug. 5-6 Chicago, IL

Live Online Schedule

June 10-11

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2569

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

IT and technical professionals, including team leaders, managers, directors and others who want to enhance their teambuilding and leadership skills.

Achieving Leadership Success Through People

Focusing skill-by-skill on P.E.O.P.L.E. (Professionalism, Empathy, Optimism, Partnering, Loyalty and Empowering), learn to better demonstrate caring as well as courage, and discover how to use a P.E.O.P.L.E. approach to achieve maximum results.

HOW YOU'LL BENEFIT

- Coach, develop and create unity with and among your direct reports/colleagues
- Be more optimistic through reframing, resilience and positive language skills
- Learn and apply the components of loyalty

WHAT YOU'LL COVER

- Exploring professionalism, empathy and optimism
- Discovering how partnership creates synergy and teamwork
- Developing loyalty in people and learning how to best empower them

WHO SHOULD ATTEND

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

3-Day In-Person Schedule

June 10-12 San Francisco, CA

Live Online Schedule

May 6-8 July 22-24

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2128

ACCREDITATIONS

1.8 CEUs / 18 CLPs

Collaborative Leadership Skills

From collaboration skills to collaborative leadership behaviors, this course gives you the roadmap to be an adaptive manager: someone who can create clarity and vision and build mutual trust with your team and other departments. It will show you how to establish a culture that operates as an open and united group, so that you can inspire optimal performance up, down and across the organization.

HOW YOU'LL BENEFIT

- Enable each team member to share ideas and generate solutions
- Help increase employee retention and engagement
- Develop a mindset that can increase your innovation skills

WHAT YOU'LL COVER

- Embracing social media to enhance discussions, networking and relevance
- Discovering the benefits and virtues of over-communication
- Improving accountability by allowing your employees to have ownership of their efforts

WHO SHOULD ATTEND

Midlevel managers who want to inspire greater involvement, creativity and knowledge sharing in their employees.

2-Day In-Person Schedule

May 13-14 San Francisco, CA
 July 15-16 Chicago, IL

Live Online Schedule

June 20-21 Aug. 12-13

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2186

ACCREDITATIONS

1.2 CEUs / 12 PMUs



This course is valid for 12 PMUs.
 12 Relationship Management [RM]

Leadership and Team Development for Managerial Success

Become a visionary leader to mentor, motivate and coach your team.

YOUR IMMEDIATE TAKEAWAY

- ▶ Adapt your leadership style to people and situations
- ▶ Increase the effectiveness of your coaching skills
- ▶ Understand team dynamics and facilitation

When should you be a motivator ... and when should you be a coach? Can you empower team members to self-manage? Or do your teams fall apart when you're not there?

Learn how to foster team cohesiveness and collaboration. You'll step up to be a leader, a coach, a persuasive communicator and much more. Sharpen your teambuilding skills and discover new ways to drive performance and productivity.

HOW YOU'LL BENEFIT

- Maximize team performance and productivity
- Assess your leadership behavior and determine the best style to generate results
- Clearly visualize your goals and communicate them to your team
- Use effective communication to motivate and coach

WHAT YOU'LL COVER

- Understanding leadership style and the situation
- Emphasizing the importance of vision in aligning team performance
- Integrating your leadership and managerial roles by applying insights gained from your current leadership position
- Examining the leader's role as motivator and coach
- Distinguishing the four team types
- Exploring the principles that make teams work
- Diagnosing workteams: a workteam simulation

WHO SHOULD ATTEND

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

2-Day In-Person Schedule

May 1-2	Dallas, TX
June 10-11	Chicago, IL
July 8-9	Boston, MA
Aug. 12-13	Atlanta, GA

Live Online Schedule

May 20-21	July 15-16
June 10-11	Aug. 19-20

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2239

ACCREDITATIONS

1.2 CEUs / 12 CAEs / 12 PHR/SPHRs / 12 PMUs
12 PDCs / 12 CLPs



As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 12 credits toward your CAE application or renewal professional development requirements.



This program has been approved for 12 HR General recertification credit hours toward a PHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.



This course is valid for 12 PMUs.
4 Professional Effectiveness [PE]
8 Relationship Management [RM]



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CPSM or SHRM-SCPSM.

The SLII Experience™: Powering Inspired Leaders

SLII® is the most widely taught leadership model in the world. Discover how it helps leaders to use the appropriate leadership style in response to the needs of the person and the situation.

HOW YOU'LL BENEFIT

- Improve communication and become a more trusted and credible leader
- Learn how to use SLII to achieve greater productivity by infusing energy, self-reliance and drive within your employees
- Create a collaborative work environment to achieve faster sustainable results
- Obtain a critical thinking process for analyzing, diagnosing and acting according to the situation

WHAT YOU'LL COVER

- Diagnosing development levels of employees and choosing the right leadership style
- Creating a communication model to support cultural change toward high performance
- Becoming a flexible leader who is highly skilled at goal setting, coaching and more

Transformational Leadership: How to Inspire Extraordinary Performance

Discover how to build a clear roadmap that includes specific steps, techniques and tools to make you an agent of change (based on the concept that if you change, others will follow). Develop more effectiveness by assessing your skills then learning essential strategies.

HOW YOU'LL BENEFIT

- Rise to the challenges of today's "do more with less" reality
- Inject passion and a sense of purpose to spark creativity and innovation
- Cultivate a culture in which followers want to become leaders
- Inspire your team to reach and strive for greater performance on their own

WHAT YOU'LL COVER

- Evaluating your organization's predominant leadership style(s)
- Exploring the transformational leadership skill set: 10 essential skills
- Developing a process for adapting your team's culture and creating an action plan

2-Day In-Person Schedule

June 5-6 Chicago, IL

Live Online Schedule

May 13-14 July 11-12

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2901

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

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

Live Online Schedule

May 20-21 July 11-12
June 13-14

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2021

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

Senior executives, vice presidents, directors and managers seeking to improve business results by inspiring extraordinary performance throughout their team, division or organization.

Leading Disruptive Change and Innovation: Your Plan for Breakthrough Growth

Designed for experienced leaders, this course offers pivotal skills for becoming a visionary leader who can get ahead of the curve, prime others in your organization to welcome disruption and do away with the common organizational resistance to changing the status quo.

HOW YOU'LL BENEFIT

- Develop and apply a curious, “what if” mindset—the ability to think “futuristically”
- Identify and respond to both threats and opportunities for disruption
- Acquire strategies and enable a consistent flow of ideas into the innovation pipeline

WHAT YOU'LL COVER

- Developing the “disruptive mindset”: create, engage, adapt
- Scanning the environment for trends, opportunities and threats
- Building an effective disruptive innovation action plan for your organization

Live Online Schedule

June 10-11 Aug. 15-16

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2912

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

Senior managers in all industries who are responsible for choosing and implementing an organizational and divisional strategy that will produce optimal results.

Agile Leadership and Strategy

In a shifting business environment, it's the agile, resilient organizations that have a much better chance to survive and thrive. With future orientation and entrepreneurial focus, acquire a roadmap to seize new opportunities and bounce back even stronger from unforeseen changes.

HOW YOU'LL BENEFIT

- Get your organization ready to navigate turbulent times and disruptive change
- Build a plan and practice techniques to gain buy-in for changes
- Lead and motivate others toward agile and resilient mindsets and behavior

WHAT YOU'LL COVER

- Recognizing why agility and resilience are your superpower
- Learning what agile and resilient organizations do that others do not
- Building agility and strategy using the SEAL model: scan, experiment, adapt and learn

WHO SHOULD ATTEND

Vice presidents, executive directors, directors, senior managers, division managers and others with strategic leadership roles.

2-Day In-Person Schedule

June 24-25 Atlanta, GA
 Aug. 19-20 Arlington, VA

Live Online Schedule

May 13-14 July 15-16

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2546

ACCREDITATIONS

1.2 CEUs / 12 CLPs

NEW! **Leading Change: How to Rise to the Challenge and Inspire Others**

Go beyond “surviving change” and learn to proactively plan for and leverage opportunities for change from within your organization. Using a specially designed model for leading and managing change, discover how to create an effective workflow plan for not only leading through continuous change, but for making the most of the new possibilities it can offer.

HOW YOU’LL BENEFIT

- Learn to lead with curiosity and excitement
- Gain strategies for inspiring people with your best vision
- Hold and share power as an effective leader
- Influence outcomes, seek insights from followers and harness feedback for improvement

WHAT YOU’LL COVER

- Empowering people to do their best despite frequent change
- Discovering the techniques of courageous communication
- Pivoting and reinventing your approach to leadership
- Sustaining momentum despite an environment of continuous change

Mindful Leadership: Cultivating Excellence from Within

Practicing mindfulness helps you to tune in to what’s here and now, so you can access greater creativity, learning and personal growth. Learn new habits that can help you begin to rewire your leadership behaviors as you inspire engagement, trust, authenticity and productivity.

HOW YOU’LL BENEFIT

- Discover how the attitude–behavior connection affects business decisions
- Learn to observe your mind and increase your ability to stay fully present
- Create a team culture of greater creativity, openness and responsiveness

WHAT YOU’LL COVER

- Exploring the attitude and qualities of a mindful leader
- Using mindfulness to pursue clarity, check assumptions and speak thoughtfully
- Applying mindfulness techniques to real-life situations

2-Day In-Person Schedule

June 13-14	Atlanta, GA
Aug. 22-23	New York, NY

Live Online Schedule

May 13-14	July 29-30
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\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2916

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Executives, leaders, managers, project managers and others who want to reinvent work to come up with more powerful ideas for achieving overall goals.

Live Online Schedule

June 24-25	Aug. 15-16
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\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2906

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

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

AMA's Advanced Executive Leadership Program

Learn how to foster team cohesiveness and collaboration. You'll step up to be a leader, a coach, a persuasive communicator and much more. Sharpen your team-building skills and discover new ways to drive performance and productivity.

HOW YOU'LL BENEFIT

- Set the right vision for your team, department and organization
- Align the workforce to achieve heightened performance and increased bottom-line results
- Flex your executive leadership styles when there are changes in people and conditions
- Discover the power of emotional intelligence—leading with a healthy and wise demeanor

WHAT YOU'LL COVER

- 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 executive leadership concepts in a simulated business case

3-Day In-Person Schedule

June 5-7	Chicago, IL
Aug. 19-21	Arlington, VA

Live Online Schedule

May 9-17	July 31-Aug. 2
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\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2104

ACCREDITATIONS

1.8 CEUs / 18 CLPs

WHO SHOULD ATTEND

Executives, directors and managers seeking executive leadership training to strengthen their skills to help them motivate and inspire others to drive results.

Advanced Leadership Communication Strategies

You're already successful as a leader and communicator. Now build superior leadership communication skills and the ability to adapt them to constantly changing circumstances—so you can grow your influence, solve bigger problems and drive unprecedented performance.

HOW YOU'LL BENEFIT

- Discover best practices for influencing peers, managers, subordinates, customers and other stakeholders
- Increase your effectiveness in handling your specific challenges
- Communicate confidently in any environment, from “elevator pitches” to high-stakes proposals

WHAT YOU'LL COVER

- Influencing employees, customers, partners and stakeholders
- Developing the trust, credibility and relationships you need to deliver superior results
- Overcoming barriers to communication in any environment

3-Day In-Person Schedule

Aug. 7-9	San Francisco, CA
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Live Online Schedule

June 10-12

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2134

ACCREDITATIONS

1.8 CEUs / 18 CLPs

WHO SHOULD ATTEND

Experienced leaders interested in developing superior leadership communication skills to achieve even greater success at the highest levels of their organizations.

NEW! **Building a Powerful Network: How Leaders Get Buy-in, Alignment and Commitment**

Your professional network is one of your most powerful tools as a leader. A well-developed network both inside and outside your organization can help you access valuable resources, stay ahead of anticipated organizational changes, and have greater awareness of industry trends that may impact your own initiatives. This program explores how to apply proven techniques to build a diverse and powerful people network that you can productively use to achieve your goals.

HOW YOU'LL BENEFIT

- Create a network both internally and externally to achieve goals
- Develop skills for building partnerships for moving your initiatives forward
- Stay ahead of organizational shifts and industry trends to help you make informed decisions

WHAT YOU'LL COVER

- Being intentional about your self-representation
- Creating a network by design plan with actionable steps for intentional networking
- Cultivating a diverse braintrust to strengthen your thinking and boost growth

Leadership Certificate Program

Immerse yourself in an intensive learn-by-practicing leadership course to help you transform into an incredible business leader. From insights on how to build commitment to leading change and developing an agile mindset, this program gives you the skills and know-how to expertly handle challenges and implement your vision for success.

HOW YOU'LL BENEFIT

- Inspire engagement and commitment that fuel excellence
- Become a leading agent of transformative change
- Develop agility and resilience to evolve and thrive
- Build a culture of respect, trust and high performance

WHAT YOU'LL COVER

- Establishing credibility and authenticity with others
- Setting direction through strategic leadership
- Crafting messages to champion change

WHO SHOULD ATTEND

Leaders at all levels who want proven in-action techniques to refine and strengthen their skills for impactful results.

2-Day In-Person Schedule

May 20-21 New York, NY

Live Online Schedule

July 18-19

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2917

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Any professional who wants to expand and maximize their network to access new resources, gain new insights and identify opportunities.

3-Day In-Person Schedule

May 1-3 New York, NY
 Aug. 26-28 San Francisco, CA

Live Online Schedule

May 20-22 July 8-10
 June 24-26

\$3,295 / AMA Members \$2,995 / GSA \$2,837
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2963

ACCREDITATIONS

1.8 CEUs / 18 PDUs
18 CLPs



6.75 Power Skills PDUs
11.25 Business Acumen PDU
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See page 106 for more details.

NEW! Leading Leaders: Achieving Organizational Goals Through Others

Move initiatives and goals forward by applying proven strategies for leading others.

YOUR IMMEDIATE TAKEAWAY

- ▶ Apply a 360 strategy to move ideas and initiatives forward
- ▶ Harness the power of motivation and belonging
- ▶ Leverage trust, foster mutually beneficial relationships and apply inclusive principles

You're in a unique position! As "the central gear" in the organization, you're tasked with the critical challenge of accomplishing work through other leaders you lead, and/or by influencing the senior executives to whom you report. It also means you have to leverage your peer leader network to influence culture and move initiatives forward.

We can help you define your own best practices for success. This is your hands-on course to explore the challenges, methods and strategies to maximize work output and outstanding results through a strategic lens and artfully leverage a different set of skills. You'll come away with a 360 working plan to advance your goals or initiatives through other leaders with greater effectiveness and impact.

HOW YOU'LL BENEFIT

- Recognize the essential skill set required to effectively lead other leaders
- Use knowledge of the macro-environment to connect organizational vision, mission, values and strategy to motivate and empower those you lead
- Unleash diversity of thought, problem solving and innovation in yourself and others
- Leverage trust and mutually beneficial relationships through more effective networking
- Move ideas, goals and initiatives decisively forward

2-Day In-Person Schedule

May 6-7 Atlanta, GA

Live Online Schedule

July 11-12

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2705

ACCREDITATIONS

1.2 CEUs

WHAT YOU'LL COVER

- Analyzing your role and how you can lead from the middle
- Building a 360 member engagement and commitment strategy to focus on results
- Creating, aligning and executing strategy
- Using The SEAL approach for building organizational agility
- Leveraging the diverse perspectives of each team member to maximize innovation
- Developing, empowering and coaching managers to drive the right mindset to support their team
- Developing a powerful network that leverages trust and mutually beneficial relationships
- Finalizing a 360 working plan to implement that advances your goal or initiative

WHO SHOULD ATTEND

Leaders who need to accomplish work and strategic initiatives through the other leaders who report to them, as well as through a peer network of leaders.

