PUSH PAST YOUR BOUNDARIES

Making the Transition to Management
Page 5

NEW! The 13 Behaviors of High-Trust Leaders
Page 14

NEW! Design Thinking: A Customer-Centric Process for Rapid Innovation
Page 20

$275 OFF ANY AMA SEMINAR
See inside front cover for details

www.amanet.org
NEW SKILLS GIVE YOU THE POWER TO BREAK FREE

You need a power source to move past obstacles. In business, the best source of that power is new skills. Leadership capabilities help you to take action more decisively and inspire others to do the same. With project management skills, you’ll be ready to bring in crucial initiatives faster and under budget. Become a first-rate communicator, a more analytical thinker, or someone who manages with greater effectiveness, and you’ll be prepared to move to the next level or seize new opportunities.

AMA’s Seminars for Success offers everything you need to equip yourself with the knowledge, skills and behaviors to overcome challenges and achieve your full potential.

Get started expanding your capabilities with one of these popular courses (and be sure to check out the rest of AMA’s 160+ seminars on our website):

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TERMS AND CONDITIONS: Offer code LK9C expires August 15, 2018, and cannot be combined with any other promotional offer(s). This offer is valid only when applied to new registrations and cannot be applied to transfers, cancellations or GSA or SLS contract pricing. Individuals eligible for GSA or SLS contract pricing must choose either their contract price or this discount applied to the AMA Member rate and must reference the offer code when placing their order. AMA Annual Passes/All-Access Passes, AMA Certificates, AMA Seminar Savings Passes, AMA Webinars, Express Skills Courses and third party-delivered programs available through AMA are not eligible for this offer. Prices and schedules are subject to change without notice.
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AMA Blended Learning—a dynamic and effective blend of live training, online tools, resources and events that provides the foundation for greater subject mastery and measurable performance metrics to back it up.

GSA Contract Holder

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

Step into your new role with a new level of confidence

Your new challenges require new tools. Stepping up to your increasing responsibilities will be a lot easier if you understand the expectations people have of you, the challenges that come with the job and the successful models for dealing with both of these.

Acquire the mindset and skill set of the supervisor. Learn your new job the right way through AMA. We teach proven supervisory techniques for planning, organizing, communicating and effectively monitoring your team, projects and productivity.

You can’t learn this stuff on the job. Doing the work is one thing. Supervising it is another thing altogether. We’ll teach you the people skills, motivation skills and political skills you’ll need to succeed.

Put theory into action right here. We teach you the principles you need and then give you an opportunity to practice them in class. You’ll delegate and motivate under the watchful eye of our expert instructor.

Master complex aspects of supervising. We’ll show you the ropes of performance management and recordkeeping. You’ll also learn to conduct constructive performance appraisals. And we’ll help you understand your legal responsibilities.

TOPICS COVERED

Embracing Your New Role

- Understanding what your boss, employees, peers and senior management expect from you
- Exploring four basic management functions: planning, organizing, communicating, monitoring
- Learning three supervisory styles and when and how to use each one
- Transitioning from individual contributor to supervisor
- Defining and learning tips on “managing up”

Communication Skills Toolbox for New Supervisors

- Defining your preferred communication styles and the styles you find challenging
- Understanding how to effectively supervise the four communication styles
- Experiencing the impact of non-verbal communication
- Sending harmonious messages

“I left his classroom feeling empowered and fulfilled with so much knowledge. I appreciate his time, his patience and his ability to make a multifaceted subject interesting and fun.” —Pauline C.
New Supervisors

Managing a Diverse Workforce
- Explaining how diversity affects you, your work unit and your company
- Recognizing and managing generational differences
- Understanding your obligations regarding the Americans with Disabilities Act (ADA), hostile environment, and other key laws and legal terms

Coaching for High-Quality Performance
- Giving and receiving feedback constructively
- Identifying your coaching strengths and weak spots
- Coaching employees and build personal accountability
- Demonstrating a five-step coaching discussion model
- Delivering and profiting from peer feedback

Creating a Motivational Environment
- Explaining the components of a motivating environment
- The four phases of team development, including the highs and lows
- Using delegation as a motivational tool
- Developing a strategy for solving a current employee motivational problem

Managing Performance
- Keeping effective records
- Understanding the importance of quarterly alignment discussions
- Conducting a performance appraisal meeting
- Coping with various employee reactions

Time Management
- Understanding key principles of managing time effectively
- Demonstrating five stages of managing meetings effectively
- Understanding how to manage different personalities according to how they view time

WHO SHOULD ATTEND
New supervisors with one to two years of supervisory experience; process and production supervisors.
Making the Transition from Staff Member to Supervisor

Effectively and smoothly manage the change in your role and your responsibilities.

- Be ready to take on any task, bring your best self to the job, and adopt habits that will quickly get you up to speed. You’ll come away with a better understanding of what your boss, peers, staff and company expect from you.
- Get ready to assume that all-important first supervisory role with greater confidence and success.

BENEFITS OF ATTENDING
- Create a new game plan for growth
- Let go of your former role and establish your credibility
- Act and behave in compliance with workplace laws
- Adjust your behavioral style to give yourself a more winning edge
- Discover the secrets to inspiring and motivating your direct reports
- Control your emotions and think strategically when dealing with conflicts
- Be definite and decisive in managing and protecting your time

TOPICS COVERED
- Setting yourself up for success
- Conducting a gap analysis to meet critical expectations
- Developing legal awareness, including EEO laws
- Leveraging your skills using an assessment
- Creating a motivating work environment
- Managing employee performance
- Giving and receiving supportive and corrective feedback
- Delegating work to your team
- Developing the right conflict approach for each individual and situation

WHO SHOULD ATTEND
- Newly promoted supervisors with less than one year of experience in this position.

REGISTER TODAY! www.amanet.org/2243

2-Day Classroom Schedule
1.2 CEUs $1,995/AMA Members $1,795
AMA Members save $200

- Aug. 6-7 . . . . . . . . . . . . Los Angeles, CA . . . . . . 2243-KM6-01318
- Aug. 13-14 . . . . . . . . . . . Arlington, VA . . . . . . 2243-KM6-01320
- Aug. 16-17 . . . . . . . . . . . Boston, MA . . . . . . 2243-KM6-01321
- Aug. 27-28 . . . . . . . . . . . Chicago, IL . . . . . . 2243-KM6-01319
- Sept. 6-7 . . . . . . . . . . . Philadelphia, PA . . . . . . 2243-KM6-01322
- Sept. 10-11 . . . . . . . . . . . Dallas, TX . . . . . . 2243-KM6-01324
- Sept. 13-14 . . . . . . . . . . . New York, NY . . . . . . 2243-KM6-01325
- Sept. 20-21 . . . . . . . . . . . San Francisco, CA . . . . . . 2243-KM6-01324
- Oct. 1-2 . . . . . . . . . . . New York, NY . . . . . . 2243-KM6-01340
- Oct. 4-5 . . . . . . . . . . . Chicago, IL . . . . . . 2243-KM6-01339

Visit our website for a complete list of dates and locations.

4-Lesson Live Online Schedule
1.2 CEUs $1,895/AMA Members $1,695
AMA Members save $200

- Tuesday and Thursday 2-5 pm ET
- Sept. 18-27 . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 2243-KM6-01326
- Nov. 6-15 . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 2243-KM6-01344

AMA Business Boot Camp
Management and Leadership Essentials

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

Get a quick, intensive drill in the skills every manager needs.

- This comprehensive seminar takes you, point by point, through the most vital, time-tested management skills, tools and strategies. You’ll complete the Golden Personality Type Profiler assessment prior to class to gain a deeper understanding of yourself and others. Then, as you work through each lesson, you’ll refer back to the results to pinpoint development opportunities so you can return to your job with renewed skills and confidence.