You may also be interested in
Artificial Intelligence (AI) Strategy for Business Leaders
www.amanet.org/2554

Fundamentals of Strategic Planning

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 for strategic planning to help you actively and constructively support your firm.

HOW YOU'LL BENEFIT

- Understand what strategy and strategic planning mean
- Find out how strategy moves from concept through implementation to realization
- Recognize techniques companies use to assess their current and future environments

WHAT YOU'LL COVER

- Discovering how strategy creates value for customers and stakeholders
- Using the strategic planning process in action: five stages of a classic approach
- Learning the three Ds of strategy: discussion, decision, development

WHO SHOULD ATTEND

Managers and supervisors seeking to broaden their management perspective, as well as anyone required to communicate with managers and leaders involved in the creation and implementation of strategy.

2-Day In-Person Schedule

June 3-4	Dallas, TX
Aug. 22-23	Arlington, VA

Live Online Schedule

May 13-14	Aug. 1-2
June 20-21	

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2565

ACCREDITATIONS

1.2 CEUs / 12 PMUs
12 CLPs



This course is valid for 12 PMUs.
7 Business Acumen [BA]
5 Analytical Intelligence [AI]

Strategic Planning

Blended Learning

Combining proven-by-practice methods with new insights and ideas from a wide range of current strategic thinking, you'll gain a wider perspective of the strategic planning process through breakout sessions, exercises and case applications. Bring your strategic dilemmas and get direction on analytical and organizational approaches.

HOW YOU'LL BENEFIT

- Identify the best strategic planning process for your organization
- Arrive at more intelligent, rational decisions
- Ensure tactical actions, strategic initiatives and long-term goals are aligned

WHAT YOU'LL COVER

- Identifying sustainable competitive advantages
- Making strategic decisions and conducting a SWOT analysis
- Communicating and executing your strategic plan
- Identifying ways to align the organization toward a single purpose

WHO SHOULD ATTEND

Executives, division leaders and senior managers involved in the formation and implementation of strategic planning.

2-Day In-Person Schedule

May 2-3	New York, NY
June 13-14	Atlanta, GA

Live Online Schedule

May 23-24	July 8-9
June 25-26	Aug. 5-6

\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2526

ACCREDITATIONS

1.2 CEUs / 12 PDU's
12 CLPs



12 Business Acumen PDU's
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See page 106 for more details.

Strategy Execution: Getting It Done

Whether it's entering new markets, repositioning, outsourcing or undertaking new initiatives or technology, execution of strategic goals is often a graveyard of good intentions. Learn to apply basic elements of strategy execution to your strategic initiatives, and improve follow through.

HOW YOU'LL BENEFIT

- Recognize factors affecting your ability to execute your organization's strategy
- Utilize skills that can gain and sustain support across the organization
- Identify ways to better align your strategy with team and organizational goals
- Break large, long-term strategic initiatives into smaller, achievable projects

WHAT YOU'LL COVER

- Using mind mapping to define and refine a strategic initiative
- Using plans, schedules, budgets and controls to track your progress
- Overcoming opposition and obstacles using political skills and problem solving

WHO SHOULD ATTEND

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

3-Day In-Person Schedule

Aug. 12-14 New York, NY

Live Online Schedule

May 13-15 July 29-31

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2209

ACCREDITATIONS

1.8 CEUs / 18 CLPs

Facilitating an Effective Strategic Planning Process

This course combines effective facilitation with strategic planning, covering early discussions and agreements, strategic planning facilitation and implementation. Develop a comprehensive strategic planning toolbox that can help you launch into any strategic planning facilitation.

HOW YOU'LL BENEFIT

- Gain a clear understanding of your role in the facilitation process
- Know which discussions should occur prior to your strategic planning session
- Decide the best strategic planning approach/process to use and customize it
- Get buy-in early and throughout the process to optimize success

WHAT YOU'LL COVER

- Establishing agreements, definitions and success metrics
- Agreeing on logistics, scheduling needs and considerations
- Knowing the key components of the strategic planning process

WHO SHOULD ATTEND

Experienced executives, directors of OD and senior HR leaders and others who must manage the strategic planning process.

Live Online Schedule

May 30-31 July 22-23

\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2009

ACCREDITATIONS

1.2 CEUs / 12 CLPs

Women's Leadership Certificate Program

Build vital skills and be comfortable taking risks.

YOUR IMMEDIATE TAKEAWAY

- ▶ **Build crucial leadership skills and behaviors**
- ▶ **Lead with courage and conviction**
- ▶ **Find your authentic leadership voice**

Women at every level of an organization can be strong leaders—bringing essential skills like team leadership, strategic thinking and business acumen to their roles. To flourish, women also need a dynamic voice that can be heard and followed. This certificate program goes beyond the fundamentals of communication and assertiveness skills and explores vision, negotiation and strategy—as well as powerful techniques to enable you to find your leadership voice and lead with courage and conviction.

HOW YOU'LL BENEFIT

- Explore crucial leadership skills organizations demand
- Find your true, dynamic voice as a leader
- Shape your authentic leadership message
- Overcome preconceived notions that can sabotage women in business
- Present yourself as someone who adds value to the organization
- Increase your confidence and get comfortable with risk taking

WHAT YOU'LL COVER

- Incorporating business acumen, vision and introspection into your thinking repertoire
- Understanding the importance of women leading
- Recognizing the components of your leadership voice
- Crafting a compelling message
- Communicating the strategic direction
- Creating highly valued successful teams
- Becoming a strategic leader that innovates value

BONUS

You'll also receive an exclusive AMA certificate in recognition of your completion of this program.

WHO SHOULD ATTEND

Professional women who wish to take on a leadership role, build leadership competencies, contribute more to their teams and organizations, and advance their careers.

2-Day In-Person Schedule

May 2-3	Anaheim, CA
May 30-31	Houston, TX
June 3-4	New York, NY
July 18-19	Atlanta, GA
Aug. 12-13	Chicago, IL
Aug. 19-20	San Francisco, CA

Live Online Schedule

May 6-14	July 8-9
May 20-21	July 15-18
June 3-6	Aug. 8-9
June 20-21	Aug. 21-22

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2960

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDU

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: None

ADVANCE PREPARATION: Online pre- and post-assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Communication & Marketing, Personal Development



12 Power Skills PDUs

Reproduced with the permission of PMI.

See page 106 for more details.

Assertiveness Training for Women in Business

Gain credibility, appear confident and command respect.

YOUR IMMEDIATE TAKEAWAY

- ▶ Ask the right questions
- ▶ Become a better listener
- ▶ Speak up and be heard

AMA's assertiveness training for women gives you the opportunity to practice fundamental skills and share your concerns with other women in a supportive and encouraging learning environment. You'll assess your leadership style and then apply the new skills and tools you learn directly to one of your own challenges, receive feedback and refine your skills through videotaped practice. Return to work with a complete and flexible plan for achieving the kind of assertiveness your position demands.

HOW YOU'LL BENEFIT

- Assess your individual assertiveness style and its effectiveness
- Demonstrate assertiveness techniques using supportive communication behaviors
- Develop an action plan to overcome at least two personal obstacles to assertiveness
- Learn how to capitalize on the strengths of your leadership style—and be aware of your areas of development
- Flex your leadership style preference to interact most effectively and assertively with others

WHAT YOU'LL COVER

- Assessing and identifying strengths and developments of your assertiveness style
- Exploring assertive techniques: position restatement, reflective feedback, accountability and soliciting details
- Applying assertiveness techniques to analyze and plan around your own must-solve situations
- Identifying new ways to use assertive leadership in your personal and professional life
- Discussing the nature and value of women support networks and resources

WHO SHOULD ATTEND

Businesswomen who want to build on their strengths, and improve their communication, conflict-resolution, delegation and action-plan skills.

2-Day In-Person Schedule

May 6-7	Chicago, IL
Aug. 5-6	New York, NY

Live Online Schedule

May 20-21	July 22-23
June 3-12	Aug. 12-13

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2528

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUUs / 12 PMUs

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: None

ADVANCE PREPARATION: Online pre- and post-assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—
 Communication & Marketing,
 Personal Development



12 Power Skills PDUUs

Reproduced with the permission of PMI.

See page 106 for more details.



This course is valid for 12 PMUs.
12 Professional Effectiveness [PE]

Leadership Development for Women

This course gives you the skills 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, and pursue your goals with positive energy.

HOW YOU'LL BENEFIT

- Overcome overt and hidden biases against women leaders
- Build a wide and strategic network of key stakeholders who will promote your career
- Learn to deal with hypercompetitive colleagues with whom you have low trust

WHAT YOU'LL COVER

- Becoming a more confident, assertive woman in a competitive, male-dominated world
- Getting out of your comfort zone and developing a more resilient mindset

WHO SHOULD ATTEND

Female business professionals who are looking to move forward in their organizations by developing the best possible leadership style to fit the positions they want.

2-Day In-Person Schedule

June 10-11	Chicago, IL
July 29-30	Arlington, VA
Aug. 12-13	Atlanta, GA

Live Online Schedule

May 6-7	July 15-16
June 10-11	

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2010

ACCREDITATIONS
 1.2 CEUs / 12 PMUs



This course is valid for 12 PMUs.
 9 Professional Effectiveness [PE]
 3 Relationship Management [RM]

Executive Presence for Women

Best Seller

This course offers you a personalized approach to redefining your authentic executive presence for today's workplace. Learn to incorporate emotional intelligence, improve resilience, overcome impostor syndrome and much more.

HOW YOU'LL BENEFIT

- Apply proven skills and techniques that lead to authentic and powerful presence
- Get verbal and nonverbal strategies to exhibit presence, confidence and influence
- Develop a professional brand based on emotional self management and empathy
- Recover from setbacks and reassert yourself as a powerful voice in the room

WHAT YOU'LL COVER

- Gravitas: Learning how to achieve your brand by managing first impressions
- Exhibiting presence using the 3V's of presentation skills and storytelling
- Identifying a variety of actions to take to recover from a presence slip-up

WHO SHOULD ATTEND

Mid- to senior-level women who want to be seen as credible leaders.

2-Day In-Person Schedule

May 9-10	Arlington, VA
June 6-7	San Francisco, CA
July 11-12	New York, NY

Live Online Schedule

May 9-17	July 15-16
June 13-14	Aug. 8-9

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2179

ACCREDITATIONS
 1.2 CEUs

Women Leading with Impact: Resilience and Strategic Risk-Taking

For women, it is especially important to develop greater “bounce-back” skills and gain more comfort with strategic risk-taking. This course gives you powerful, practical techniques to reframe uncertainty, welcome healthy conflict, adapt to tough challenges and move out of your comfort zone to embrace new pathways to advancement.

HOW YOU'LL BENEFIT

- Learn to demonstrate confidence and openness through verbal and non-verbal communication
- Identify new strategies to find solutions outside your comfort zone
- Reframe uncertainty and work through hesitation to speak up and resolve conflict

WHAT YOU'LL COVER

- Getting comfortable with conflict, using tools to stand your ground while appearing open and positive
- Assessing where you need to grow to leverage your career and creating a step-by-step plan to make it happen

2-Day In-Person Schedule

June 27-28	New York, NY
Aug. 21-22	Arlington, VA

Live Online Schedule

June 10-11	Aug. 15-16
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\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2961

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Business professionals who want to enhance the impact they make in order to access greater leadership opportunities that can help them advance their careers.

Women's Leadership Workshop

This all-new, live event can make a profound impact on your future. It's designed to offer you a supportive virtual space where you can interact with and learn from other women facing similar career challenges. The day consists of energizing activities, a keynote speaker and an afternoon learning workshop.

HOW YOU'LL BENEFIT

- Explore current issues affecting women in the workplace, including the impact of “the new normal”
- Identify skills and positions that are increasingly important for women in business
- Consider diverse work environments and organizational structures to help you determine the best fit for your work and lifestyle
- Take stock of the key elements you need to consider when carving out your path to success

WHAT YOU'LL COVER

- Enhancing self-awareness and leveraging that ability for future challenges
- Learning to demonstrate confidence and openness
- Identifying new strategies to find solutions outside your comfort zone

1-Day In-Person Schedule

June 5	New York, NY
Aug. 13	San Francisco, CA

Live Online Schedule

May 8	July 18
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\$1,495 / AMA Members \$1,345 / GSA \$1,274
AMA Members Save \$150



VIEW FULL DETAILS & REGISTER
amanet.org/2874

ACCREDITATIONS

0.5 CEUs

WHO SHOULD ATTEND

Professional women at any point in their careers looking for career-enhancing and advancing skills, those considering new careers and anyone seeking strategies for adapting to the changing realities in today's business world.

Diversity, Equity and Inclusion Certificate Program

Identify and overcome unconscious bias to advance inclusiveness in your organization.

YOUR IMMEDIATE TAKEAWAY

- ▶ Help teams develop trust and work effectively together
- ▶ Recognize unconscious bias
- ▶ Champion a culture of respect

Leaders at all levels must be active and qualified advocates of diversity and inclusion (D&I) to ensure it is part of the organization's culture and business strategy. This certificate program goes beyond standard D&I courses, and helps you develop skills to become a champion of diversity and a leader of inclusive teams. You'll learn to recognize the uniqueness and multidimensional aspects of individual identity, understand biases on a deeper level and explore behaviors that promote trust. You will also gain knowledge and tools to help you foster a thriving culture that promotes these values. Apply what you learn in a specially designed, interactive capstone project.

HOW YOU'LL BENEFIT

- Learn the nature of biases and how to overcome them
- Identify emotionally intelligent leadership communication strategies
- Apply mindfulness practices when individuals or teams experience difficult situations
- Enhance your abilities to hold and participate in meetings that are inclusive
- Take ownership of helping to create and manage a culture of respect, civility and trust

WHAT YOU'LL COVER

- Differentiating between overt and unconscious bias
- Applying strategies for cultural and communication awareness when managing healthy conflict
- Assessing your team's stress level and mood to remain optimistic and productive
- Identifying unhealthy practices and behaviors in the workplace
- Taking steps to implement a healthy culture of respect, civility and trust
- Honing the art of inclusive meetings

ADDED BONUS

You'll also receive an exclusive AMA certificate in recognition of your completion of this program.

WHO SHOULD ATTEND

Leaders in all job functions, HR professionals and others who are responsible for DE&I.

3-Day In-Person Schedule

May 6-8	New York, NY
June 10-12	Arlington, VA
July 8-10	New York, NY
Aug. 7-9	Arlington, VA

Live Online Schedule

May 20-22	July 10-12
June 3-5	Aug. 12-14
June 24-26	

\$3,295 / AMA Members \$2,995 / GSA \$2,837
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2965

ACCREDITATIONS
1.8 CEUs / 18 PMUs
18 CLPs



13.5 Power Skills PDUs
4.5 Business Acumen PDUs
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See page 106 for more details.