Four 3-hour lessons over four successive days

LESSON 1
The Role of a Manager
- Using the Golden Personality Type Profiler as a tool to understand personality types and their impact at work
- The eight roles of a manager
- Applying the best communication techniques to different scenarios
- Creating a motivational workplace

LESSON 2
Performance Management
- Hiring and selecting people
- Coaching and delegating to boost performance

LESSON 3
Project Management
- Balancing six factors: time, cost, scope, risk, resources and quality
- Understanding the human side of project management
- Understanding a project’s scope, constraints and deliverables
- Applying best practices to plan, execute and complete your projects

LESSON 4
Strategic Thinking and Leadership
- Developing a strategic mindset and clear vision
- Applying the Strategic Frame of Reference to move forward
- Performing SWOT analysis to create a strategic advantage
- Leveraging your style to build power and influence

WHO SHOULD ATTEND
- All functional managers looking to revisit and reinvigorate their competence and skills in areas crucial to their success.

REGISTER TODAY! www.amanet.org/2172

4-Lesson Live Online Schedule
1.2 CEUs $1,995/AMA Members $1,795
AMA Members save $200

- Monday-Thursday 2-5 pm ET
- Sept. 17-20 . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 2172-KM6-00032
- Nov. 12-15 . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 2172-KM6-00033
Making the Transition to Management

**SEMINAR #2231**

**2-Day Classroom Schedule**

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**REGISTER TODAY!** www.amanet.org/2231

**BENEFITS OF ATTENDING**

- 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

**TOPICS COVERED**

- Adopting a new manager mindset
- Knowing the expectations of your subordinates, peers and clients
- Understanding the business, yourself and others
- Building effective relationships
- Identifying communication approaches to flex with different styles and situations
- Using a structured approach to plan and organize work
- Setting SMART goals and initiatives
- Getting an overview of delegation techniques, knowledge, and attitudes
- Applying methods to set priorities
- Creating solutions to management challenges

**WHO SHOULD ATTEND**

Newly appointed or prospective managers with less than one year of management experience.

Managing the “Unmanageable”

**SEMINAR #2290**

**2-Day Classroom Schedule**

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**REGISTER TODAY!** www.amanet.org/2290

**BENEFITS OF ATTENDING**

- Motivate over-taxed and “burned out” employees
- Effectively deal with employees in crisis and dysfunctional behaviors
- Address multi-cultural and multi-generational conflict in the workplace
- Prepare for a potentially confrontational conversation
- Reset expectations and lay a solid go-forward plan
- Protect yourself and your company by minimizing employment-related liability

**TOPICS COVERED**

- Understanding the connection between difficult behavior and personal style
- Learning the role of power, structure and tension in work relationships
- Applying leadership defense principles
- Troubleshooting common scenarios that put your “manager muscles” to the test
- Mediating employee disputes
- Understanding and applying fact-specific performance and corrective action do’s and don’ts
- Terminations for cause vs. resignations by mutual consent
- Leveraging workplace security options and resources

**WHO SHOULD ATTEND**

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

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

**SEMINAR #2238**

Be the boss you’d like to work for.

Becoming a great manager who leads with confidence begins with having the right skills. This highly interactive course is your ticket to taking your team to new heights of performance.

Using skills assessments, videos, case studies and practice sessions, you’ll roadmap the entire management process from motivation to coaching. You will be able to improve on key weakness areas, play to your strengths and get the best results from every member of your team.

**TOPICS COVERED**

**Your Role as Manager**
- Identifying the challenges and practices when communicating virtually
- Understanding and Appreciating Situational Leadership® II: The Art of Influencing Others®
  - How to develop people, value differences and encourage honest communication
  - Developing your leadership style to gain commitment from your employees
  - Matching your leadership style to your employees’ developmental needs

**Coaching for Performance**
- Knowing the importance of coaching
- Practicing coaching and correcting difficult and challenging behaviors
- Using the AMA Coaching Guide for managing a coaching discussion
- Identifying the differences between coaching and discipline

**Creating Motivational Climate**
- Defining motivation and your role in creating a motivational setting
- The costs of demotivation
- Elements of the motivational process
- Creating your own practice for building a motivational climate

**Delegation for Growth and Development**
- Different types of delegation
- How to conduct an effective delegation conversation

**WHO SHOULD ATTEND**
Managers with one to three years of management experience.

Visit www.amanet.org/2238 for details about CPE credits.

Ken Blanchard’s Situational Leadership II (SLI)® — a model for developing people and a way for leaders to help their employees become self-reliant achievers. To be truly effective, leaders’ styles must adapt to the skills and commitment of the people they want to influence. With some people, managers have to provide a great deal of direction. With others, encouragement and appreciation trigger the best results. Still others deliver their best when allowed to take the ball and run with it. Situational Leadership II helps managers become more flexible and responsive to their employees’ needs.

**FACULTY SPOTLIGHT**

Carrie Spell-Hansson specializes in organizational behavior, cross-cultural communication, conflict, employee development, social equity, organizational development and culture change. Clients have included Timelife, PepsiCo, USG, Prudential and the American Counseling Association. She received her undergraduate degree in business administration from the University of South Florida, and a master’s degree in human resource management from the University of Scranton.

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

**BENEFITS OF ATTENDING**
- Gain a deeper understanding of your roles and responsibilities
- Improve communication to effectively set expectations for yourself and your direct reports
- Adapt your style to the needs of individual team members
- Communicate organizational goals that get results
- Apply delegation strategies to increase motivation and productivity
- Use effective coaching techniques to maximize your team’s performance

**Register Today! www.amanet.org/2238**

**3-Day Classroom Schedule**

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Visit our website for a complete list of dates and locations.

**4-Lesson Live Online Schedule**

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**SPECIAL SESSIONS FOR WOMEN**

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AMA Members save $250

*This seminar is also taught by other experts in the field.*
Cultivate effectiveness, lead with excellence and transform your team for breakthrough results.

Workers have too many assigned tasks and too many competing priorities. People can’t identify key goals and, therefore, can’t deliver excellent results. Individuals, even entire departments, lack open communication. Crises are often reacted to with fast, less-than-effective decisions.

The good news is that changing ineffective behaviors to effective behaviors will benefit everyone in your organization. The 7 Habits® can help you to not only better manage yourself, but learn to lead others and unleash team potential.

**Habit 1: Be Proactive**

- Define the contribution you want to make and what you want to accomplish
- Enhance your leadership abilities and reach your full potential
- Judge the goals your efforts should be focused on using daily and weekly planning
- Communicate effectively and raise the levels of trust within your team
- Build better relationships and become more effective as a manager

**TOPICS COVERED**

- Focus on top priorities and be regarded for follow-through and organizational skills; eliminate the unimportant

**Benefits of Attending**

- Create a resourceful, innovative manager who quickly accomplishes goals and motivates team members to get things done
- Have a clear vision of what you want your own future
- Focus on what you want your contribution as a manager to be and shape your own future

**Habit 2: Begin with the End in Mind**

- Become a resourceful, innovative manager who quickly accomplishes goals and motivates team members to get things done
- Have a clear vision of what you want your own future

**Habit 3: Put First Things First**

- Focus on top priorities and be regarded for follow-through and organizational skills; eliminate the unimportant

**ATTENDEES WILL RECEIVE:**

- The 7 Habits of Highly Effective People® audio CD—The bestselling audiobook.
- Participant Guidebook—a manual filled with examples and exercises.

**WHO SHOULD ATTEND**

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

**2-DAY CLASSROOM SCHEDULE**

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**2-LESSON LIVE ONLINE SCHEDULE**

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

You've got the desire, now get the skills you need to lead.

Master challenging situations. Get a shot of confidence. See the manager you could be through self-awareness and group feedback.

In this seminar you’ll gain the self-awareness to successfully manage people—and yourself. Become less of a boss and more of a teacher as you address problem employees and create relationships that drive peak performance. You’ll increase your confidence, leadership skills and professional satisfaction—and have the critical tools you need for exceptional managerial success.