You may also be interested in
Moving from Inclusion to Belonging
www.amanet.org/2969

Post-course resources: On demand lessons, tips and tactics to reinforce key skills.

Leading in a Diverse, Equitable and Inclusive Culture

This course gives you deeper insights into yourself, your team, and the benefits of inclusion at all levels in your organization.

HOW YOU'LL BENEFIT

- Recognize the issues and value of DE&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

WHAT YOU'LL COVER

- Discovering how culture impacts our perceptions, beliefs, behaviors and responses
- Applying cross-cultural communication and messaging skills that move people to commitment and action
- Understanding the primary source of unconscious bias, micro-inequities and micro-advantages
- Leading a successful multicultural team and inclusive meeting

Live Online Schedule

June 24-25

Aug. 12-13

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2925

ACCREDITATIONS

1.2 CEUs / 12 PMUs
12 CLPs



This course is valid for 12 PMUs.
5 Professional Effectiveness [PE]
7 Relationship Management [RM]

WHO SHOULD ATTEND

L&D professionals, DE&I leaders and others who work with a diverse workforce and client base.

Psychological Safety: An Imperative for High Performing Teams

Some of business's greatest innovations originated from people willing to think differently and take a gamble on an "unlikely" idea. This course will help you become familiar with the elements of psychological safety and how they relate to trust, high-performing teams and innovation. You'll also learn how to apply psychological safety in your organization through a special capstone exercise.

HOW YOU'LL BENEFIT

- Enhance your understanding of healthy conflict and its value
- Gain more skill in utilizing courageous conversations
- Recognize the behaviors that impact psychological safety
- Take ownership of supporting a culture of psychological safety

WHAT YOU'LL COVER

- Exploring three crucial concepts in relation to psychological safety: trust, risk and vulnerability
- Creating emotionally and socially intelligent practices to foster psychological safety
- Fostering psychological safety in a virtual environment
- Capstone activity to put the skills into practice

Live Online Schedule

June 10-11

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2931

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

HR and L&D, DEI&B leaders and other stakeholders who need to create an open and accepting culture for greater success.

Finding Common Ground: How to Overcome Unconscious Bias

Through awareness-building discussions and activities, role-plays and unconscious bias case studies, this course will help you better understand bias and discover practical strategies that can help you and your colleagues avoid bias and leverage the power of a more positive, inclusive work environment.

HOW YOU'LL BENEFIT

- Define unconscious bias and its implications
- Differentiate among unconscious, complicit and implicit bias
- Develop strategies to avoid and overcome bias

WHAT YOU'LL COVER

- Recognizing how bias affects all our interactions with others
- Understanding what it takes to become an ally
- Developing a personal action plan to overcome bias

Live Online Schedule

June 24

\$1,495 / AMA Members \$1,345 / GSA \$1,274
AMA Members Save \$150

 **VIEW FULL DETAILS & REGISTER**
amanet.org/8802

ACCREDITATIONS

0.6 CEUs / 6 CLPs

WHO SHOULD ATTEND

All business professionals who need to be aware of unconscious bias and its negative impact, and who wish to implement strategies to overcome it and work toward a more inclusive environment.

Leadership Strategies for Creating a Respectful Workplace

Improve productivity by modeling better behavior and fostering a culture of civility and mutual respect—and gain strategies for recognizing and handling behaviors that undermine respectful workplaces.

HOW YOU'LL BENEFIT

- Reduce the likelihood of small issues escalating into larger confrontations
- Use appropriate tools to deal with rudeness, incivility and harassment
- Be equipped to coach staff to deal with offenders

WHAT YOU'LL COVER

- Creating a working definition of workplace disrespect and incivility
- Assessing a manager's own actions and how they influence certain behaviors
- Applying strategies to overcome obstacles and build a positive, respectful climate

Live Online Schedule

May 6-7

July 15-16

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2151

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

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

AMA's Training Certificate Program

Gain credibility, appear confident and command respect.

YOUR IMMEDIATE TAKEAWAY

- ▶ Create lecture alternatives
- ▶ Create programs that grab trainees' attention
- ▶ Deliver information more effectively

The training field can change fast, which makes training for trainers crucial. New methodologies. New discoveries about the way adults learn. Changing expectations from trainees—and from your company. This powerful seminar puts the latest trends and techniques at your fingertips. You'll become a facilitator of learning, not just a presenter. You'll build confidence, engage your audience from the beginning and leave your trainees praising your training abilities.

HOW YOU'LL BENEFIT

- Boost retention with the latest in adult and accelerated learning techniques
- Know the group's needs and adjust your material to meet them
- Build your credibility and trust with trainees and management
- Create training that has the right flow from segment to segment
- Open a workshop with confidence and close it with a wrap-up that guarantees learning

WHAT YOU'LL COVER

- Focusing on outcomes and results, rather than topics
- Developing and past experiences of opening exercises
- Using learning tools and applying lecture alternatives
- Exploring when and how experiential learning approaches can meet training challenges
- Describing a variety of blended and supportive tools and activities to extend the value of training
- Experiencing and applying several types of closing activities

WHO SHOULD ATTEND

Subject-matter experts who need to train others and trainers who are looking for new and effective approaches to learning.

3-Day In-Person Schedule

May 6-8	Chicago, IL
June 24-26	New York, NY
July 17-19	Chicago, IL
Aug. 12-14	Dallas, TX
Aug. 21-23	Arlington, VA

Live Online Schedule

May 20-22	July 17-19
June 10-18	Aug. 12-14

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/8507

ACCREDITATIONS

1.8 CEUs / 18 PMUs



This course is valid for 18 PMUs.
 13 Professional Effectiveness [PE]
 5 Business Acumen [BA]

Post-course resources: On demand lessons, tips and tactics to reinforce key skills.

Instructional Design Certificate Program

You'll learn the steps of building a training program: analyzing training needs, planning an interactive program, creating activities that accelerate learners' comprehension and application, preparing others to teach the course and evaluating course effectiveness.

HOW YOU'LL BENEFIT

- Use practical tools to analyze the organization's and learners' needs
- Create training that engages and resonates with your audience
- Overcome some of your most pressing training challenges

WHAT YOU'LL COVER

- Identifying accelerated learning principles
- Understanding the ADDIE training development process: Analyze, Design, Develop, Implement, Evaluate
- Preparing training needs assessments and developing training strategy
- Creating meaningful learning objectives
- Organizing and sequencing course content and activities
- Identifying training activity options

Post-course resources: On demand lessons, tips and tactics to reinforce key skills.

3-Day In-Person Schedule

June 10-12 Arlington, VA

Live Online Schedule

May 13-15 Aug. 12-14
June 10-12

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/8509

ACCREDITATIONS

1.8 CEUs

WHO SHOULD ATTEND

Course developers and trainers.

AMA's Virtual Training Certificate Program

Know how to prepare yourself and your participants for the online experience, maintain energy and engagement, and manage the complexities of facilitation and technology. You'll discover what steps to take between sessions, what to do for post-course follow-up and much more. In addition, you'll get hands-on experience delivering in a live online environment and receive expert and peer feedback.

HOW YOU'LL BENEFIT

- Create and deliver highly effective, live online learning experiences
- Plan and coordinate the crucial "before, during and after" action steps
- Use proven voice, energy and questioning techniques
- Know what resources to provide learners to manage their learning environment
- Choose delivery methods designed to close performance gaps
- Practice presenting to a group

WHAT YOU'LL COVER

- Capitalizing on the best online learning opportunities

Post-course resources: On demand lessons, tips and tactics to reinforce key skills.

Live Online Schedule

June 10-13 Aug. 20-23

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/8115

ACCREDITATIONS

1.2 CEUs

- Creating and maintaining learner engagement and retention
- Managing online learning technology
- Navigating the live facilitator environment

WHO SHOULD ATTEND

Trainers with 3 to 5 years of experience who are looking to expand their facilitation techniques to an online environment.

2 Great Ways to Save More and Do More!

ANNUAL PASS & SEMINAR SAVINGS PASS

AMA Training is proven to deliver results—and with these special offers, you and your team can build skills to accelerate success while maximizing your budget.

FOR INDIVIDUALS

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One Year. Unlimited Training.
160+ Courses • 75+ On Demand Webinars

- ▶ 1 person—\$3,995—A \$1,000 savings with Offer Code LQS9
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FOR MULTIPLE PEOPLE

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with our most flexible training option

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- ▶ Customize packs of any size! Send a group to the same course, or individuals to any course of their choice.

These passes are ideal for high potentials to get the skills to advance, managers and leaders who need to master how to effectively lead teams, and anyone who wants to power new ways to succeed.

Call us today to maximize your savings.
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Fundamentals of Human Resources Management

Deliver HR services that reflect best practices.

YOUR IMMEDIATE TAKEAWAY

- ▶ Gain a comprehensive view of all HR areas
- ▶ Discover how to hire and orient employees more effectively
- ▶ Find out how to be more strategic and add value

Want to enhance your credibility? Get an update on constantly changing legal and compliance issues so you don't inadvertently violate the law? Explore strategies to counter the rising cost of benefits?

This dynamic course analyzes HR's current role, identifies future trends, and gives you the knowledge and confidence you need. Group exercises will enable you to explore real-life case studies with interactive hands-on activities—and see how HR and non-HR functions can create an effective work environment. You'll come away with an action plan to improve your effectiveness.

HOW YOU'LL BENEFIT

- Understand HR's role as a vital contributor to your organization's success
- Discover strategies to attract and retain top talent
- Manage performance, compensation and training that drive bottom-line results
- Identify and deal with potentially explosive issues

WHAT YOU'LL COVER

- Comparing and contrasting HR and managerial legal responsibilities
- Recruiting best practices, selection criteria and orientation
- Coaching, mentoring and career development
- Evaluating year-end performance review systems, salary surveys and compensation
- Reviewing policy and procedure manuals, employee handbooks and human resource information systems (HRIS)
- Describing a variety of blended and supportive tools and activities to extend the value of training
- Experiencing and applying several types of closing activities

WHO SHOULD ATTEND

HR practitioners with fewer than 3 years' experience, non-HR practitioners with HR responsibilities and more experienced HR professionals seeking a fast-paced review of HR's role in today's rapidly evolving workplace.

2-Day In-Person Schedule

July 15-16 New York, NY

Live Online Schedule

May 7-16 Aug. 19-22
July 8-17

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/8506

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 CAEs / 12 PHR/SPHRs
2 PDCs / 12 CLPs

RECOMMENDED CPE CREDIT:	14 hours/Basic
PREREQUISITES:	None
ADVANCE PREPARATION:	None
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Personnel/ Human Resources



As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 12 credits toward your CAE application or renewal professional development requirements.



This program has been approved for 12 HR General recertification credit hours toward a PHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP™ or SHRM-SCP™.

AMA's Employment Law Course: Avoiding the Legal Pitfalls of EEO, FMLA and ADA

This interactive, case-study-centered seminar helps you gain confidence and expertise in dealing with complex employment law and employee relations issues.

HOW YOU'LL BENEFIT

- Avoid costly litigation and outrageous judgments/settlements
- Recruit, hire, discipline and terminate employees in a legal manner
- Develop HR policies and procedures that comply with employment law and do not violate federal statutes
- Know what constitutes "reasonable accommodations" and how to implement them without creating unique hardship

WHAT YOU'LL COVER

- Title VII: major provisions ... who is covered ... the role of the EEOC ... the BFOQ concept ... types of discrimination ... what Title VII does not cover
- Wrongful termination and at-will employment
- Americans with Disabilities Act
- Family Medical Leave Act

Live Online Schedule

May 13-14

Aug. 22-23

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/8502

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

HR managers and professionals as well as corporate attorneys.

Recruiting, Interviewing and Selecting Employees

Learn everything you need to know about employee selection in this seminar! This fundamentals seminar is your ticket to make the right hiring decisions and contribute more to your company's bottom line.

HOW YOU'LL BENEFIT

- Attract talent through innovative employee recruitment sources
- Learn how to effectively use telephone screening and other methods to filter out the wrong applicants
- Understand how to ask the right questions to find out the information you need to know
- Avoid interview "traps"—EEO and affirmative action

WHAT YOU'LL COVER

- Recognizing today's recruitment challenges, applicant expectations and outsourcing
- Identifying interview components, preparation and questioning techniques
- Reviewing legislation, discrimination and questions to avoid
- Checking references and performing background checks, and reviewing selection guidelines

Live Online Schedule

June 3-5

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/8266

ACCREDITATIONS

1.8 CEUs / 18 CLPs / 18 PDCs



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CPSM or SHRM-SCPSM.

WHO SHOULD ATTEND

HR practitioners and others with hiring responsibilities.

NEW! Improving Employee Well-Being in Your Organization

Explore how to build a business case for a whole health initiative in your workplace.

HOW YOU'LL BENEFIT

- Improve overall performance and business results by making employee well-being a higher priority
- Increase your organization's profile as an employer of choice
- Support talent acquisition, engagement and retention efforts

WHAT YOU'LL COVER

- Developing a framework of overall wellness: mental, physical, social, financial, purpose and environmental
- Exploring the critical role of leaders in driving and achieving organizational health
- Fully leveraging the employee program investments you've already made
- Exploring best practices and lessons learned related to health and well-being initiatives

2-Day In-Person Schedule

May 9-10	Chicago, IL
Aug. 12-13	Arlington, VA

Live Online Schedule

May 6-7	July 15-16
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\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/8526

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Leaders in human resources (HR), total rewards, and benefits, as well as business owners and other professionals who oversee the HR function or are involved with or responsible for strategic initiatives that impact organizational change.

Succession Planning: Developing Talent from Within

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.

HOW YOU'LL BENEFIT

- 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 success
- Develop a targeted approach to identify the competencies needed for specific positions

WHAT YOU'LL COVER

- Understanding succession planning: an overview, function and methodology
- Learning the role of HR in setting up a succession planning system
- Forecasting future needs and strategic alignment
- Building individual development plans
- Monitoring, measuring and follow-up processes

Live Online Schedule

May 9-10	Aug. 5-6
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\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/8110

ACCREDITATIONS

1.2 CEUs / 12 PMUs



This course is valid for 12 PMUs.
 9 Relationship Management [RM]
 3 Business Acumen [BA]

WHO SHOULD ATTEND

Mid to senior level managers; business unit heads; HR personnel and organizational development professionals.



GROUP TRAINING AT YOUR ORGANIZATION

AMA's Corporate Learning Solutions

Invest in Learning That Lasts

We offer training designed for groups and teams, delivered privately at the location of your choice or virtually, on your terms.

Learners build the same skills and get individualized feedback on how to best apply them—so everyone can work collectively toward common organizational objectives.

3 WAYS TO PARTNER WITH US

- 1 STANDARD PROGRAMS**
AMA content delivered “off-the-shelf” at the location of your choice or live online.
- 2 CUSTOM LEARNING**
Our standard courses tailored to your exact specifications.
- 3 LICENSING**
Access best-in-class content in key business competencies—delivered by your trainers or ours.