**TOPICS COVERED**

- **The Experience of Being a Manager**
  - How to get people to want to do what they’re supposed to do
  - Specific challenges you face when motivating others

- **Values**
  - Values and their impact on work life
  - Identifying value conflicts

- **Personal Styles**
  - Determining your own personal style profile
  - Gaining insight into the strengths and limitations of your profile
  - Using behavioral clues to determine others’ personal styles

- **Motivation**
  - Motivational factors and their impact on behaviors and work settings
  - How to tailor your motivational efforts to individual employees and situations

- **Listening, Body Language, Giving Feedback and Dealing with Difficult People**
  - Using active listening to gain information and understand employees’ perspectives
  - Applying positive and corrective feedback
  - Using appropriate values alignment when dealing with difficult employees

- **Conflict**
  - The dimensions of conflict management
  - Identifying your own preferred conflict resolution styles
  - Analyzing conflict-management techniques

- **Delegation**
  - Different delegation styles
  - Determining the appropriate delegation strategies for employees and situations

- **Organizational Culture and Subculture**
  - The impact of organizational culture and subculture and “cultural blinders”
  - Exploring the assumptions that impact your team’s thinking and actions
  - Identifying and building on the strengths of your team’s culture

- **Emotional Intelligence (EI)**
  - The components of emotional intelligence
  - Gaining an honest and accurate assessment of yourself
  - Developing an improvement strategy

- **Ethical Leadership**
  - Identifying your group’s values
  - Your vision for ethical leadership

**WHO SHOULD ATTEND**

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

**BENEFITS OF ATTENDING**

- Motivate and direct the employees you rely on—even when they don’t share your values
- Adjust your management and personal styles to the needs of different situations
- Get more done by using the appropriate delegation techniques
- Apply the most relevant conflict resolution style to eliminate friction
- Turn difficult people and poor performers into team players
- Win cooperation and trust from those within your organization
- Increase your confidence, leadership skills and satisfaction

**REGISTRATION**

Visit www.amanet.org/2295 for details about CPE credits.

**FACULTY SPOTLIGHT**

George Altman specializes in personal and organizational development and change. His work focuses on the role of mindsets and the relationship between thoughts, feelings and behavior and how they are expressed in terms of performance and workplace relationships. Mr. Altman has held several senior-level management positions for Fortune 500 companies.

Register Today! www.amanet.org/2295

**3-Day Classroom Schedule**

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**4-Lesson Live Online Schedule**

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Visit www.amanet.org/2295 for details about CPE credits.
Improving Your Managerial Effectiveness  SEMINAR #2508

You have the power to create change and inspire successful outcomes. Get ready to examine your managerial style and increase your self-awareness. Here’s your chance to adapt to change, navigate conflicts, and motivate your people. You’ll have an opportunity to experience management simulations and role-play the specific behaviors that will enable you to perform at your very best, to move from being a boss to a coach who gets results. Attend this seminar to learn how to conquer obstacles that can make or break a career in management.

**BENEFITS OF ATTENDING**

- Increase your confidence and gain better buy-in from your team
- Create a high-performance team with shared goals
- Motivate your people and help to connect work with a purpose and meaning
- Gain practical tools to deal with conflicts and challenging employees
- Quickly adapt and change your behavior to better drive productivity
- Acquire the behaviors and competencies of a transformational coach
- Get feedback and answers to your challenges through simulations

**TOPICS COVERED**

- Understanding your role as a learning leader to influence team members
- Developing self-awareness of your style and behavior
- Understanding what it takes to create a high-performance team
- Identifying remedies to fix dysfunctional teams
- Knowing how to become a transformational coach
- Identifying motivating triggers, barriers and generational differences
- Assessing your conflict profile and applying the most effective approach for handling conflicts
- Learning to deal with real workplace challenges through management simulations
- Navigating team dynamics

**WHO SHOULD ATTEND**

Managers with three to five years of management experience.

**REGISTER TODAY!** www.amanet.org/2508

3-Day Classroom Schedule

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Visit www.amanet.org/2508 for details about CPE credits.

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Moving from an Operational Manager to a Strategic Leader  SEMINAR #2242

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

**BENEFITS OF ATTENDING**

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

**TOPICS COVERED**

- Balancing operational and management skills
- The strategic model...a strategic leader’s approach
- Applying a SWOT analysis to your team
- Creating a vision statement and making it a reality
- 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 five years or less of management experience.

**REGISTER TODAY!** www.amanet.org/2242

2-Day Classroom Schedule

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4-Lesson Live Online Schedule

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<th>$2,095/AMA Members $1,895</th>
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This program is valid for 12 PDUs for the SHRM-CP or SHRM-SCP®.

SHRM 2018 RECOGNITION PROVIDER

The use of this seal confirms that this activity has met HR Certification Institute’s® (HRCI®) criteria for recertification credit pre-approval.
Preparing for Leadership
What It Takes to Take the Lead

You want to become a leader, but are you ready to take that step?
Discover the heart, soul and mind of true leadership—and what people expect from, and respect in, leaders. Examine your roles as strategist, change agent, coach, manager, communicator, mentor and team leader…and learn how to develop your unique leadership style for maximum impact.

BENEFITS OF ATTENDING
• Understand what a leader is…and isn’t
• Project a more dynamic image: look and talk like a leader
• Take on your first leadership position with greater confidence
• Protect yourself against the pitfalls of politics
• Refine your leadership skills in gaining and using power and influence positively

TOPICS COVERED
• Exploring the challenges and opportunities of a leader
• Your leadership style and adapting to the needs of others
• Developing strategies for getting support for your agenda
• Understanding what really motivates people
• Building your influence and power
• Developing key relationships and alliances

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.

REGISTER TODAY! www.amanet.org/2536

Leading Virtual Teams
SEMINAR #2280

Maximize the synergy and productivity of your virtual or remote team
Get a proven process and framework to develop the competencies of a virtual leader, and strengthen and enhance the productivity of your virtual or remote team. 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.

BENEFITS OF ATTENDING
• Cultivate your virtual leadership presence
• Strengthen team networks for improved performance
• Create trust and engagement in a virtual environment
• Select the appropriate technology for specific types of tasks
• Take decisive action to manage conflict
• Leverage generational, cultural and geographical differences to create positive team impact
• Build a solid foundation to coach and provide feedback virtually
• Plan and facilitate a successful virtual meeting

TOPICS COVERED
• Identifying challenges in leading virtually
• Increasing awareness of your personality style and its impact on virtual leadership
• Assessing the strengths and improvement areas of your team members
• Recognizing the unique differences between building virtual, remote and co-located teams
• Creating and sustaining trust in a virtual team
• Understanding how different technologies support virtual work
• Assessing team member communication in the absence of visual cues
• Defining fundamental cultural differences in communicating
• Explaining the components of the AMA Coaching Module
• Evaluating how you conduct all phases of leading your virtual meetings against best practices

WHO SHOULD ATTEND
Experienced managers, leaders, and project managers who are currently leading virtual teams and are seeking to enhance their overall performance as virtual leaders, as well as those who will be moving into a virtual leadership role in the future.

REGISTER TODAY! www.amanet.org/2280

2-Day Classroom Schedule

1.2 CEUs/12 PDUs
$2,195/AMA Members $1,995
AMA Members save $200
Aug. 2-3 . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . 2536-KM6-00916
Aug. 13-14 . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . . . 2536-KM6-00918
Aug. 23-24 . . . . . . . . . . . San Francisco, CA . . . . . . . . . . . . . 2536-KM6-00923
Aug. 27-28 . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . . 2536-KM6-00919
Sept. 6-7 . . . . . . . . . . . . . Dallas, TX . . . . . . . . . . . . . . 2536-KM6-00920
Sept. 10-11 . . . . . . . . . . . Atlanta, GA . . . . . . . . . . . . . . 2536-KM6-00921
Sept. 13-14 . . . . . . . . . . . Boston, MA . . . . . . . . . . . . . . 2536-KM6-00922
Sept. 27-28 . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . . . 2536-KM6-00924
Oct. 1-2 . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . 2536-KM6-00930

Visit our website for a complete list of dates and locations.

3-Lesson Live Online Schedule

0.9 CEU/9 PDUs
$2,095/AMA Members $1,895
AMA Members save $200
Aug. 2-3 . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . 2536-KM6-00917
Aug. 13-14 . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . . . 2536-KM6-00918
Aug. 23-24 . . . . . . . . . . . San Francisco, CA . . . . . . . . . . . . . 2536-KM6-00923
Aug. 27-28 . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . . 2536-KM6-00919
Visit www.amanet.org/2536 for details about SHRM credits.

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

**SEMINAR #2501**

Deepen your self-awareness and empower your staff to improve performance!

This intensive 3-day executive leadership training program combines proven-in-action techniques with peer interaction and insights from the latest research to help you master the competencies of effective executive leadership.

Executive leadership training can show you how to use your power and influence to achieve goals...build alliances across departments...establish strong working relationships...and create passion in your department, your team and your organization.

**BENEFITS OF ATTENDING**

- Build a leadership style that creates trust, sets a clear vision and guides your entire team toward greater performance and profit
- Learn what real “coaching” consists of and how to build an extraordinary team that works together to deliver results
- Develop heightened “emotional intelligence” for greater professional achievement and satisfaction
- Develop an executive leadership style that adapts to the person and situation
- Improve performance through empowerment and delegation
- Clearly communicate mission, vision and value statements
- Continue your growth as a leader through a self-development plan
- Giving positive and constructive feedback: “you” vs. “I” messages
- Coaching role-plays and other techniques that help you effectively lead the team, boost creativity and improve communication, problem solving and decision making

**TOPICS COVERED**

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

**Leadership with the Heart: Practicing Ways to Communicate**
- Motivating the workforce: three elements that ensure increased job satisfaction and productivity
- Examining the role of “emotional intelligence” in successful leadership
- Assessing your “emotional intelligence”: your strengths and areas that need development

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

**WHO SHOULD ATTEND**

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

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

**FACULTY SPOTLIGHT**

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

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

**REGISTER TODAY!**  
www.amanet.org/2501

**3-Day Classroom Schedule**

1.8 CEUs/18 PDUs/21 CPE/18 PDCs

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Visit our website for a complete list of dates and locations.

**4-Lesson Live Online Schedule**

1.2 CEUs/12 PDUs/14 CPE/12 PDCs

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**Recommended CPE Credit:**

21 hours/Intermediate—Classroom  
14 hours/Intermediate—Live Online

**Prerequisites:** None

**Advance Preparation:** Online pre- and post-assessment

**Delivery Method:** Group Live/Group Internet-based

**Field of Study:** Non-technical—Communication, Personal Development
LEADERSHIP DEVELOPMENT

Achieving Leadership Success Through People  ▶ SEMINAR #2128

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

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

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

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

Visit www.amanet.org/2128 for details about CPE and SHRM credits.

Leadership Skills and Team Development for Technical Professionals  ▶ SEMINAR #2569

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

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

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

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

Visit www.amanet.org/2569 for details about CPE and SHRM credits.

1.8 CEUs/18 PDUs $2,345/AMA Members $2,095
1.2 CEUs/12 PDUs $2,195/AMA Members $1,995

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

1.2 CEUs/12 PDUs $2,195/AMA Members $1,995
AMA Members save $200

REGISTER TODAY! www.amanet.org/2128
REGISTER TODAY! www.amanet.org/2569

18 Leadership PDUs
Reproduced with the permission of PMI.
The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results

**SEMINAR #2130**

Lead with authenticity and greater effectiveness.

Imagine hearing how your voice sounds to others. Imagine overcoming nervousness so you can engage with more confidence. This could be the hardest class you’ve ever taken. It could also be the course that changes the trajectory of your career.

**BENEFITS OF ATTENDING**
- **Take an introspective, personal journey to deepen your self-awareness**
- **Develop your own authentic voice**
- **Get hands-on practice to deal with “tough, touchy situations.”**
- **Build greater buy-in, trust and loyalty**
- **Demonstrate grace under fire and defuse tension**
- **Overcome resistance to change**
- **Motivate followers and inspire them when giving speeches and presentations**
- **Rally support in difficult situations**

**TOPICS COVERED**

**The Voices of Effective Leaders—Past and Present**
- Describing typical situations and assessing how well you use the language of leadership challenges
- Identifying five traits of effective leaders as communicators and assessing how well you demonstrate those traits

**Finding Your Leadership Voice**
- Learning the two components of a leader’s voice
- Describing several leadership styles and describing your dominant style

**Crafting a Compelling Message that Influences, Inspires, and Produces Results**
- Pinpointing the desired results of your leadership message by using a results matrix
- Shaping your leadership message

**Getting the Attention and Understanding of Those You Wish to Lead**
- Exploring ways to get and hold attention
- Ensuring understanding
- Knowing how to have presence
- Using stories to rivet audience attention

**Setting the Direction for Others**
- Communicating a clear mission and inspiring vision and values
- Delegating authority in ways that prompt others to take responsibility

**Influencing Others to Do Their Best**
- Lighting a fire in the hearts of others
- Recognizing what drives motivation

**Influencing Buy-in and Committed Action**
- Choosing the most effective strategies
- Influencing without direct authority

**Coaching, Counseling and Mentoring for Improved Performance**
- Stimulating and guiding authentic coaching, counseling and mentoring sessions

**Addressing Tough Situations in Ways that Defuse Tension**
- Handling conflict and hostile disputes

**WHO SHOULD ATTEND**
Experienced managers and executives and anyone who aspires to a leadership position or who is expected to provide leadership.

“I found this course to be extremely informative and very worthwhile. I could not have asked for a better instructor, and this entire experience exceeded all of my expectations.” —Sean J.

---

**FACULTY SPOTLIGHT**

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

**AMA seminars are GSA approved and are available for onsite group training • 1-800-262-9699 • www.amanet.org**
The 13 Behaviors of High-Trust Leaders

By FranklinCovey—available through AMA

Engage and inspire your people by applying specific behaviors to increase trust.
Every interaction, project and initiative is affected positively or negatively by trust. Trust multiplies performance, but when there is a lack of trust, everything you do takes more time and costs more money. Relationships decay, projects fail, customers go to competitors and initiatives under-perform. Attend this highly interactive seminar for leaders to gain invaluable tools to increase your personal credibility and learn to practice 13 specific behaviors that increase trust.

BENEFITS OF ATTENDING
• Build your own case for trust
• Increase your personal credibility
• Behave in ways that inspire trust
• Align your team, symbols, systems and processes with principles of high trust
• Improve your team’s reputation
• Make a positive contribution to their world

TOPICS COVERED
THE CASE FOR TRUST
• Learning the three dimensions of creating trust
• Creating a customized plan to close the trust gaps that are impacting your team

SELF TRUST—THE PRINCIPLE OF CREDIBILITY
• Taking responsibility for increasing your own personal credibility, and modeling trust through character and competence
• Creating an action plan to increase personal credibility.

RELATIONSHIP TRUST—THE PRINCIPLE OF BEHAVIOR
• Identifying the counterfeit behaviors that create low trust
• Practicing the 13 behaviors that are foundational to every high-trust culture

WHO SHOULD ATTEND
Those in a leadership position who wish to increase speed and decrease costs by creating and working in a culture of high trust.

PRE-WORK REQUIRED
Upon registration you will receive a link to the Trust Quotient™ (tQ) self-administered 360° assessment to measure how others perceive you.

ATTENDEES WILL RECEIVE
• Participant Guidebook
• Speed of Trust Action Cards
• Weekly Trust Huddle Guide
• The Speed of Trust Book
• Speed of Trust Digital Coach App
• tQ 360° Assessment

Leading with Emotional Intelligence

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

Why does emotional intelligence (EI) matter? Because at the core of every outstanding leader are the abilities to connect, achieve, inspire and act with resilience.

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

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

TOPICS COVERED
• Integrating EI and leadership competencies
• Achieving emotionally intelligent personal influence
• Creating emotionally intelligent inspiration plans
• Encouraging emotionally intelligent collaboration practices
• Managing change and resistance with EI
• Attaining healthy conflict with EI
• Leading emotionally intelligent teams

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.

REGISTER TODAY! www.amanet.org/2133

3-Day Classroom Schedule

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<th>1.8 CEUs</th>
<th>$2,645/AMA Members $2,395</th>
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<td>Sept. 17-19</td>
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Visit our website for a complete list of dates and locations.

4-Lesson Live Online Schedule

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Visit www.amanet.org/2133 for details about HRCI and SHRM credits.
Mindful Leadership
Cultivating Excellence from Within  
SEMINAR #2906

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

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

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

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

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

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

REGISTER TODAY! www.amanet.org/2906

Transformational Leadership
How to Inspire Extraordinary Performance  
SEMINAR #2021

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

Are you ready to inspire people with a powerful vision? To create positive energy, ignite passion and foster a work environment that thrives on personal motivation, adaptability, collaboration and accountability?