Sign Up for a Virtual Strategy Session
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Critical Thinking

Learn a process for thinking to make better decisions and solutions.

YOUR IMMEDIATE TAKEAWAY

- ▶ Translate abstract ideas into tangible results
- ▶ Evaluate ideas and adjust assumptions
- ▶ Solve problems based on credible evidence

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

HOW YOU'LL BENEFIT

- Utilize critical thinking skills when making business decisions
- Quickly identify and frame the problem and solve it with increased confidence
- Translate abstract ideas into more tangible and actionable items
- Identify eight barriers to effective critical thinking
- Minimize the impact of job pressures on your thinking processes
- React with curiosity instead of emotion

WHAT YOU'LL COVER

- Rewiring your mind for critical thinking
- Clarifying problems using critical thinking techniques
- Developing solutions and solving problems with critical thinking skills
- Gaining insights into your "my thinking styles" assessment
- Practicing having organizational context and awareness for critical thinking
- Implementing your new knowledge and skills

WHO SHOULD ATTEND

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

BONUS: YOU'LL ALSO RECEIVE

- A personalized development report of your "My Thinking Styles" assessment, which gauges your thinking style preferences
- AMA's Critical Thinking Model, with an action plan for implementing critical thinking and decision-making skills back at work
- A skill-enabling toolkit, downloadable from the AMA Learning Portal

2-Day In-Person Schedule

May 22-23	Dallas, TX
July 11-12	Atlanta, GA
Aug. 8-9	San Francisco, CA

Live Online Schedule

May 20-21	July 15-16
May 30-31	Aug. 13-14
June 13-14	

\$2,795 / AMA Members \$2,495 / GSA \$2,363
 AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2533

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUs / 12 PMUs / 12 PDCs / 12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Intermediate

PREREQUISITES: Familiarity with fundamentals of analytical skills

ADVANCE PREPARATION: Online pre-assessment—My Thinking Styles

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Non-technical—Personal Development



12 Business Acumen PDUs
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See page 106 for more details.



This course is valid for **12 PMUs**,
3 Professional Effectiveness [PE]
9 Analytical Intelligence [AI]



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CPSM or SHRM-SCPSM.

Strategic Thinking

Develop a strategic mindset to increase the success of your strategic plans.

YOUR IMMEDIATE TAKEAWAY

- ▶ Recognize the influences that could support or derail your goal
- ▶ Learn a process to envision your organization's desired future
- ▶ Leverage new skills to support your strategic thinking every day

Learn how to strengthen your strategic thinking skills and encourage those skills in others. Through practical thinking exercises applied to your own work opportunities, you'll stimulate your strategic thinking, learn to recognize patterns that impact strategy, and enhance your abilities to generate new insights and ideas. Develop your capacity to think strategically every day and come to your next strategic planning session with the best possible ideas. This seminar can help your business move forward in an increasingly competitive world.

HOW YOU'LL BENEFIT

- 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

WHAT YOU'LL COVER

- Developing 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 your strategic thinking skills and those of colleagues

WHO SHOULD ATTEND

Directors, Managers and all professionals who want better business insights and trends that contribute to a more successful business strategy.

2-Day In-Person Schedule

May 2-3	Chicago, IL
June 4-5	San Francisco, CA
Aug. 8-9	Boston, MA

Live Online Schedule

May 23-24	July 18-19
June 13-21	Aug. 22-23

\$2,795 / AMA Members \$2,495 / GSA \$2,363
 AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2018

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PDUs / 12 PHR/SPHRs
12 PMUs / 12 PDCs

RECOMMENDED CPE CREDIT: 14 hours/Intermediate

PREREQUISITES: None

ADVANCE PREPARATION: Online pre-and post-assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Technical—Management Services



12 Business Acumen PDUs

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See page 106 for more details.



This program has been approved for 12 HR General recertification credit hours toward a PHR™, aPHRI™, PHR®, PHRca®, SPHR®, GPHR®, PHRI™ and SPHRI™ recertification through the HR Certification Institute.



This course is valid for 12 PMUs.
 2 Business Acumen [BA]
 10 Analytical Intelligence [AI]



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP™ or SHRM-SCP™.

Developing Your Analytical Skills: How to Research and Present Information

Quickly synthesize data, determine implications and make informed decisions.

YOUR IMMEDIATE TAKEAWAY

- ▶ Skim for key facts
- ▶ Assimilate, assess and organize new knowledge
- ▶ Plan, analyze and draw conclusions with greater confidence

Whether you are developing a new product or service, presenting findings on a competitor's product, or deciding how to allocate resources, you need the analytical skills to be able to support your conclusions with valid and credible evidence. In this course, you'll learn the basics to implement a process for data analysis that ensures you're focusing on the most critical information, involving the right people, and conveying your message in terms your audiences will understand.

HOW YOU'LL BENEFIT

- Identify relevant information quickly
- Research and organize data from multiple sources in appropriate formats
- Make difficult decisions involving qualitative data
- Perform analysis from multiple perspectives
- Evaluate the evidence to identify the best opportunity or most rational solution
- Communicate findings and recommendations clearly

WHAT YOU'LL COVER

- Practicing core analytical skills: collecting, evaluating, and presenting information
- Discovering the analysis phase: determining risks and performing cost-benefit analysis
- Evaluating data and addressing information gaps
- Getting from conclusions to recommendations
- Presenting your conclusions graphically to multiple audiences
- Creating and delivering a brief presentation that inspires and persuades

WHO SHOULD ATTEND

Business professionals who want to learn basic analytical skills that they can apply to their jobs to make more informed and successful business decisions.

2-Day In-Person Schedule

June 13-14	New York, NY
Aug. 26-27	Arlington, VA

Live Online Schedule

May 16-17	Aug. 19-20
June 3-4	

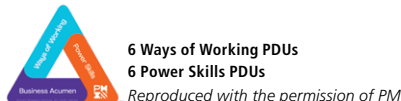
\$2,595 / AMA Members \$2,345 / GSA \$2,221
 AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2162

ACCREDITATIONS

1.2 CEUs / 12 CPEs / 12 PDUs / 12 PMUs / 12 PDCs
12 CLPs

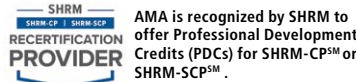
RECOMMENDED CPE CREDIT:	14 hours/Intermediate
PREREQUISITES:	Familiarity with basic online research skills
ADVANCE PREPARATION:	None
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Business Management & Organization



6 Ways of Working PDUs
 6 Power Skills PDUs
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 See page 106 for more details.



This course is valid for 12 PMUs.
 3 Professional Effectiveness [PE]
 9 Analytical Intelligence [AI]



SHRM
 SHRM CP | SHRM SCP
RECERTIFICATION PROVIDER
 AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP or SHRM-SCP.

Analytical Thinking, Problem Solving and Decision Making

Learn the fundamental thinking processes so that you can successfully analyze and solve a wide variety of business problems.

HOW YOU'LL BENEFIT

- Develop more clarity around possible solutions
- Avoid emotional triggers that can impede your best thinking
- Interpret probability to increase confidence in your decisions

WHAT YOU'LL COVER

- Assessing patterns, recognizing probabilities and increasing your ability to think hypothetically
- Understanding how uncertainty and risk impact the way you make decisions
- Reducing conflict and groupthink
- Applying personal experience to complex decision making under conditions of uncertainty

WHO SHOULD ATTEND

Any individual who wants to be better equipped to face and solve today's complex business problems by using a foundational process for reasoning and problem solving.

2-Day In-Person Schedule

June 17-18 New York, NY

Live Online Schedule

May 16-17 Aug. 12-13

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2558

ACCREDITATIONS

1.2 CEUs / 12 PMUs
12 CLPs



This course is valid for 12 PMUs.
2 Relationship Management [RM]
10 Analytical Intelligence [AI]

Innovation and Design Thinking Certificate Program

Experimental, collaborative and holistically innovative—that's design thinking: a mindset for success. Learn a proven, repeatable, creative and collaborative problem-solving method that you can use to reframe problems and more quickly generate innovative products and services.

HOW YOU'LL BENEFIT

- Embrace uncertainty and develop an experimental mindset to iterate quickly
- Create a new process and attack problems from a completely new angle
- Release your group's creative thinking and sharpen critical analysis

WHAT YOU'LL COVER

- Adding design thinking tools and templates to help your work groups to ideate solutions
- Developing a more collaborative and iterative style of work for groups/teams
- Understanding the drivers and inhibitors of innovations

Live Online Schedule

June 12-13 July 15-16

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2034

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

Business professionals in any functional area or role associated with revenue growth.

Post-course resources: On demand lessons, tips and tactics to reinforce key skills.

Data Analysis Fundamentals: Hands-On Workshop

This course goes beyond the qualitative side of data analysis to explore proven quantitative tools and methods for analyzing, interpreting and utilizing data, so you can make more informed and reliable business decisions.

HOW YOU'LL BENEFIT

- Learn best practices for organizing, summarizing and interpreting quantitative data
- Bring out patterns in data that were not apparent at first glance
- Identify and apply tools for data analysis
- Create a repeatable process for analyzing your data

WHAT YOU'LL COVER

- Using the DASA Model as a framing tool
- Collecting and organizing the “right” data and selecting the right tools
- Interpreting and translating data into actionable insights

Live Online Schedule

June 3-4

Aug. 15-16

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/1112

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

Business professionals who need the basic tools to quantitatively and accurately analyze the mountains of data that come across their desk every day and to make data-driven decisions.

Advanced Tools and Techniques for Data Analysis

Get an introduction to predictive analytics techniques, and learn to frame strategic and operational questions involving marketing, finance, operations and other real-world business applications.

HOW YOU'LL BENEFIT

- Go above and beyond standard business intelligence analysis techniques
- Get answers to complex data analysis questions without becoming a statistician
- Improve your business efficiency and effectiveness
- Extract the most meaningful results from large and small data sets and multiple data types

WHAT YOU'LL COVER

- Learning about wrangling, cleansing and shaping data (data scraping)
- Selecting the right variables, KPIs, CSFs (data analysis)
- Using Google OpenRefine
- Selecting and exploring a range of additional tools—JMP, Tableau, and more

Live Online Schedule

June 24-25

Aug. 7-8

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2006

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

Business professionals looking to solve complex problems such as customer churn, statistically valid web-page optimization and social media/online customer feedback analysis.

How to Turn Data Into Compelling Visual Presentations

Learn and apply the fundamentals and best practices of data visualization techniques, as well as hands-on approaches to using Microsoft Excel® and PowerPoint® to present your data in a variety of formats.

HOW YOU'LL BENEFIT

- Learn basic graphic design principles and how we visually process information
- Increase the impact and strength of your messages
- Become familiar with available tools/techniques for data visualization
- Discover specific elements you should make use of in every visualization

WHAT YOU'LL COVER

- Exploring basic, advanced and specialty charts
- Recognizing “chart junk” and how to remove it to improve clarity
- Learning how to use trend lines, reference bands, annotations and direct labeling
- Knowing when to use Excel® and PowerPoint® to create tables, how to properly design them and how to apply conditional formatting to create heat maps and table lenses

Live Online Schedule

May 13-21 Aug. 15-16
June 24-25

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/2012

ACCREDITATIONS

1.2 CEUs / 12 CLPs

WHO SHOULD ATTEND

Those with a foundational understanding of Microsoft Excel and PowerPoint, who work regularly with data and wish to create effective charts, graphs and tables.

LEAN Process Improvement: Delivering More with Less

Processing requests taking forever? Customers complaining about delays and high delivery costs? Discover how LEAN process improvement tools offer simple fixes that can change your thinking, improve your operations and deliver quick solutions.

HOW YOU'LL BENEFIT

- Differentiate between value and non-value-adding activities
- Measure and analyze the efficiency of an existing process
- Customize a LEAN tool you can utilize right away

WHAT YOU'LL COVER

- Learning LEAN methodology concepts and metrics
- Implementing LEAN tools to decrease process waste
- Recognizing the elements of continuous improvement

Live Online Schedule

June 10-11 July 10-11

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200

 **VIEW FULL DETAILS & REGISTER**
amanet.org/6108

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Senior and mid-level managers who are tasked with cutting costs and increasing revenue from a team, department or division.

Process Management: Applying Process Mapping to Analyze and Improve Your Operation

This process management seminar provides you with proven tools to successfully implement business improvements including process mapping techniques, documentation of standard operating procedures and value-added vs. non-value-added activity analysis to successfully implement process management improvements.

HOW YOU'LL BENEFIT

- Manage bottlenecks to enhance workflow and productivity
- Use process management to know where excess levels of inventories can be reduced or eliminated
- Achieve more realistic and effective scheduling
- Know how each process relates to the whole operation

WHAT YOU'LL COVER

- Discovering critical success factors for process management improvement projects
- Using project management techniques to improve processes
- Analyzing the data and identifying desired improvements

3-Day In-Person Schedule

June 10-12	New York, NY
July 31-Aug. 2	New York, NY

Live Online Schedule

May 20-22	July 24-26
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\$2,595 / AMA Members \$2,345 / GSA \$2,221
 AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/6531

ACCREDITATIONS

1.8 CEUs / 18 PDUs
18 CLPs



18 Ways of Working PDU
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See page 106 for more details.

WHO SHOULD ATTEND

Senior and mid-level managers responsible for process mapping and process quality improvement Industrial engineers, IT and manufacturing professionals.

Requirements Development, Documentation and Management

With a hands-on approach, you will work through the requirements process from start to finish. You will learn to distinguish between different types of requirements, adapt your writing accordingly, and acquire knowledge of steps for sign-off, along with skills for managing the requirements baseline.

HOW YOU'LL BENEFIT

- Document the current environment and proposed scope for case study
- Create charter and ID team
- Case study: create elicitation plan, create interview event, create workshop event and modeling functional requirements: use diagrams, data modeling
- Develop requirements document templates and flowchart

WHAT YOU'LL COVER

- Types of requirements
- Elicitation techniques and their advantages and disadvantages
- Analysis and modeling of requirements
- Steps for requirements verification, validation and sign-off

Live Online Schedule

June 10-13	Aug. 5-8
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\$2,595

 **VIEW FULL DETAILS & REGISTER**
amanet.org/72964



Delivered by

Global Knowledge™
 a skillssoft company

Prerequisite: Business Analysis Essentials (see seminar #72919).

WHO SHOULD ATTEND

Systems analysts, business and requirements analysts, developers, software engineers, IT project managers, project managers, project leaders, team leaders, testers and QA specialists.

Business Analysis Essentials

In this introductory course, you'll discover the role and responsibilities of a business analyst using hands-on exercises and working in teams. From identifying and analyzing potential projects to making sure that the final product meets the requirements you identified, you'll learn techniques for ensuring project success every step of the way.

HOW YOU'LL BENEFIT

- Plan, manage, analyze, document and communicate requirements
- Build and evaluate a business case
- Conduct effective interviews, group workshops and questionnaires
- Discover data mining and capture and document business rules
- Earn agreement and ensure requirements are met

WHAT YOU'LL COVER

- Gaining an overview of business analysis and the solutions life cycle
- Discovering enterprise analysis
- Reviewing requirements planning and management
- Discovering requirements analysis and documentation

WHO SHOULD ATTEND

Systems analysts, business analysts, requirements analysts, developers, software engineers, IT project managers, project managers.