This is what transformational leadership is all about. You challenge the status quo and become a conduit for sustainable success. You insist on collaboration and empower your people to become leaders themselves. In this seminar, you will build a clear roadmap that includes specific steps, techniques, and tools to make you the change agent. You change, and others will follow. Get ready to assess your skills, master new strategies and transform.

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

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

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

REGISTER TODAY! www.amanet.org/2021

2-Day Classroom Schedule

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<td>Nov. 15-16</td>
<td>Chicago, IL</td>
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Aug. 2-3 ................. New York, NY ................. 2021-KM6-00047
Oct. 1-2 ................. Atlanta, GA ................. 2021-KM6-00054
Nov. 12-13 ............... Chicago, IL ................. 2021-KM6-00055
Nov. 19-20 ............... San Francisco, CA ................. 2021-KM6-00057
Dec. 10-11 ............... Arlington, VA ................. 2021-KM6-00056

“I cannot recall a training seminar where I left with a greater confidence that I could immediately apply what I learned in my professional and my personal life.” —Joseph F.
Leading in a Diverse and Inclusive Culture

Maximize individual, team and organizational potential through diversity and inclusion.

A diverse team with different thinking styles can yield exceptional results. It also calls for a leader with an arsenal of skills. This program lays out an effective road map that includes tools, models, and best practices for increasing your competence, confidence, and self-awareness to leverage the power of diverse perspectives for superior and sustainable productivity.

Optimize diversity and inclusion for all the benefits they offer, and create an environment that positively impacts employee engagement, innovation, hiring, retention, and team performance.

**BENEFITS OF ATTENDING**
- Communicate effectively and inclusively in a diverse environment
- Articulate how operating from biases impacts innovation, productivity and engagement
- Analyze diversity and cultural competencies in the context of talent management
- Harness the power of differences to boost team performance and collaboration
- Manage disagreements, misunderstandings and conflict

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

**WHO SHOULD ATTEND**
Managers and leaders who want to promote and lead an increasingly diverse workforce and client base and promote an inclusive environment; diversity and inclusion leaders; learning and development professionals.

**REGISTER TODAY!** www.amanet.org/2925

<table>
<thead>
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<th>2-Day Classroom Schedule</th>
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<tr>
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<td>$2,095/AMA Members $1,895</td>
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Aug. 20-21  . . . . . . . . . . . . . . . New York, NY  . . . . . . . . . . . . . 2925-KM6-00020
Sept. 17-18 . . . . . . . . . . . . . . . Chicago, IL  . . . . . . . . . . . . . . 2925-KM6-00022
Oct. 25-26 . . . . . . . . . . . . . . . Atlanta, GA  . . . . . . . . . . . . . . . 2925-KM6-00027
Nov. 1-2  . . . . . . . . . . . . . . . New York, NY  . . . . . . . . . . . . . . . 2925-KM6-00030

Leading Disruptive Change and Innovation

Your Plan for Breakthrough Growth

Develop and promote a disruptive mindset to achieve new and sustainable growth.

Breakthrough growth isn’t about luck. It requires that everyone in the organization change their mindset from what is to what if and create a disruption. Disruption equips us with the ability to withstand external threats like competition, technology, government regulations, demographic shifts, economic uncertainty and other influences.

In this program for experienced leaders, you’ll identify and develop pivotal skills for being a visionary leader who is able to get ahead of the curve and prime others in your organization to welcome disruption.

**BENEFITS OF ATTENDING**
- Develop and apply a curious, “what if” mindset—the ability to think “futuristically”
- Be ready to embrace and implement rapid changes
- Identify and respond to both threats and opportunities for disruption
- Develop inner courage and willingness to face disruption
- Lead your organization to positive change

**TOPICS COVERED**
- Learning and building the skills for disruptive leadership
- Discovering how to design disruption
- Scanning the environment for trends, opportunities and threats
- Identifying technologies and other factors that have potential to cause disruption
- Building an effective disruptive innovation action plan for your organization

**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.

**REGISTER TODAY!** www.amanet.org/2912

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<td>AMA Members save $250</td>
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Aug. 20-21  . . . . . . . . . . . . . . . Chicago, IL  . . . . . . . . . . . . . . 2912-KM6-00007
Oct. 1-2  . . . . . . . . . . . . . . . New York, NY  . . . . . . . . . . . . . . 2912-KM6-00008
Nov. 15-16  . . . . . . . . . . . . . San Francisco, CA  . . . . . . . . . . . 2912-KM6-00011
Dec. 10-11  . . . . . . . . . . . . . Arlington, VA  . . . . . . . . . . . . . . 2912-KM6-00009
Situational Leadership® II Workshop  SEMINAR #2901

Specially developed for AMA by The Ken Blanchard Companies®

Learn how to adopt a situational leadership style that generates heightened performance and improved productivity.

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

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

TOPICS COVERED
• The essence of Situational Leadership II
• Leadership for the future
• Flexibility: the second skill of Situational Leadership
• Partnering for performance: the third skill of Situational Leadership
• Taking the right action

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

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

POST-SEMINAR SUPPORT (app and online)
Get the SLII® challenge and comprehensive tools to help you implement your learning for one year.

REGISTER TODAY! www.amanet.org/2901

2-Day Classroom Schedule
1.2 CEUs
$2,195/AMA Members $1,995
AMA Members save $200
Aug. 2-3  . . . . . . . . . . . . . . . . . New York, NY  . . . . . . . . . . . . . 2901-KM6-00453
Sept. 10-11  . . . . . . . . . . . . . . . Atlanta, GA  . . . . . . . . . . . . . . . 2901-KM6-00460
Sept. 20-21  . . . . . . . . . . . . . . . Boston, MA  . . . . . . . . . . . . . . . 2901-KM6-00454
Oct. 15-16  . . . . . . . . . . . . . . . Chicago, IL  . . . . . . . . . . . . . . . 2901-KM6-00462
Nov. 1-2  . . . . . . . . . . . . . . . San Francisco, CA  . . . . . . . . . . . . . 2901-KM6-00463
Nov. 15-16  . . . . . . . . . . . . . . . New York, NY  . . . . . . . . . . . . . . . 2901-KM6-00464
Dec. 13-14  . . . . . . . . . . . . . . . Arlington, VA  . . . . . . . . . . . . . . . 2901-KM6-00465

Coaching from a Distance
Developing Your Team When You Can’t Be Face to Face  SEMINAR #2559

Successful coaching is challenging and rewarding—but coaching remotely or in a virtual environment demands all-new rules.
To coach effectively in a remote or virtual environment, you need to develop innovative ways of listening, apply new measures of coaching success and much more. Focus on skill-building and modeling techniques that will enable coaches to move their teams to the next level of professional development regardless of distance.

Four 3-hour lessons over four successive days

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

LESSON 2
Building Employee Loyalty, Trust and Connection Through Coaching
• Identifying the strengths to develop in others
• Skills and behaviors needed for performance coaching

LESSON 3
Preparation and Planning for Virtual Coaching
• Identifying coachable moments
• Probing questioning
• Emotional intelligence behaviors that require coaching

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

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

REGISTER TODAY! www.amanet.org/2559

4-Lesson Live Online Schedule
1.2 CEUs
$2,195/AMA Members $1,995
AMA Members save $200
$2,195/AMA Members $1,995
Tuesday and Thursday 2-5 pm ET • 4 Lessons
Sept. 11-20  . . . . . . . . . . . . . . . . 2559-KM6-00059
Oct. 2-11  . . . . . . . . . . . . . . . . . 2559-KM6-00056

Situational Leadership® II

LEADERSHIP DEVELOPMENT

Available ONLY Live Online

Learn how to adopt a situational leadership style that generates heightened performance and improved productivity.

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TOPICS COVERED
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2-Day Classroom Schedule
1.2 CEUs
$2,195/AMA Members $1,995
AMA Members save $200
Aug. 2-3  . . . . . . . . . . . . . . . . . New York, NY  . . . . . . . . . . . . . 2901-KM6-00453
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WHO SHOULD ATTEND
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REGISTER TODAY! www.amanet.org/2559

4-Lesson Live Online Schedule
1.2 CEUs
$2,195/AMA Members $1,995
AMA Members save $200
$2,195/AMA Members $1,995
Tuesday and Thursday 2-5 pm ET • 4 Lessons
Sept. 11-20  . . . . . . . . . . . . . . . . 2559-KM6-00059
Oct. 2-11  . . . . . . . . . . . . . . . . . 2559-KM6-00056
Critical Thinking

You’ll Learn How To:
• Translate abstract ideas into tangible results
• Evaluate ideas objectively
• Solve problems more effectively
• Make dramatically better decisions

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

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

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

A Critical Thinking Process
• Using a framework to relate critical thinking to business challenges
• Using the RED Model
• Positioning the RED Model within a critical thinking framework

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

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

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

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

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

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

You’ll Also Receive:
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• A personalized development report

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Developing Your Analytical Skills: How to Research and Present Information  

**BEST SELLER**  
SEMINAR #2162

Feel confident you’re making valid decisions.  
Through case studies, discussion and interactive learning, you’ll get skills to compare conflicting expert opinions—and decide whose advice to pursue. Improving your analytical skills is the key to understanding any question, problem or situation, and being able to support your conclusions with evidence.

**BENEFITS OF ATTENDING**
- Identify relevant information  
- Research and organize data from multiple sources in appropriate formats  
- Categorize data for analysis  
- Make difficult decisions involving qualitative data  
- Perform analysis from multiple perspectives  
- Recognize patterns and determine what they mean for the business  
- Evaluate the evidence to identify the best opportunity or most rational solution  
- Communicate findings and recommendations clearly

**TOPICS COVERED**
- Analytical skills and data analysis  
- Collecting, evaluating and presenting recommendations  
- The planning phase: why, who, issues, options, benefits and risks  
- The analyze phase: organizing, collecting and evaluating data  
- Evaluating data and dealing with gaps  
- Developing your conclusion graphically  
- Telling your story: tools, tips and techniques to get buy-in

**WHO SHOULD ATTEND**
Business professionals who want to learn basic analytical skills to make more informed and successful business decisions.

**EXTRA**
Receive a flash drive containing tools and templates to use at work.

**Note:** Please bring a laptop equipped with MS 2007 (or newer) or other equivalent electronic device.

**REGISTER TODAY!** www.amanet.org/2162

**2-Day Classroom Schedule**

<table>
<thead>
<tr>
<th>1.2 CEUs/12 PDUs/12 CPUs</th>
<th>$2,195/AMA Members $1,995</th>
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<td>Aug. 2-3</td>
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<td>Arlington, VA  2162-KM6-00292</td>
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<td>Sept. 10-11</td>
<td>New York, NY  2162-KM6-00291</td>
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<td>Sept. 27-28</td>
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<td>Oct. 18-19</td>
<td>Los Angeles, CA 2162-KM6-00293</td>
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<tr>
<td>Nov. 15-16</td>
<td>Arlington, VA  2162-KM6-00306</td>
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Visit our website for a complete list of dates and locations.

**4-Lesson Live Online Schedule**

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<tr>
<td>Aug. 7-16</td>
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<td>Oct. 30-Nov. 8.</td>
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Visit www.amanet.org/2162 for details about CPE and SHRM credits.

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Analytical Thinking, Problem Solving and Decision Making  

SEMINAR #2558

Apply proven analysis skills to make better-informed decisions with confidence.  
Almost every business today is increasingly complex, with fewer resources and less time to produce maximum results. Employees at all levels must be more independent and exercise effective problem-solving and decision-making skills. In this course, you’ll get an introduction to fundamental analytical skills that you can use to evaluate and solve a wide variety of business challenges. Learn how to apply deductive reasoning to complex problems, draw effective conclusions, and apply sound judgments. Build these powerful skills to help you gain a distinct competitive advantage.

**BENEFITS OF ATTENDING**
- Successfully reason through multiple types of business challenges  
- Break down complex problems to generate viable solutions  
- Develop and test solutions to atypical problems  
- Apply tried-and-true rational decision-making tools to help you be more decisive  
- Feel empowered to make strategic and complex decisions under conditions of uncertainty

**TOPICS COVERED**
- Understanding how our brains function as we solve problems  
- Identifying psychological factors that derail objective analysis  
- Using data to form and test a hypothesis  
- Comprehending the hypothetical method and its two stages: formation and testing  
- Recognizing how to avoid making decisions too quickly or too slowly  
- Analyzing your personal decision-making logic and knowing how to leverage

**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, problem solving and tried-and-true rational decision-making tools.

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

**REGISTER TODAY!** www.amanet.org/2558

**2-Day Classroom Schedule**

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<th>$2,195/AMA Members $1,995</th>
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<td>Dec. 17-18</td>
<td>New York, NY  2558-KM6-00065</td>
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Visit www.amanet.org/2558 for details about SHRM credits.

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

CPU accreditation applies to both seminars on this page.

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

Develop a strategic mindset to increase the success of your strategic plans.

What does it mean to employ systematic strategic thinking? What if it can help your company reverse course and grow?

This seminar will help you learn how to strengthen your strategic thinking skills and encourage it 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 strategic ideas.

BENEFITS OF ATTENDING
- Learn to challenge your assumptions and view your business as it relates to the larger market systems
- Explore and apply different thinking methods to challenge group-think
- Control reactive fixes to problems with creative responses even in uncertain times
- Learn to shift between the current reality of your business and your desired future
- Generate new ideas and evaluate future scenarios before your competitors do
- Know when to embrace necessary risk even if resources are limited

TOPICS COVERED
- Introduction to strategic thinking: a new way of thinking and looking at the world
- Learning a model to support your strategic thinking skills
- Recognizing the business ecosystems that influence current and future strategic choices
- Practicing strategic thinking calisthenics and knowing how to use them
- Generating ideas and creating plans with a big-picture perspective
- Building an action plan to expand your own strategic thinking skills and those of your colleagues

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

REGISTER TODAY! www.amanet.org/2018

2-Day Classroom Schedule

1.2 CEUs/12 CPUs $2,445/AMA Members $2,195
AMA Members save $250

Aug. 2-3 ................. Arlington, VA ................. 2018-KM6-00087
Aug. 16-17 ............. Chicago, IL ................. 2018-KM6-00088
Oct. 18-19 .......... Atlanta, GA ................. 2018-KM6-00095
Nov. 12-13 .......... Chicago, IL ................. 2018-KM6-00096
Dec. 3-4 .......... Arlington, VA ................. 2018-KM6-00097

Design Thinking

A Customer-Centric Process for Rapid Innovation

Learn a low-cost and low-risk method to generate business solutions.

What if you could create radical solutions that could stimulate an emotional response? Better yet, what if you could do so rapidly? Experimental, collaborative and holistically innovative. That’s design thinking. It’s a mindset for success. It’s for anyone who wants to see infinite possibilities and turn problems into solutions. Putting the customer front and center, design thinking offers a strategy for successful companies to be more agile and innovative. Using a proven process to drive innovation, you will work in small teams to visualize outcomes and challenge assumptions. You’ll learn a proven, repeatable, creative and collaborative problem-solving method that you can use to reframe problems and generate more rapid, empathetic and innovative products and services.

BENEFITS OF ATTENDING
- Understand how design thinking can improve organizational and personal performance
- Embrace uncertainty and develop an experimental mindset to iterate quickly
- Create a new process and attack problems from a completely new angle
- Convert ideas into customer value and market opportunity
- Release your group’s creative thinking and sharpen critical analysis
- Create more progressive and practical solutions for real-world problems
- Balance constraints and technical limitations with customer preferences
- Foster collaboration across functions of the organization
- Learn how to use a repeatable process to drive rapid innovation

TOPICS COVERED
- Facilitating a customer-centered design thinking process
- Adding design thinking tools and templates to help your work groups ideate solutions
- Developing a more collaborative and iterative style of work for groups/teams
- Understanding the drivers and inhibitors of innovation
- Leading collaborative problem-solving testing
- Learning to envision and design collaboratively with visual imaging
- Mapping stakeholders and the complex network of beneficiaries
- Exploring formal methods for usability testing
- Inviting buy-in through compelling storytelling
- Fostering an organizational climate for innovation

WHO SHOULD ATTEND
Business professionals in any functional area or role associated with revenue growth.