Live Online Schedule

May 28-30	July 8-10
June 3-5	Aug. 12-14
June 10-12	Aug. 19-21
June 24-26	Aug. 26-28
July 1-3	

\$2,295



VIEW FULL DETAILS & REGISTER
amanet.org/72919



Delivered by

Global Knowledge™
a skillsoft company



Endorsed Education
Provider

Business Analysis in Agile Projects (ICP-APO)

This indispensable course explores the contributions of good requirements development in an agile environment and equips business analysts with the critical thinking, analytical skills and necessary people skills they need to add value to every agile project.

WHAT YOU'LL COVER

- Getting started—the agile conversation and working agreements
- Building an agile team
- Project initiation and backlog planning
- Release planning and backlog refinement
- The iteration and agile adoption
- Inspect and adapt

WHO SHOULD ATTEND

Project Sponsor or Project Owner, Business Analyst, Business Systems Analyst, Systems Analyst, Project Manager, Systems Architect or Designer, Systems or Application Developer, QA Professional, Systems Tester, Leader of Systems projects or teams.

Live Online Schedule

May 6-8	July 15-17
May 20-22	July 29-31
June 3-5	Aug. 12-14
June 24-26	Aug. 26-28

\$1,295



VIEW FULL DETAILS & REGISTER
amanet.org/76602

Course offered by:

cprime
LEARNING

Leverage the Power of Artificial Intelligence

The growth of Artificial Intelligence (AI) technology presents definite risks—but also great rewards if it's properly utilized. While AMA won't train you in the technical aspects of AI, we've developed strategic learning solutions to help you better recognize how AI can impact your organization, develop plans to manage and leverage it, and create an implementation roadmap.

NOW IS THE TIME TO PREPARE

Our recent AI readiness survey underlines the urgency to increase AI awareness and develop an action plan.

83%

said their organization has no AI strategy—or aren't sure if they do

93%

have not received training to adopt AI across the organization

66%

don't or weren't sure they trust managers to utilize AI fairly and transparently

Stay ahead of the AI curve with these powerful new resources for all levels in your organization.



WEBINAR

Beyond the Hype: What You Need to Know About AI

On Demand



FREE SEMINAR PREVIEW

Artificial Intelligence (AI) Business Essentials Certificate Program

On Demand



2 INSTRUCTOR-LED COURSES

See Next Page



Register and Learn More
www.amanet.org/AI

NEW! Artificial Intelligence (AI) Business Essentials Certificate Program

Artificial Intelligence (AI) has the kind of life-changing implications that might even surpass the development of the internet. Its influence on organizations and the world of business is already momentous. This program will help you gain an understanding of the technology, how you're already using it and the opportunities it presents. You'll also receive a Certificate of Completion.

HOW YOU'LL BENEFIT

- Gain foundational understanding of AI and the current AI landscape
- Explore the potential impact of AI on your organization
- Analyze your organization's business groups and ways roles may change
- Increase your credibility with data-driven decisions and skill development plans

WHAT YOU'LL COVER

- Understanding the security implications of managing data and technology
- Enabling yourself to use AI by applying the 4 C's of success
- Applying AI tools to extract useful information and diagnose work challenges
- Blue sky and mind map: How to contribute to the organization by leveraging AI at your level

2-Day In-Person Schedule

May 15-16	Chicago, IL
July 18-19	New York, NY

Live Online Schedule

June 10-11	Aug. 12-13
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\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2563

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Managers, leaders and all business professionals who want to increase their knowledge and comfort zone around AI and recognize how the technology can be integrated into their organization.

NEW! Artificial Intelligence (AI) Strategy for Business Leaders

Leaders in today's organizations must have a clear, realistic and strategic understanding of the pitfalls, risks and rewards that come with the integration of AI into their organization. Discover tools for accelerating your organization's digital strategy, weigh appropriate strategies for your business and create a specific implementation roadmap for your best possible AI solution.

HOW YOU'LL BENEFIT

- Recognize how AI differs from machine learning
- Explore strategic approaches to AI to help your business stay competitive
- Analyze challenges and your organization's readiness to adopt AI
- Discuss the risks and benefits that accompany new technologies

WHAT YOU'LL COVER

- Managing resistance employees have to AI and discussing ethical concerns
- Learning the major cost drivers and ROI for integrating AI in an organization
- Working through disruptive AI case studies in different industries
- Creating an action plan: how to leverage AI in your organization

2-Day In-Person Schedule

June 6-7	Arlington, VA
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Live Online Schedule

May 20-21	July 11-12
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\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/2554

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

All business leaders who need to be aware of the specific strategies and tools available to help them avoid the risks and reap maximum benefits of using AI in their organizations.

FREE RESOURCES

Strategies, tools and insights on vital business topics



Continuous learning is a cornerstone of lasting success. AMA has a wealth of expertly developed web events, articles, learning guides, videos, and much more that you can access anytime.

▶ **WHITEPAPERS**

Uncover research conducted by AMA on topics like innovation, employee engagement and other important areas.

▶ **WEB EVENTS (Live or OnDemand)**

Presented by recognized experts, these programs offer key information professionals need now.

▶ **GUIDES AND INFOGRAPHICS**

Get practical, concise know-how on a wide range of subjects.

▶ **ARTICLES**

Explore thought leadership, business perspectives and more—focusing on an extensive range of crucial business concerns.

▶ **QUIZZES**

Test your skills in such areas as time management, handling conflict, project management and more.

▶ **ASK THE EXPERTS VIDEO SERIES**

Access brief videos featuring our renowned AMA Faculty sharing insights and knowledge on a variety of subjects.

▶ **AMA SKILLS ASSESSMENT**

Quickly and easily pinpoint key strengths and development opportunities for both you and your team.



Learn More
www.amanet.org/Resources

Essentials of Project Management for the Non-Project Manager

Advance your PM knowledge utilizing key project management tools.

YOUR IMMEDIATE TAKEAWAY

- ▶ Learn the language of project management
- ▶ Identify project deliverables
- ▶ Provide better estimates

To work together effectively on any project, everyone on the team needs to use a common language and have a clear understanding of all expectations. Designed for individuals with little or no prior knowledge of project management who serve on project management teams or those who simply want to know more about PM or those who are making the transition to project management, you'll develop an understanding of essential terminology and apply basic PM tools and techniques to increase your effectiveness both on the team and in your own functional area.

HOW YOU'LL BENEFIT

- Know the purpose and process of project management
- Understand the roles, responsibilities and needs of project team members
- Identify and apply critical project management tools
- Identify stakeholders, their relationships to each other and how these relationships affect projects
- Recognize stakeholder issues within the organization
- Identify and apply critical communication tools and protocols

WHAT YOU'LL COVER

- Learning key project management terms
- Identifying the five groups of the project management process
- Estimating project activity accurately
- Identifying and aligning the project stakeholders
- Evaluating the project charter
- Validating project requirements against the SMART Tools

WHO SHOULD ATTEND

Anyone who's involved in projects but does not manage them, subject matter experts, project team members, project sponsors and facilitators.

2-Day In-Person Schedule

May 2-3	San Francisco, CA
June 3-4	New York, NY
July 15-16	Chicago, IL
Aug. 19-20	San Francisco, CA

Live Online Schedule

May 9-10	July 9-12
May 29-30	July 22-23
June 6-7	Aug. 8-9
June 25-26	Aug. 19-22

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/6548

ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 PHR/SPHRs / 12 PDCs
12 CLPs

RECOMMENDED CPE CREDIT: 14 hours/Basic

PREREQUISITES: None

ADVANCE PREPARATION: Online pre- and post-assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Technical—Management Services



This program has been approved for 12 HR General recertification credit hours toward a PHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP™ or SHRM-SCP™.

Improving Your Project Management Skills: The Basics for Success

Bring together all stakeholders, win the competition for resources and ensure project success.

YOUR IMMEDIATE TAKEAWAY

- ▶ Learn best practices and project management methodology
- ▶ Discover how to initiate, plan and execute a complex project
- ▶ Deliver projects on time, within budget and to the satisfaction of your customer

Get proven project management methodology with in-class, hands-on exercises that prepare you to immediately to take command. Learn the framework of the Project Management Institute (PMI) and practice the steps to initiate, plan and execute projects by exploring real project situations.

While aligned with the Project Management Institute's (PMI) framework, the focus of this course is on the practical application of concepts.

HOW YOU'LL BENEFIT

- Ensure that your projects are set up for success from the start
- Learn the basics for effectively gathering and documenting requirements
- Understand the role of the project manager, business analyst and others in managing projects
- Develop an integrated project plan—and turn that plan into successful action
- Learn how to effectively track and report on project progress
- Gain the respect of your project team and build credibility with top management

WHAT YOU'LL COVER

- Exploring the project triangle, the definition of the “project” and the five core PM process groups
- Creating a project charter, documenting requirements and setting expectations
- Creating the work breakdown structure (WBS) based on the charter and product requirements
- Discussing industry best practices for creating realistic estimates
- Creating precedence diagrams, Gantt charts and the critical path
- Estimating and tracking personnel and (out-of-pocket) expenses

BONUS: YOU'LL ALSO RECEIVE

This course features fictional case studies that allow participants to immediately practice course concepts in group exercises. You'll create key project documents, such as business case, charter, product requirements, project plan, status reports and lessons learned.

You'll have access to online blended learning components, including a full toolkit of integrated project management templates to download and use for getting started immediately after completing the seminar.

SPECIAL FEATURES

Useful tips to help your customers understand or figure out what they want

Techniques for gathering SMART project and product requirements

Easy-to-use template to collect status from team members

Hands-on practice to create and present a management status report

Project meeting minutes worksheet

Project closure checklist



DENISE WEBSTER, AMA FACULTY

“Excellent course taught by an excellent teacher. Denise has countless years of experience in the PM field, and I learned numerous practical topics that I can instantly apply to my work. I also appreciate being given the coursebook and handouts to refer back to in the future.”

—Matthew M., Project Manager

WHO SHOULD ATTEND

Individuals new to project management, “accidental” project managers, managers responsible for projects, business analysts, subject matter experts contributing to projects from any field, and experienced project managers seeking to review current tools, techniques and processes.

ACCREDITATIONS

1.8 CEUs / 18 PDUUs / 21 CPEs / 18 PHR/SPHRs / 18 PDCs / 18 CLPs

RECOMMENDED CPE CREDIT: 21 hours/Basic

PREREQUISITES: None

ADVANCE PREPARATION: Online pre- and post-assessment

DELIVERY METHOD: Group Live/Group Internet Based

FIELD OF STUDY: Technical—Management Services



2 Power Skills PDUs
16 Ways of Working PDUs
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www.amanet.org/PDUs



This program has been approved for 18 HR General recertification credit hours toward a PHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP™ or SHRM-SCP™.

3-Day In-Person Schedule

May 8-10	Lake Buena Vista, FL
May 13-15	Chicago, IL
June 3-5	Atlanta, GA
June 10-12	New York, NY
June 24-26	San Francisco, CA
July 22-24	Arlington, VA
July 29-31	New York, NY
July 31-Aug. 2	Chicago, IL
Aug. 19-21	Atlanta, GA

Live Online Schedule

May 8-10	July 15-17
May 20-22	July 24-26
June 3-5	Aug. 7-9
June 10-13	Aug. 20-22
July 8-10	

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW SCHEDULE AND REGISTER
amanet.org/6503

Next Step Courses

- ▶ Effective Executive Speaking
SEMINAR #2522
- ▶ Critical Thinking / SEMINAR #2533
- ▶ The 5 Choices to Extraordinary Productivity / SEMINAR #2605

AMA's Comprehensive Project Management Workshop

Nail your project every time.

YOUR IMMEDIATE TAKEAWAY

- ▶ Gain new PM skills and enhance existing ones
- ▶ Effectively resolve typical project management flaws
- ▶ Roadmap your PM future

Delays, cost overruns, or quality problems can wreck your project. Aligned with PMI's PMBOK®, this project management workshop helps you master the entire PM process. You'll earn 35 professional development units (PDUs) pre-approved by PMI, and you'll gain skills and in-depth knowledge that prepare you for the next level: the Project Management Professional certification.

HOW YOU'LL BENEFIT

- Learn all aspects of project management from the perspective of the PMBOK Guide
- Achieve competence in the 10 project management knowledge areas and five process groups
- Master the 47 competencies outlined in the PMBOK Guide
- Learn the techniques of documenting project risks, assumptions and constraints
- Develop a WBS and create a project charter
- Become skilled in executing, monitoring and controlling the tasks defined in your project plan

WHAT YOU'LL COVER

- Examining the project management framework
- Reviewing the project management body of knowledge
- Initiating the project
- Planning the project and conducting the kickoff meeting
- Executing the project plan
- Monitoring and controlling the project
- Closing the project and measuring customer satisfaction

BONUS

A complimentary copy of *A Guide to the Project Management Body of Knowledge* (PMBOK® Guide), by PMI®—a \$65.95 value.

5-Day In-Person Schedule

May 6-10	Arlington, VA
July 15-19	San Francisco, CA

Live Online Schedule

May 6-10	Aug. 12-16
June 3-7	

\$3,295 / AMA Members \$2,995 / GSA \$2,837
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/6595

ACCREDITATIONS

3.0 CEUs / 35 PDUs / 30 PMUs / 30 CLPs



28 Ways of Working PDUs
7 Business Acumen PDUs

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See page 106 for more details.



This course is valid for 12 PMUs.
3 Professional Effectiveness [PE]
9 Analytical Intelligence [AI]

Prerequisite: This course requires you to have basic knowledge of PM. AMA recommends attending *Improving Your Project Management Skills: The Basics for Success*, course #6503 or its equivalent before enrolling in this seminar.

WHO SHOULD ATTEND

Project managers, program managers and project team leaders with several years of experience initiating, planning and managing projects, as well as project team members aspiring to become certified PMPs.

PMP® Exam Prep Course

Get what you need to pass the exam with this PMI® authorized online course.

YOUR IMMEDIATE TAKEAWAY

- ▶ Explore the PMI-recognized body of knowledge
- ▶ Practice mapping course content to the exam
- ▶ Learn a standard project management framework

Looking to embark on a career in professional project management (PM)? Then you need to be ready to demonstrate best practices in PM, both on the job and through professional certification. It's becoming the standard in order to compete in today's fast-paced, highly technical workplace. In this Project Management Institute (PMI®)-authorized course, you will explore and apply the generally recognized practices of PM as acknowledged by the PMI.

HOW YOU'LL BENEFIT

- Get a practical, proven body of PM knowledge and skills
- Acquire skills to demonstrate PM mastery on the job
- Prepare for the Project Management (PMP) Certification Exam
- Increase your competitive knowledge in the PM profession

WHAT YOU'LL COVER

LESSON 1: Creating a High-Performing Team

- Build a team and define ground rules
- Empower team members and stakeholders
- Train team members and stakeholders
- Engage and support virtual teams
- Build shared understanding about a project

LESSON 2: Starting the Project

- Determine appropriate project methodology/methods and practices
- Plan and manage scope, budget and resources
- Plan and manage quality of products and deliverables
- Integrate project planning activities
- Plan and manage procurement
- Plan and manage project/phase closure

LESSON 3: Doing the Work

- Assess and manage risks
- Execute project to deliver business value
- Manage communications
- Engage stakeholders
- Create project artifacts
- Manage project changes and issues
- Ensure knowledge transfer for project continuity

5-Day In-Person Schedule

May 13-17	San Francisco, CA
June 10-14	Atlanta, GA
July 29-Aug. 2	New York, NY

Live Online Schedule

June 3-7	July 22-26
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\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/6598

ACCREDITATIONS

3.5 CEUs

LESSON 4: Keeping the Team on Track

- Support team performance
- Address and remove impediments, obstacles and blockers
- Manage conflict
- Collaborate with stakeholders
- Apply emotional intelligence to promote team performance

LESSON 5: Keeping the Business in Mind

- Manage compliance requirements
- Evaluate and deliver project benefits and value
- Evaluate and address internal and external business environment changes
- Employ continuous process improvement

APPENDIX

Mapping course content to the Project Management Professional (PMP)® examination content outline.

WHO SHOULD ATTEND

Individuals who have on-the-job PM experience who are not certified professionals, and who might or might not have received formal PM training.

Technical Project Management

Now you'll be able to tackle the challenges of managing IT and technical projects and discover how applying project management methodology can be your ally. You'll discuss the value of planning, scheduling and how to manage scope. Use tools and techniques to establish a sound estimating process. Find out how to keep projects on track and evaluate project performance and how to participate in communications exercises to help successfully lead project teams.

HOW YOU'LL BENEFIT

- Apply WBS and network development
- Identify potential problems and solve them using troubleshooting techniques
- Create status reports that show top management where budgeting, scheduling and manpower trends are headed

WHAT YOU'LL COVER

- Using the smart model when writing objectives
- Creating a customized WBS and reviewing technical project WBS examples
- Benefiting from technical project planning methodologies
- Planning IT and technical projects: rolling wave planning, stage gate process and critical chain project management
- Monitoring, controlling and reporting

3-Day In-Person Schedule

May 15-17	San Francisco, CA
July 8-10	Chicago, IL

Live Online Schedule

May 29-31	Aug. 19-21
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\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/4251

ACCREDITATIONS

1.8 CEUs / 18 PDU
18 CLPs



2 Power Skills PDUs
16 Ways of Working PDUs
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See page 106 for more details.

WHO SHOULD ATTEND

Anyone who administers IT and technical projects.

Best Practices for the Multi-Project Manager

This updated seminar provides you with examples of best practices within the profession. Learn how to develop a culture for consistent, standardized Multi-Project Management (MPM) practices, utilize proven metrics for MPM performance and implement innovative tools and techniques for successful completion of multiple projects.

HOW YOU'LL BENEFIT

- Keep projects on track and on budget
- Improve communication on all projects
- Increase your effectiveness and efficiency
- Determine your organization's ability to conduct additional projects

WHAT YOU'LL COVER

- Negotiating for the right resources to get your projects done
- Using a standard communication plan across all projects
- Using dashboards and other tools to measure project success
- Managing stakeholder expectations

2-Day In-Person Schedule

May 6-7	New York, NY
July 11-12	Chicago, IL

Live Online Schedule

June 6-7	Aug. 12-13
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\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/6523

ACCREDITATIONS

1.2 CEUs / 12 PDU
12 CLPs



12 Power Skills PDUs
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See page 106 for more details.

WHO SHOULD ATTEND

Project managers who are working on multiple projects simultaneously.

Project Team Leadership: Building Commitment Through Superior Communication

Project leadership requires a blend of soft skills, such as communication and motivation, along with the bottom-line capabilities of project management. With this course, you can build team commitment and create a more predictable project environment with the skills of a pro.

HOW YOU'LL BENEFIT

- Lead projects to successful implementation
- Keep the team on track through team consensus
- Achieve better results through clear, open and honest communication
- Optimize time, money and resources by putting the right people on the right projects

WHAT YOU'LL COVER

- Identifying the ins and outs of communication skills in a project team setting
- Resolving conflicts and fostering successful team behaviors
- Communicating during project implementation and closure
- Negotiating agreements: a PM's sources of powers

3-Day In-Person Schedule

June 10-12 San Francisco, CA

Live Online Schedule

May 22-24 Aug. 12-14

\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/6585

ACCREDITATIONS

1.8 CEUs / 18 PDUs
18 CLPs



10 Power Skills PDUs
4 Business Acumen PDUs
4 Ways of Working PDUs
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See page 106 for more details.

WHO SHOULD ATTEND

Mid- to high-level project managers.

Program Management

Learn how to align multiple activities to reach a strategic goal, report to and engage stakeholders, and satisfy all of the very specific and exacting demands of the program manager's role.

HOW YOU'LL BENEFIT

- Explore strategic program management and identify opportunities to achieve the organization's strategic objectives
- Define, create, maximize and sustain the benefits provided by programs
- Capture stakeholder needs and expectations, gain their support and mitigate opposition
- Understand the importance of program governance

WHAT YOU'LL COVER

- Reviewing the business case, program assessment and program mission statement
- Identifying components of the program lifecycle and its phases
- Understanding resource management, risk management, schedule management and scope management
- Learning the elements of a benefits register, benefits realization plan and the concept of value delivery

Live Online Schedule

May 13-14 July 15-16

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/6216

ACCREDITATIONS

1.2 CEUs / 12 PDUs
12 CLPs



3 Power Skills PDUs
9 Business Acumen PDUs
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See page 106 for more details.

WHO SHOULD ATTEND

Experienced project managers, program and portfolio managers as well as business analysts and operational managers.

NEW! Managing Risk and Uncertainty in Projects

Attend this course to explore and learn strategies and tactics you can apply when managing projects in uncertain circumstances. Build the skills and techniques you need to effectively identify, plan, mitigate and manage risks and their potential impacts, both on the project and the team—and be able to recognize unforeseen opportunities.

HOW YOU'LL BENEFIT

- Gain strategies to plan more effectively for risks, and identify strategies for responding to them
- Distinguish between risks that threaten the project and those which could present opportunities
- Define the status of risks and effectively communicate vital updates to stakeholders
- Develop a realistic understanding of costs and how to schedule reserves

WHAT YOU'LL COVER

- Exploring the Uncertainty Performance Domain and risk management
- Discussing general uncertainty and its effects
- Differentiating between conceptual and situational ambiguity
- Delineating where complexity arises from human behavior, system behavior or ambiguity
- Defining volatility in project management

2-Day In-Person Schedule

June 13-14 New York, NY

Live Online Schedule

May 20-21 Aug. 12-13

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/6540

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Program managers, project team members and project team leaders who need strategies, skills and techniques to better manage and mitigate the impact of project risks.

PROJECT MANAGERS

Looking to maintain your certification?

Discover recertification options covering the entire PMI® Talent Triangle™

75+ AMA Seminars Offer PDUs for Project Managers



View All Qualifying Courses
www.amanet.org/PDUs



ITIL® 4 Foundation

This course provides IT leaders, practitioners, support staff and staff interfacing with the organization's digital and information systems functions with a practical understanding of the key concepts, common language, principles and practices that enable successful management of modern IT-enabled services. It also prepares delegates for the ITIL Foundation Certificate Examination. The course is based on the ITIL 4 best practice service value system featured in the latest 2019 guidelines.

Note: ITIL 4 Foundation certification exam will be given in class on the last day

WHAT YOU'LL COVER

- Key IT service management concepts
- How ITIL guiding principles can help an organization to adopt and adapt service management
- The four dimensions of service management
- The purpose and components of the service value system
- The activities of the service value chain and how they interconnect
- The purpose of key ITIL practices
- Preparation to sit the ITIL 4 Foundation examination

Prerequisites: Familiarity with IT terminology and IT-related work experience are recommended.

WHO SHOULD ATTEND

Anyone seeking ITIL Foundation certification, and everyone interested in aligning IT with business, controlling or reducing IT costs, improving IT service quality and balancing IT resources in the most effective manner. All IT professionals, IT project managers, IT managers, IT project or team members, coordinators, network operators, business process analysts, IT architects, consultants, systems integrators, help desk managers and staff, planners, managed service providers, outsourcers, application developers, and other IT-related positions.

Live Online Schedule

Apr. 29-May 1	July 1-3
May 6-8	July 8-10
May 13-15	July 15-17
May 20-22	Aug. 5-7
May 28-30	Aug. 12-14
June 3-5	Aug. 19-21
June 10-12	Aug. 26-28
June 24-26	

\$2,495

 **VIEW FULL DETAILS & REGISTER**
amanet.org/72222

Delivered by



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ADDITIONAL SEMINARS

▶ **PMI Agile Certified Practitioner (PMI-ACP) Boot Camp**

www.amanet.org/76001

▶ **PMI-PBA Boot Camp**

www.amanet.org/76603

▶ **CBAP Certification Prep Boot Camp**

www.amanet.org/76005

▶ **Managing Projects with Microsoft 365**

www.amanet.org/76011

▶ **SharePoint Site Owner and Power User Boot Camp**

www.amanet.org/76013

▶ **Agile Project Management (ICP-APM)**

www.amanet.org/76604

▶ **Agile Boot Camp: ICP Fundamentals Certification**

www.amanet.org/76002

▶ **Agile Testing (ICP-TST)**

www.amanet.org/76003

▶ **Collaborating and Communicating Agile Requirements**

www.amanet.org/76004

Courses offered by:



Fundamentals of Finance and Accounting for Non-Financial Managers

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

YOUR IMMEDIATE TAKEAWAY

- ▶ Understand accounting and finance jargon
- ▶ Interpret and respond appropriately to financial information
- ▶ Apply financial metrics and grasp results

Financial skills are fundamental to any managerial position. Learn how to think finance, and you'll expand your career opportunities. From accruals to write-offs to receivables and payables, this workshop shows non-financial managers the concepts, tools and techniques that can help make each decision pay off—on the job and on the bottom line.

HOW YOU'LL BENEFIT

- Get a firm grasp of the numbers side of your job
- Gain greater confidence with a working knowledge of business financials
- Learn how to “think finance” and translate performance into financial terms
- Cultivate proactive working relationships with finance professionals
- Understand the business dynamics of dollars and cents—and take initiatives that meet your short- and long-term goals
- Make smarter decisions that deliver higher profitability

WHAT YOU'LL COVER

- Learning key finance terms: assets, liabilities, capital, depreciation, capitalization, current ratio and others
- Using the balance sheet to examine assets and liabilities
- Analyzing the income statement to assess revenues and expenses
- Understanding debt vs. equity financing
- Using profit-planning tools, break-even analysis and financial forecasting
- Analyzing payback method, discounted cash flow, present value and present value index in making profitable capital investment decisions

PRE-SEMINAR REQUIREMENT: Two video-based eLearning modules required before the seminar: Introduction to Accounting and Introduction to Finance.

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

BONUS: ATTENDEES WILL RECEIVE

A link to a post-seminar video-based module introduction to budgeting

Six-month access to all video modules used in conjunction with the course



FRANK ABBOTT, AMA FACULTY

“ Frank was able to take real issues from each participant's personal experience with their company and relate it to the topic at hand. Overall, I have a lot of information that I can call upon and am now armed to ask better questions with my finance team. ”

—Brooke R., Director of R&D, Validations

WHO SHOULD ATTEND

Non-financial managers in every functional area of responsibility, in all industries.

ACCREDITATIONS

1.2 CEUs / 12 PDU^s / 12 CAEs / 12 PHR/SPHR^s / 12 PMU^s
12 PDC^s / 12 CLP^s



12 Business Acumen PDU^s
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www.amanet.org/PDU^s



As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 12 credits toward your CAE application or renewal professional development requirements.



This program has been approved for 12 HR General recertification credit hours toward a PHR[™], aPHRi[™], PHR[®], PHRca[®], SPHR[®], GPHR[®], PHRi[™] and SPHRi[™] recertification through the HR Certification Institute.



AMA is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CPSM or SHRM-SCPSM.



This course is valid for 12 PMUs.
12 Business Acumen [BA]

2-Day In-Person Schedule

May 6-7	Atlanta, GA
May 9-10	Houston, TX
May 20-21	Arlington, VA
June 3-4	Chicago, IL
June 6-7	New York, NY
June 10-11	San Francisco, CA
June 24-25	Dallas, TX
July 15-16	Boston, MA
July 15-16	New York, NY
Aug. 12-13	San Francisco, CA
Aug. 15-16	Chicago, IL
Aug. 26-27	Arlington, VA

Live Online Schedule

May 13-14	July 8-9
May 20-21	July 15-18
June 5-6	July 22-23
June 10-11	Aug. 12-15
June 24-25	Aug. 26-27

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW SCHEDULE AND REGISTER
amanet.org/2218

Next Step Courses

- ▶ **AMA's Comprehensive Budgeting Workshop** / SEMINAR #2259
- ▶ **Strategic Thinking** / SEMINAR #2018
- ▶ **The 7 Habits for Managers: Essential Skills and Tools for Leading Teams**
SEMINAR #2602

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

You may also be interested in
AMA's Finance Workshop for Non-Financial Executives
www.amanet.org/1104

AMA's Finance Workshop for Non-Financial Executives

In this engaging and dynamic seminar, you'll gain the clarity to make more informed, more profitable business decisions.

HOW YOU'LL BENEFIT

- Build an imaginary company's balance sheet, income statement and cash flow statements
- Engage in a competitive benchmarking exercise using an annual report to understand financial concepts including interest, ROI, asset allocation and shareholder value

WHAT YOU'LL COVER

- Understanding accounting essentials: basics of booking transactions ... cash and accrual methods of accounting ... assets, liabilities and capital
- Computing ratios to assess liquidity, profitability, leverage and risk
- Exploring capital budgeting: preparing and using capital budgets ... applying time value of money ... using various mathematical techniques
- Analyzing how financial markets value a business

WHO SHOULD ATTEND

Leaders and managers in non-financial job functions.

AMA's Course on Financial Analysis

Increasing the value of a company is a primary goal for management. Explore a simple financial statement template for displaying that the company is being managed to produce increasing value, learn how to evaluate past performance and plan for future investments.

HOW YOU'LL BENEFIT

- Manage the structure of the income statement and the balance sheet to increase shareholder value
- Choose the right metrics for evaluating your company's solvency
- Determine your company's debt capacity (how much you can safely borrow)

WHAT YOU'LL COVER

- Learning the true meaning of cash flow from operating activities
- Exploring discounted cash flow techniques: future value, present value and more
- Calculating the Weighted Average Cost of Capital (WACC)

4-Day In-Person Schedule

May 6-9 New York, NY

Live Online Schedule

June 3-6 Aug. 5-8

\$2,995 / AMA Members \$2,695 / GSA \$2,552
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/1104

ACCREDITATIONS

2.4 CEUs / 24 CLPs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

Live Online Schedule

May 1-3

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/1552

ACCREDITATIONS

1.8 CEUs / 18 CLPs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

WHO SHOULD ATTEND

Department, business unit and company managers who need to increase the value of those entities, or are responsible for evaluating acquisitions or the financial condition of customers or vendors.

Financial Forecasting

Learn and apply the key components and skills to create forecasts and translate and appraise the forecasts of others. Discover how to build forecasts that help power the operations, finance, production and planning functions in your organization.