REGISTER TODAY! www.amanet.org/2034

2-Day Classroom Schedule

1.2 CEUs $2,745/AMA Members $2,495
AMA Members save $250

Aug. 23-24 ............. Chicago, IL ................. 2034-KM6-00002
Oct. 15-16 ............. Arlington, VA ................. 2034-KM6-00003
Nov. 19-20 ............. Atlanta, GA ................. 2034-KM6-00006
Dec. 6-7 ................. San Francisco, CA ................. 2034-KM6-00004
Strategic Planning

SEMINAR #2526

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

This course is designed to combine proven-by-practice methods with new insights and ideas. You’ll gain a wider perspective of management practice through breakout sessions, exercises and case applications and get direction on analytical and organizational approaches.

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

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

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

REGISTER TODAY! www.amanet.org/2526

1.8 CEUs/18 PDUs/18 CPUs $2,645/AMA Members $2,395
AMA Members save $250

Aug. 6-8 .............................................. Chicago, IL .............................................. 2526-KM6-01257
Aug. 1-3 .............................................. Arlington, VA .............................................. 2526-KM6-01256
Sept. 5-7 .............................................. Las Vegas, NV .............................................. 2526-KM6-01258
Sept. 26-28 ........................................... New York, NY .............................................. 2526-KM6-01260
Oct. 1-3 .............................................. San Francisco, CA .............................................. 2526-KM6-01265
Oct. 8-10 .............................................. Arlington, VA .............................................. 2526-KM6-01284
Oct. 15-17 ............................................ Atlanta, GA .............................................. 2526-KM6-01266
Oct. 29-31 ............................................ Houston, TX .............................................. 2526-KM6-01285
Nov. 12-14 ............................................ Chicago, IL .............................................. 2526-KM6-01268
Nov. 26-28 ........................................... New York, NY .............................................. 2526-KM6-01269
Dec. 5-7 .............................................. Arlington, VA .............................................. 2526-KM6-01267
Dec. 10-12 ............................................ Seattle, WA .............................................. 2526-KM6-01271
Dec. 17-19 ............................................ New York, NY .............................................. 2526-KM6-01272

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

Building Agility and Resilience

Winning Strategies for Leaders

SEMINAR #2546

Are you ready to respond to complex and unpredictable business changes?

Leadership success depends on your ability to be future-oriented, seize external opportunities and bounce back from unforeseen changes. You must capitalize on market trends and anticipate and respond to change more rapidly. You’ll learn how to understand and explore customer and marketplace opportunities and capitalize on them by responding with appropriate products, services and initiatives.

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

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

WHO SHOULD ATTEND
Vice presidents, directors, division managers and others with strategic leadership roles.

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

REGISTER TODAY! www.amanet.org/2546

1.8 CEUs/18 PDUs/18 CPUs $2,645/AMA Members $2,395
AMA Members save $250

Sept. 17-18 ........................................... San Francisco, CA .............................................. 2546-KM6-00114
Oct. 1-2 .............................................. Atlanta, GA .............................................. 2546-KM6-00115
Nov. 19-20 .......................................... Chicago, IL .............................................. 2546-KM6-00116
Dec. 6-7 .............................................. New York, NY .............................................. 2546-KM6-00117

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

This course qualifies for 18 CPUs toward your recertification as a CAP® (Certified Analytics Professional).
How to Communicate with Diplomacy, Tact and Credibility

Become one of those people who always know the right thing to say. How well you communicate directly influences how others view your work and performance. Now you can get the skills to flex your style, learn to be poised and professional under pressure, and build a great reputation for responding positively to criticism.

Get ready to learn proven techniques that can work for you in any business interaction, and tap into the power of your unique communication style that leads to powerful connections and lasting results.

BENEFITS OF ATTENDING
• Apply diplomacy and tact to be a credible and effective communicator
• Manage the impact your communications have on your image
• Define your communication style
• Develop better listening skills
• Understand the importance of perceptions
• Explore communication style differences and learn to flex your own style
• Recognize the impact of stress on communication and be able to adjust for it
• Know what makes effective communication and develop the skills to model it

TOPICS COVERED
The Importance of Perception
• Understanding how perception and image can impact others’ perception of you and your performance
• Recognizing how diplomacy, tact, and credibility are demonstrated through good communication

Communication Style Differences
• Flexing your style to communicate with more diplomacy, tact, and credibility
• Completing the Insight Inventory® to better understand how style affects your communication effectiveness

Effective and Powerful Communication
• Identifying and removing the roadblocks to effective communication
• Knowing how to positively impact the visual, verbal and vocal components of communication
• Understanding nonverbal communication as a critical part of the communication process

Effective Listening Skills
• Applying good listening skills in order to communicate with diplomacy, tact and credibility
• Identifying the barriers and obstacles to effective listening
• Using good listening skills to build and improve your image
• Knowing how ineffective listening can cost you and the organization

Diplomacy, Tact and Credibility
• Defining the five actions that make for credible communication
• Being 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.

“It was a very ‘holistic’ class. Nothing was pushed on us. We learned through discovering what makes up our unique communication style and how it relates to others and how we can communicate to be heard. Very useful and applicable.”
—Martine R.
Building Better Work Relationships: New Techniques for Results-Oriented Communication

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

It all starts with you. This seminar will prepare you to become a “conscious communicator.” You’ll return to work better able to build constructive and beneficial workplace relationships by learning how to analyze situations and consciously select and use productive communication strategies.

**BENEFITS OF ATTENDING**
- Build better rapport and gain trust
- Develop flexibility to handle any situation
- Build your self-esteem as you discover a new self-awareness
- Understand the roles of values, beliefs, attitudes, perceptual processes and emotional intelligence
- Master the keys to excellent communication: observe, listen, analyze, plan, communicate

**TOPICS COVERED**
- Communication and perceptions
- Investigating emotions and emotional intelligence
- Building better relationships with ourselves and others
- Expressing needs within relationships
- Relational building and listening
- Addressing relational change and conflict

**WHO SHOULD ATTEND**
Business professionals who want to use effective communication and relationship management to maximize impact, productivity and results.

**Visit our website for a complete list of dates and locations.**

**REGISTER TODAY!** www.amanet.org/2235

**4-Lesson Live Online Schedule**

**1.2 CEUs/12 PDUs**

**$2,345/AMA Members $2,095**

AMA Members save $250

- Aug. 6-15
- Oct. 15-24
- Dec. 3-12
- Visit www.amanet.org/2235 for details about CPE and SHRM credits.

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**Communicating Up, Down and Across the Organization**

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

It can happen at a moment’s notice: You need to communicate a new idea to senior managers, influence your colleagues to support your proposal or inspire direct reports to make a change. Now you can focus on the specific 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.

**BENEFITS OF ATTENDING**
- 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
- Exhibit a strong sense of self-confidence with your peers, direct reports and managers

**TOPICS COVERED**
- Acquiring confidence, self-esteem and self-concept to project a positive external image
- Establishing trust and credibility for stronger work relationships
- Creating messages that address listeners’ needs, wants and priorities
- Using listening skills to create high-impact messages
- Shaping others’ responses using direct and indirect messages
- Targeting and framing your message to the situation

**WHO SHOULD ATTEND**
Those who want to build the communication skills that encourage dialogue throughout the organization.

**Visit our website for a complete list of dates and locations.**

**REGISTER TODAY!** www.amanet.org/2203

**2-Day Classroom Schedule**

**1.2 CEUs/12 PDUs**

**$2,195/AMA Members $1,995**

AMA Members save $200

- Aug. 2-3
- Aug. 23-24
- Aug. 27-28
- Sept. 10-11
- Sept. 13-14
- Sept. 20-21
- Sept. 27-28
- Oct. 1-2
- Oct. 4-5
- Oct. 8-9
- Visit www.amanet.org/2203 for details about CPE and SHRM credits.