HOW YOU'LL BENEFIT

- Utilize powerful MS Excel® tools—with uses transferable to other disciplines
- Master and use regression tools to make better forecasts
- Use Excel tools to present forecast data to executive management

WHAT YOU'LL COVER

- Learning basic statistical and forecasting techniques
- Identifying data patterns: exploratory analysis concepts
- Forecasting performance measurements
- Discussing new directions in financial forecasting

WHO SHOULD ATTEND

Financial and other professionals who must interpret, analyze and make decisions based on forecasts created by others.

Live Online Schedule

May 13-15

Aug. 19-21

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/1110

ACCREDITATIONS

1.8 CEUs / 18 CLPs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

AMA's Advanced Financial Forecasting and Modeling Workshop

Practice using robust financial forecasts and models, learn tips and tools, analyze results and communicate key data to decision makers in your organization. Create more powerful and accurate forecasting models that steer you to fast-track, business-improving decision making.

HOW YOU'LL BENEFIT

- Quantify uncertainty in forecasting models with risk analysis techniques
- Evaluate patterns and integrate key business drivers into your forecast
- Effectively communicate results to team members and senior management

WHAT YOU'LL COVER

- Working with advanced Excel modeling techniques
- Analyzing and applying diagnostics to validate your forecast
- Creating your own model from real-world examples

WHO SHOULD ATTEND

Analysts and executive-level managers who work with financial models and need a refresher course on modeling methods.

Live Online Schedule

May 13-14

Aug. 5-6

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/1276

ACCREDITATIONS

1.2 CEUs / 12 CLPs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

The Strategic Controller: Adding Value to Your Organization

Discover how to improve your effectiveness in the four key areas, or quadrants, of a controller's role. Work through real-life scenarios that explore the responsibilities of each quadrant. Then learn and discuss specific tools and knowledge to help you confidently perform your job.

HOW YOU'LL BENEFIT

- Ensure the timeliness and accuracy of financial statements
- Establish enterprise-wide controls to safeguard corporate assets and compliance
- Define budgetary metrics and parameters to evaluate financial health

WHAT YOU'LL COVER

- Exploring Quadrant 1 (Number Cruncher) and Quadrant 2 (Custodian)
- Exploring Quadrant 3 (Analyst) and Quadrant 4 (Business Partner)
- Protecting your company's finances in changing financial climate

WHO SHOULD ATTEND

Corporate controllers, division and plant controllers, and assistant controllers who want to add value to their organization by increasing their effectiveness.

Live Online Schedule

June 10-12

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/1206

ACCREDITATIONS

1.8 CEUs / 18 CLPs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

Fixed Asset Management

Acquire the skills, information and insights you need to make the fixed asset function a key to enhancing an organization's return on fixed assets. Learn how to make the fixed asset database accurate, get the cooperation of line managers and provide essential data for reporting needs.

HOW YOU'LL BENEFIT

- Create a fixed asset procedures manual
- Reduce the company's real and personal property taxes
- Choose effective fixed asset software as well as bar-coding hardware

WHAT YOU'LL COVER

- Exploring fixed asset financial statement and income tax return requirements
- Learning the relationship between the fixed asset database and property insurance
- Discussing Construction-In-Process (CIP) accounting and the fixed asset database)

WHO SHOULD ATTEND

New or experienced controllers, CFOs, accountants and line managers with fixed asset responsibilities.

Live Online Schedule

June 10-13

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/1224

ACCREDITATIONS

1.2 CEUs / 12 CLPs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

Fundamentals of Cost Accounting

Manufacturers have a multitude of costs that must be included in inventory and cost of goods sold: material, labor, direct variable costs, indirect variable costs and fixed costs. Learn how to properly identify these costs and explore techniques for applying them to inventory.

HOW YOU'LL BENEFIT

- Develop a standard costing system and calculate variances
- Create an Activity Based Costing (ABC) system
- Use relevant costing models for production decisions

WHAT YOU'LL COVER

- Exploring job, process and absorption costing techniques
- Learning absorption costing and direct costing techniques
- Discovering standard costing techniques
- Discussing cost-volume-profit analysis

WHO SHOULD ATTEND

Professionals who are responsible for the proper costing of inventory and for assessing manufactured product profitability.

Live Online Schedule

Aug. 19-21

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/1201

ACCREDITATIONS

1.7 CEUs / 17 CLPs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.



Earn CPEs in **65+** AMA Seminars

Build your skills in finance plus
9 other critical business areas

- Analytical Skills
- Business Enhancement
- Communication
- Human Resources
- Leadership
- Management
- Marketing
- Project Management
- Strategic Planning



**View All Qualifying
Courses**

www.amanet.org/CPE

AMA's Comprehensive Budgeting Workshop

Explore how to work with, develop and present budgets aligned with strategic goals. Working in groups, you'll gather the information you need to construct and analyze operating budgets, and practice evaluating and revising your budget to increase its chances of acceptance.

HOW YOU'LL BENEFIT

- Work with a well-planned budget that highlights crucial variables that impact profit
- Develop high-level and alternative strategies to help your company reach goals
- Define variances so you can quickly implement changes to meet financial objectives

WHAT YOU'LL COVER

- Exploring operating budget vs. capital budget
- Learning the relationships and metrics of line items on the income statement and the operating budget
- Organizing and delivering your operating budget for feedback and final approval

Fundamentals of Purchasing for the New Buyer

This fundamentals seminar is taught by leaders in the field who will walk through every step of the purchasing management process, including negotiating and vendor and materials management. Find innovative ways to manage your suppliers so they deliver quality products and services on time and within your budget, learn how eProcurement can help you save money and exploit sales opportunities and recognize the impact you have on the financial side of your business.

HOW YOU'LL BENEFIT

- Understand today's procurement strategies and techniques
- Identify core expertise, process knowledge and interpersonal skills
- Discover the criteria for successful supplier selection
- Understand legal and ethical requirements and issues
- Learn negotiation techniques for a global purchasing environment

WHAT YOU'LL COVER

- Using purchasing to add value and profit to the bottom line
- Developing the supply base and supplier relationships
- Designing effective supplier performance measurements
- Making effective procurement decisions

Live Online Schedule

June 3-4

July 15-16

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/2259

ACCREDITATIONS

1.2 CEUs / 12 CLPs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

WHO SHOULD ATTEND

Managers and anyone with budget responsibilities interested in developing or improving their budget planning skills.

3-Day In-Person Schedule

May 1-3

Chicago, IL

Live Online Schedule

July 24-26

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/4265

ACCREDITATIONS

1.8 CEUs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

WHO SHOULD ATTEND

Buyers in service, manufacturing, health care or office purchasing who wish to achieve purchasing professionalism and the tools to improve their job performance.

Inventory Management Techniques: Planning, Replenishment and Activities Control

Explore the latest inventory management methods for saving money, satisfying customers and speeding up the flow of inventory. Learn how to take days—not hours—out of the manufacturing and distribution cycle. Discover how to apply today's most exciting stockless production techniques.

HOW YOU'LL BENEFIT

- Reduce inventory investments and optimize responsiveness
- Make scheduling and shop loading more efficient
- Improve the effectiveness of cycle counts and physical inventories

WHAT YOU'LL COVER

- Reviewing inventory planning and replenishment systems: order point, MRP, MRP II
- Learning resource planning and warehouse management
- Discovering lead time analysis and reduction techniques

Live Online Schedule

June 24-26

Aug. 12-14

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/4206

ACCREDITATIONS

1.8 CEUs

WHO SHOULD ATTEND

Factory and inventory control professionals, manufacturing and production control managers, industrial engineers, plant managers, material and purchasing managers, factory superintendents and customer/technical service managers who can benefit from enhancing their inventory management techniques.

Global Supply Chain Management: Best Practices in Import and Export Operations

Explore regulations, procedures, global security, documentation, dealing with customs and other government agencies, trade compliance, HTS classifications, managing freight and much more. You'll interact with a recognized expert course leader in global trade to gain both strategic and tactical skills and explore valuable, real-world case studies.

HOW YOU'LL BENEFIT

- Learn how to drive risk and spend out of your global supply chain
- Select and negotiate with freight carriers to lower costs and develop business process improvements
- Develop the best operating procedures

WHAT YOU'LL COVER

- Discovering global trade opportunities, risks and operational concerns
- Dealing with carriers, 3 PLs, freight forwarders and customhouse brokers
- Reducing risk and spend in the global supply chain

Live Online Schedule

June 3-4

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200



VIEW FULL DETAILS & REGISTER
amanet.org/4115

ACCREDITATIONS

1.2 CEUs

Visit www.amanet.org/CEUs for more continuing professional credits, including CPEs, CCM and FP&A.

WHO SHOULD ATTEND

Purchasing professionals, including global supply chain executives, import and export operations personnel, traffic and logistics managers and finance professionals.

Fundamental Selling Techniques for the New or Prospective Salesperson

Avoid trial and error as you build strong customer relationships and earn repeat business.

YOUR IMMEDIATE TAKEAWAY

- ▶ Use a consistent sales process
- ▶ Learn the value of active listening
- ▶ Sell value versus price

In this intensive, highly interactive 2-day introduction to the fundamentals of selling, you'll build a solid foundation and understanding of the right way to begin your sales career. Discover how to sell from the buyer's perspective, help your customers buy and become an advocate for your customers.

HOW YOU'LL BENEFIT

- Identify the behaviors and skills of a successful sales professional
- Understand prospecting basics and be able to conduct a sales call
- Use a customer-centered selling approach to provide value
- Choose a closing technique to earn the business
- Complete a formula to achieve sales goals
- Manage the customer relationship on an ongoing basis

WHAT YOU'LL COVER

- Discovering the characteristics of different selling models, types and structures
- Calculating and setting goals based on your sales quota and plan
- Analyzing the territory and conducting account research
- Planning your calendar to achieve sales goals and build a sales pipeline
- Identifying resources and methods of generating leads
- Learning strategies for responding to common new business objections and maintaining communication with a customer

WHO SHOULD ATTEND

Salespeople, sales support and potential candidates for sales positions.

2-Day In-Person Schedule

June 13-14	Chicago, IL
July 18-19	Atlanta, GA

Live Online Schedule

June 13-14	Sept. 9-10
July 8-9	

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200



VIEW FULL DETAILS & REGISTER
amanet.org/5510

ACCREDITATIONS

1.2 CEUs

Sept 18-20

Sales Management Certificate Program

Expand your leadership, coaching and communication skills.

YOUR IMMEDIATE TAKEAWAY

- ▶ Analyze each salesperson's strengths and weaknesses
- ▶ Approach each sales territory strategically
- ▶ Recruit and hire the best talent

You're a new sales manager, taking over a team with both rookies and pros. You also have an open territory that needs to be filled as quickly as possible. How do you gain the respect of your team? How can you maximize the skills of each team member? And how do you respond to your manager's demands? In this seminar, you will gain critical-to-success management skills that will help you maximize your sales team's skills.

HOW YOU'LL BENEFIT

- Make a smooth transition to sales management
- Win respect by building your management skills
- Ensure your team's productivity through recruiting, training and coaching skills
- Plan—and target—customers and territories effectively
- Plan your logistical operations and organizational structure successfully

WHAT YOU'LL COVER

- Making the transition to management
- Understanding management communication styles
- Discussing the Internal Motivation theory
- Recruiting and interviewing
- Learning the characteristics of appropriate delegation
- Discovering positive approaches to problem solving
- Developing a win-win appraisal or goal-setting system
- Recognizing the principles of leadership

WHO SHOULD ATTEND

Newly appointed or prospective sales managers who need the tools to respond to customer, team and company needs.

Note: More experienced sales managers should attend Advanced Sales Management, seminar #5598.

3-Day In-Person Schedule

June 3-5	Chicago, IL
Aug. 14-16	San Francisco, CA

Live Online Schedule

May 6-8	Sept. 18-20
July 8-10	

\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/5227

ACCREDITATIONS

1.8 CEUs

Selling to Major Accounts: A Strategic Approach

In this account management seminar, learn how to develop a strategic selling plan that will save you time, money and hassles by identifying the right account and project, why your offer matters to them, what it takes to assure their long-term relationship and how to move them along the pipeline quickly.

HOW YOU'LL BENEFIT

- Increase the business from existing accounts
- Shorten the sales cycle by identifying and removing internal and external bottlenecks
- Home in on prospects predisposed to buy from you
- Learn ways to get referrals from existing customers

WHAT YOU'LL COVER

- Identifying the changing environment: the salesperson as strategist
- Developing the strategic plan: thinking “big picture”
- Establishing goals, objectives and indicators to enhance major-account performance

3-Day In-Person Schedule

May 13-15 Chicago, IL

Live Online Schedule

July 10-12

\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/5235

ACCREDITATIONS

1.8 CEUs

WHO SHOULD ATTEND

VP and directors of sales and marketing as well as anyone seeking best practice techniques used in account selling today.

Strategic Sales Negotiations

Discover how to influence today's purchasers and improve your profits! Regain the seller's advantage over today's more sophisticated purchaser with the help of this strategic sales negotiation training. Learn the tools, techniques and savvy sales negotiation tactics that enable you to influence your buyer's perception of cost, value and benefits. Close the sale by maintaining a flexible position that successfully counters your buyer's negotiating moves.

HOW YOU'LL BENEFIT

- Improve sales margins and closing ratios
- Establish your credibility with the buyer
- Develop confidence-building skills that maintain your control of sales negotiations
- Be ready to justify your price when meeting price specifications

WHAT YOU'LL COVER

- Understanding the sales negotiation process from both perspectives
- Using powerful sales negotiating/planning tools
- Addressing aggressive buyer demands

Note: Several years of sales experience is recommended.

2-Day In-Person Schedule

Aug. 1-2 New York, NY

Live Online Schedule

June 17-18

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250



VIEW FULL DETAILS & REGISTER
amanet.org/5535

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Sales managers and sales professionals as well as account executives and anyone involved in the negotiating process.

Becoming a Trusted Advisor: How to Develop More Valuable Customer Relationships

In competitive environments, developing solid rapport with customers is key to achieving stability and growing business. You'll learn to shift from a service provider to a highly valued business partner whose business relationships can thrive in any business climate. You'll learn to shift from a service provider to a highly valued business partner whose business relationships can thrive in any business climate.

HOW YOU'LL BENEFIT

- Learn to transform client challenges into opportunities
- Navigate critical conversations for mutual benefit
- Know the process for gaining trusted advisor status
- Craft compelling messages that inspire and influence
- Recognize personality types to adapt your communication styles

WHAT YOU'LL COVER

- Articulating how you help clients achieve business goals
- Using communication skills that build trust and rapport

Customer Service Excellence: How to Win and Keep Customers

Get the competitive advantage you need to survive in a tough and increasingly uncertain business climate. Develop the skills you need to communicate professionalism, gain respect and enhance customer relationships so they will become long-lasting associations.

HOW YOU'LL BENEFIT

- Realistically recognize what customers expect
- Increase your credibility with customers—and your value to your organization
- Manage stressful situations more effectively

WHAT YOU'LL COVER

- Learning why customer satisfaction is based on perceptions
- Focusing on customers' top two expectations to save time and reduce stress
- Dealing with difficult customers

Live Online Schedule

May 10 July 16

\$1,495 / AMA Members \$1,345 / GSA \$1,274
AMA Members Save \$150



VIEW FULL DETAILS & REGISTER
amanet.org/5166

ACCREDITATIONS

0.6 CEUs

- Planning to identify and align with client styles
- Managing responses to challenging client situations
- Practicing the art of influencing

WHO SHOULD ATTEND

Customer service and sales professionals as well as anyone seeking to deepen client relationships and increase sales.

Live Online Schedule

June 3-4 Aug. 19-20

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200



VIEW FULL DETAILS & REGISTER
amanet.org/5165

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Customer service reps, technical and support personnel, field service reps, account managers, credit and billing specialists, small business owners and others who need key customer service skills.

Principles of Professional Selling

Form strategic partnerships with your customers and generate long-term bottom-line results.

YOUR IMMEDIATE TAKEAWAY

- ▶ Use consistent sales process
- ▶ Productively manage your time and territory
- ▶ Sell value versus price

As a salesperson, you're "climbing the mountain" every day. You can now acquire tools and techniques to make the climb seem easier and the mountain appear less daunting.

You'll learn the process to sell consultatively to elevate your status from salesperson to trusted consultant offering complete solutions. Receive guidance on each step of the sales process, including how to gain access to the decision maker, handle objections and close the sale.

HOW YOU'LL BENEFIT

- Develop a master plan to manage the sales process
- Win the confidence and trust of prospects
- Successfully sell on a consultative level, using effective interviewing techniques
- Effectively communicate your product/service superiority
- Build long-term sales relationships by offering solutions
- Uncover customer resistance and overcome objections
- Know when—and how—to close the sale

WHAT YOU'LL COVER

- Planning: using competitive analysis to gain more business
- Matching your sales approach to the personality style of your customer
- Becoming a problem solver: supplier-based selling vs. selling a solution
- Conducting effective sales calls—from the initial greeting to the final commitment
- Developing new business while maintaining existing accounts
- Managing key-account and key-prospect relationships

WHO SHOULD ATTEND

Sales professionals with a minimum of 1 year of sales experience, veterans who want to refresh their skills and managers who want to learn professional sales training techniques to train salespeople.

Note: This course is not for novices. If you're new to sales, see seminar #5510 Fundamental Selling Techniques for the New or Prospective Salesperson

3-Day In-Person Schedule

May 20-22	San Francisco, CA
July 10-12	Arlington, VA

Live Online Schedule

June 24-26	Sept. 18-20
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\$2,695 / AMA Members \$2,395 / GSA \$2,268
AMA Members Save \$300



VIEW FULL DETAILS & REGISTER
amanet.org/5520

ACCREDITATIONS

1.8 CEUs

Advanced Sales Management

Get the skills you need to keep pace with all the issues that are revolutionizing sales force management. Learn team-building, leadership and other vital abilities to increase your effectiveness as a manager and help you advance further and faster in your career.

HOW YOU'LL BENEFIT

- Develop leadership and team-building skills
- Recruit, train and improve your best sales team
- Generate increased profits with fewer resources
- Become a more productive sales manager, communicator and decision maker

WHAT YOU'LL COVER

- Exploring the changing sales environment and effective sales management
- Utilizing a system for analyzing your sales planning
- Understanding people: the basis for sales motivation and effective communication

WHO SHOULD ATTEND

Seasoned sales managers who want to refine sales planning techniques, build leadership skills and become more powerful decision makers, motivators, communicators and coaches.

Live Online Schedule

May 15-17 July 8-10

\$2,795 / AMA Members \$2,495 / GSA \$2,363
AMA Members Save \$300

 **VIEW FULL DETAILS & REGISTER**
amanet.org/5598

ACCREDITATIONS

1.8 CEUs

Territory and Time Management for Salespeople

Learn how to take control of your time and workday so you can increase productivity, maximize your selling effectiveness, improve your confidence and meet your goals.

HOW YOU'LL BENEFIT

- Enhance sales effectiveness through territory management
- Increase selling time by taking actions to minimize distractions
- Learn strategies that help you value and penetrate accounts

WHAT YOU'LL COVER

- Learning how goals, attitudes and organizational skills impact time and sales territory management
- Assigning account priorities according to opportunity and probability
- Managing information: improving your digital communication, organizing your paperwork, making your CRM system work for you

WHO SHOULD ATTEND

Sales representatives, account executives, sales managers and all sales staff with customer or sales territory management responsibilities.

2-Day In-Person Schedule

July 8-9 New York, NY

Live Online Schedule

June 10-11 Sept. 12-13

\$2,495 / AMA Members \$2,245 / GSA \$2,126
AMA Members Save \$250

 **VIEW FULL DETAILS & REGISTER**
amanet.org/5289

ACCREDITATIONS

1.2 CEUs / 1.2 PMUs



This course is valid for 12 PMUs.
 8 Professional Effectiveness [PE]
 4 Relationship Management [RM]

Essentials of Marketing

Learn best practices for designing and implementing a great marketing plan.

YOUR IMMEDIATE TAKEAWAY

- ▶ Pinpoint factors that influence purchase decisions
- ▶ Analyze and quantify customer needs
- ▶ Recognize common marketing errors

As a marketing professional, you need to have a clear understanding of your markets and what drives your customers’ decisions to buy. In this course, you’ll get modern techniques for analyzing markets and quantifying customer needs, wants and preferences (NWP). Learn tactics to utilize the 4 Ps of Marketing (Product, Price, Place and Promotion) and proven tools and methods to avoid the most common marketing mistakes. In hands-on activities, you’ll discover how to implement the right approach for your company’s unique needs.

HOW YOU’LL BENEFIT

- Recognize the wide-ranging marketing roles and functions within different organizations
- Apply modern techniques for conducting marketplace analysis
- Utilize insightful marketing tactics to pinpoint why customers buy or don’t buy
- Align the 4 Ps with your products, services and customer wants

WHAT YOU’LL COVER

- Identifying your key marketing challenges
- Defining crucial marketplace data and implementing market research
- Understanding the components of each of the 4 Ps
- Relating stages of the product lifecycle to marketing strategy
- Conducting a product SWOT analysis
- Positioning your organization’s product(s) and/or service(s) in the marketplace
- Exploring different marketing communication vehicles and channels used for promotion
- Developing a marketing plan for your organization

WHO SHOULD ATTEND

Newly appointed marketers; product, brand and advertising managers; business professionals and executives who need a clearer understanding of marketing’s role in generating profits.

2-Day In-Person Schedule

May 13-14	Atlanta, GA
Aug. 22-23	Arlington, VA

Live Online Schedule

June 10-11	July 15-16
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\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200

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ACCREDITATIONS

1.2 CEUs / 14 CPEs / 12 CAEs / 12 PMUs

RECOMMENDED CPE CREDIT:	14 hours/Basic
PREREQUISITES:	Marketers with less than 3 years of experience
ADVANCE PREPARATION:	Online pre- and post-assessment
DELIVERY METHOD:	Group Live/Group Internet Based
FIELD OF STUDY:	Non-technical—Communication & Marketing



As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 12 credits toward your CAE application or renewal professional development requirements.



This course is valid for 12 PMUs.
 12 Business Acumen [BA]

Successful Product Management

Discover the tools and techniques you need to effectively manage the increasingly complex product management process and gain more control of the myriad tasks at hand. You'll focus on strategy, product portfolio planning, key tasks of a product manager, understanding critical reports and how to calculate break-even sales formulas. Then you'll put it all together using a case study on product marketing plan development so you can prepare your marketing plan.

HOW YOU'LL BENEFIT

- Set priorities and manage the profitability of your products or service
- Build effective working relationships with suppliers and with external and internal business partners
- Manage the financial aspects of product management
- Learn the key components of an effective business plan—and practice developing ones

WHAT YOU'LL COVER

- Knowing your tasks as a product manager
- Understanding key reports and relationships
- Managing new product or service development
- Preparing your marketing plan

AMA's Advanced Course in Strategic Marketing

Discover cutting-edge strategic marketing models—and their real-world applications. And you'll get the strategic marketing knowledge and tools you need to increase the spending rate of current customers and cost-effectively acquire new ones, integrate your strategic marketing mix elements with corporate goals and maximize the benefits of e-commerce technology.

HOW YOU'LL BENEFIT

- Learn the stages of the customer buying process—and generate incremental value at each stage
- Efficiently target your strategic marketing campaigns to core buying influences
- Successfully develop and manage new product and service launches to increase overall market share

WHAT YOU'LL COVER

- Using strategic growth perspectives: the SMART growth segmentation
- Moving beyond pricing as an objective, to pricing as a strategy
- Using an effective CRM system: understanding the lifetime value of a customer
- Changing the buying structure through the web

3-Day In-Person Schedule

May 8-10 Chicago, IL
July 29-31 San Francisco, CA

Live Online Schedule

June 5-7

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ACCREDITATIONS

1.8 CEUs

WHO SHOULD ATTEND

Product and brand marketing managers and directors, and those who interact with them.

Live Online Schedule

June 10-12 Aug. 5-7

\$2,595 / AMA Members \$2,345 / GSA \$2,221
AMA Members Save \$250



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ACCREDITATIONS

1.8 CEUs

WHO SHOULD ATTEND

Experienced marketing professionals as well as executives and managers in finance, operations, customer service, R&D and other departments who interact with colleagues in marketing.

Project Management for Administrative Professionals

Blended Learning

Whether you're an administrative assistant, secretary, executive secretary or another member of the administrative support staff, now you can get the skills that spell project management success—scheduling, budgeting and planning. Learn how project management for administrative professionals will help you take a project from conception to completion.

HOW YOU'LL BENEFIT

- Organize and track all project resources to maximize productivity
- Anticipate problems or solve them as they arise
- Manage time while juggling multiple projects with ongoing daily responsibilities

WHAT YOU'LL COVER

- Planning and controlling projects
- Solving project problems
- Managing time and priorities
- Coordinating work done by others

3-Day In-Person Schedule

June 3-5 Arlington, VA

Live Online Schedule

June 3-5 Aug. 12-14

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200



VIEW FULL DETAILS & REGISTER
amanet.org/2298

ACCREDITATIONS

1.8 CEUs

WHO SHOULD ATTEND

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

Management Skills for Administrative Professionals

Blended Learning

This comprehensive seminar gives you a wide range of skills to help you handle any work challenge with greater confidence and effectiveness. Leave with an action plan of best practices to apply immediately on the job.

HOW YOU'LL BENEFIT

- Manage changing roles and responsibilities whether working with bosses, peers, team members or customers
- Clearly and confidently communicate and negotiate to manage conflicts and achieve results
- Apply emotional intelligence and effective listening practices to your job

WHAT YOU'LL COVER

- Managing personal and professional change dynamics
- Managing roles, responsibilities and authority to meet goals
- Overcoming conflict and office politics with ease
- Coordinating work done by others
- Improving communication skills

3-Day In-Person Schedule

June 10-12 New York, NY

Live Online Schedule

July 10-11

\$2,295 / AMA Members \$2,095 / GSA \$1,984
AMA Members Save \$200



VIEW FULL DETAILS & REGISTER
amanet.org/2294

ACCREDITATIONS

1.8 CEUs

WHO SHOULD ATTEND

Experienced administrative professionals, executive assistants, office managers, sales assistants and any other administrative professionals.

Partnering with Your Boss: Strategic Skills for Administrative Professionals

Learn how to communicate confidently and assertively—and develop and use power and authority. You'll return to work better able to support your organization's/boss's goals; adapt to various communication styles to successfully influence and work with your boss and others; and establish trust, credibility and authority to strengthen your relationship with your boss.

HOW YOU'LL BENEFIT

- Gain the respect of your boss and be taken seriously
- Get what you need from others to accomplish your job and achieve your boss's goals
- Have the authority to make—and act on—decisions
- Confidently represent your boss

WHAT YOU'LL COVER

- Adapting methods to complement the boss's preferences
- Applying active listening skills to anticipate the boss's needs
- Defining and integrating your personal power bases
- Using influencing and persuasive communication skills

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

Facing an overwhelming “to do” list? Information overload putting you in chaos mode? Unsure how to multitask?

In this practical seminar, you'll gain the information management skills to delegate to others and pick up simple techniques to banish procrastination.

HOW YOU'LL BENEFIT

- Pinpoint where you need to take control
- Conquer procrastination and stress
- Effectively process and retain critical information

WHAT YOU'LL COVER

- Prioritizing: the SMART way to set goals
- Using your power skills to handle the mass of information on your desk
- Accessing your memory and recall skills

2-Day In-Person Schedule

May 20-21 New York, NY

Live Online Schedule

May 20-21 Aug. 5-6

\$1,995 / AMA Members \$1,795 / GSA \$1,700
AMA Members Save \$200



VIEW FULL DETAILS & REGISTER
amanet.org/2268

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

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

2-Day In-Person Schedule

July 18-19 New York, NY

Live Online Schedule

June 10-11 Aug. 12-13

\$1,995 / AMA Members \$1,795 / GSA \$1,700
AMA Members Save \$200



VIEW FULL DETAILS & REGISTER
amanet.org/2194

ACCREDITATIONS

1.2 CEUs

WHO SHOULD ATTEND

Executive secretaries, secretaries and administrative/ executive/sales assistants.

LIVE ONLINE EXPRESS COURSES

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Improve how you manage yourself, your time and your reactions to events you can't control.

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Learn how to leverage your experience while building new skills and networks to reinvent your career in a way that allows you to continue to flourish.

Business Excellence for Women

Confidence-Building Skills for Women **BEST SELLER**
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Communication

How to Flex Your Communication Style
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How to Manage Difficult Conversations **BEST SELLER**
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Move toward a better conversation: communication techniques to navigate challenging conversations

Powerful Communication Techniques **BEST SELLER**
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Do people hear what you're saying—or only how you're saying it?

Diversity & Inclusion

How to Be an Ally
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An ally acts when discrimination occurs, and supports, advocates for and champions others.



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on Tips for Giving and Receiving Feedback

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SPECIALIST SUPERVISORY

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How to Speak Accounting

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Get familiar with common accounting concepts and buzzwords in just a few hours.

Leadership

How to Coach a Virtual Team

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Overcome the challenges that are specific to leading a virtual team.

Leading Your Team Through Change **BEST SELLER**

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Build trust and commitment, and use agility to meet every business challenge.

Leading Effective Virtual Meetings

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Lead meetings for maximum engagement and effectively make your voice heard while observing proper virtual etiquette.

Management

SMART Performance Management

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Build skills for every performance review you undertake, using a systematic approach to performance planning, calibration, and the appraisal itself.

Tips for Giving and Receiving Feedback

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Learn techniques for building trust, deepening relationships and creating growth.

Project Management

Project Management Scheduling Best Practices

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Build a roadmap of your project to help prepare for any uncertainty.

How to Start a Project

amanet.org/7867

Don't jeopardize your project's objectives by starting off with inaccurate and unrealistic baselines.

Project Management Essentials: Steps for Successful Execution

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Take steps NOW to get your project off the ground the right way.

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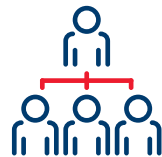
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