**4-Lesson Live Online Schedule**

**1.2 CEUs/12 PDUs**

**$2,095/AMA Members $1,895**

AMA Members save $200

Monday and Wednesday 2-5 pm ET

- Aug. 13-22
- Oct. 29-Nov. 7
- Visit www.amanet.org/2203 for details about CPE and SHRM credits.

AMA seminars are GSA approved and are available for onsite group training • 1-800-262-9699 • www.amanet.org
### Communicating Across Generations: Bridging the Gap

**SEMINAR #2212**

**TOPICS COVERED**
- Assessing the dynamics of multigenerational work environments
- Understanding the dynamics of working with different generations
- Recognizing the unique characteristics of each generation
- Aligning communication solutions with problematic interactions

**BENEFITS OF ATTENDING**
- Recognizing the business implications and challenges associated with a multigenerational workforce
- Improving communication skills with different generations
- Aligning communication solutions with problematic interactions
- Applying techniques to entice, develop, and retain workers from all generations

**WHO SHOULD ATTEND**
Business professionals at every level who want to improve their ability to communicate with co-workers of every generation.

**REGISTER TODAY!** [www.amanet.org/2212](http://www.amanet.org/2212)

**2-Day Classroom Schedule**
- Aug. 20-21: San Francisco, CA
- Oct. 15-16: New York, NY
- Dec. 6-7: Atlanta, GA

**3-Day Classroom Schedule**
- Aug. 13-15: Chicago, IL
- Aug. 20-22: Philadelphia, PA
- Sept. 10-12: New York, NY
- Sept. 24-26: Atlanta, GA

Visit our website for a complete list of dates and locations.

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### Expanding Your Influence

**Understanding the Psychology of Persuasion**

**SEMINAR #2204**

**TOPICS COVERED**
- The psychological foundation to the laws of persuasion
- The psychology of persuasion vs. the process of influencing
- The relationship of triggers to the laws of persuasion/influence
- Aligning communication solutions with problematic interactions
- Understanding and applying techniques to achieve results
- Selecting and applying the appropriate law(s) of persuasion
- Recognizing the impact of emotional triggers on decision-making
- Aligning communication solutions with problematic interactions

**BENEFITS OF ATTENDING**
- Understand the psychological/subconscious triggers that influence a person's decision-making process, behaviors and reactions
- Select and apply the appropriate law(s) of persuasion
- Recognize the implications of unethical approaches to influencing
- Prepare by using the Pre-Persuasion Checklist

**WHO SHOULD ATTEND**
Those who need to understand the psychological principles behind how people are convinced to do something.

**REGISTER TODAY!** [www.amanet.org/2204](http://www.amanet.org/2204)

**2-Day Classroom Schedule**
- Aug. 2-3: New York, NY
- Aug. 23-24: Chicago, IL
- Sept. 7-8: San Francisco, CA
- Oct. 1-2: Dallas, TX
- Oct. 4-5: San Diego, CA
- Oct. 8-9: New York, NY
- Nov. 1-2: Boston, MA
- Nov. 8-9: Atlanta, GA
- Nov. 12-13: Chicago, IL
- Nov. 19-20: San Francisco, CA

**3-Day Live Online Schedule**
- Aug. 7-9
- Oct. 15-17
- Dec. 10-12

Visit our website for a complete list of dates and locations.

### Negotiating to Win

**SEMINAR #2513**

**TOPICS COVERED**
- Negotiation through the process of influencing
- Increasing your negotiation skills without compromising your ability
- Understanding what others really want
- Identifying your strengths and weaknesses
- Preparing for negotiations

**BENEFITS OF ATTENDING**
- Developing an effective and strategic plan for any negotiation
- Preparing for negotiations
- Successfully applying the principles of persuasion to any negotiation
- Negotiating face to face, by phone, via email and other media

**WHO SHOULD ATTEND**
The skills, insights and competencies required in all negotiations—at every level.

**REGISTER TODAY!** [www.amanet.org/2513](http://www.amanet.org/2513)

**2-Day Classroom Schedule**
- Aug. 20-21: San Francisco, CA
- Oct. 15-16: New York, NY
- Dec. 6-7: Atlanta, GA

**3-Day Classroom Schedule**
- Aug. 13-15: Chicago, IL
- Aug. 20-22: Philadelphia, PA
- Sept. 10-12: New York, NY
- Sept. 24-26: Atlanta, GA

Visit our website for a complete list of dates and locations.
Getting Results Without Authority

SEMINAR #2532

How do you get results from people who don’t work for you?

Let’s focus on the key elements of influencing others when there is a lack of authority—personal power, persuasion and negotiation. You’ll practice influencing techniques right from day one through the final activity on day three—and enhance your learning with videos, exercises, assessment tools and group discussions.

BENEFITS OF ATTENDING

• Establish or regain credibility so you can begin to influence
• Create a collaborative work environment for faster, better results
• Sell ideas and implement change
• Achieve trust and give-and-take relationships up, down and across the organization
• Identify various negotiating techniques that promote win-win outcomes

TOPICS COVERED

• Understanding your personal power
• Reciprocity and relationships
• Personal styles and reciprocity, relationship and partnership
• Key components of persuasion
• When conflict comes between you and your desired results
• Getting better results through negotiation

WHO SHOULD ATTEND

Business professionals who need to get work done through others as well as those who need to convince another person to buy into an idea or follow up on a request.

REGISTER TODAY! www.amanet.org/2532

3-Day Classroom Schedule

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

Aug. 8-10 . . . . . . . . . . New York, NY . . . . . . . . . . . . . 2532-KM6-01509
Aug. 22-24 . . . . . . San Francisco, CA . . . . . . . . . . 2532-KM6-01513
Aug. 27-29 . . . . . . Chicago, IL . . . . . . . . . . . . . . . . 2532-KM6-01517
Sept. 10-12 . . . . . . Atlanta, GA . . . . . . . . . . . . . . . 2532-KM6-01510
Sept. 12-14 . . . . . . Las Vegas, NV . . . . . . . . . . . . . 2532-KM6-01553
Sept. 17-19 . . . . . . San Francisco, CA . . . . . . . . . . 2532-KM6-01521
Sept. 24-26 . . . . . . Arlington, VA . . . . . . . . . . . . . . 2532-KM6-01518
Sept. 24-26 . . . . . . Dallas, TX . . . . . . . . . . . . . . . . 2532-KM6-01514
Oct. 1-3 . . . . . . New York, NY . . . . . . . . . . . . . . . . 2532-KM6-01526
Oct. 3-5 . . . . . . Chicago, IL . . . . . . . . . . . . . . . . . 2532-KM6-01525
Oct. 8-10 . . . . . . San Francisco, CA . . . . . . . . . . 2532-KM6-01524
Oct. 31-Nov. 2 . . . . Los Angeles, CA . . . . . . . . . . 2532-KM6-01529
Nov. 5-7 . . . . . . Chicago, IL . . . . . . . . . . . . . . . . 2532-KM6-01528
Nov. 7-9 . . . . . . Arlington, VA . . . . . . . . . . . . . . . 2532-KM6-01531
Nov. 12-14 . . . . Durham, NC . . . . . . . . . . . . . . . . 2532-KM6-01532
Nov. 14-16 . . . . New York, NY . . . . . . . . . . . . . . . 2532-KM6-01530
Nov. 28-30 . . . . Boston, MA . . . . . . . . . . . . . . . . 2532-KM6-01533
Dec. 3-5 . . . . . . Arlington, VA . . . . . . . . . . . . . . . 2532-KM6-01534

Visit our website for a complete list of dates and locations.

4-Lesson Live Online Schedule

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

Tuesday and Thursday 2-5 pm ET

Aug. 7-16 . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 2532-KM6-01506
Oct. 2-11 . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 2532-KM6-01523

Visit www.amanet.org/2532 for details about CPE credits.

Mastering the Art of Critical Conversations

SEMINAR #2146

Face up to high-stakes or emotional conversations with results-oriented skills.

If you’re like most people, you run into trouble when conversations turn from routine to crucial. Your body’s natural fight-or-flight response takes over. The knee-jerk response is to run and dodge the topic, hide behind an email, or just wing it and hope for the best.

Productivity stems from face-to-face communication, as well as your ability to express controversial and risky opinions effectively. Don’t just walk away. Attend this course and practice using real-life models to conduct difficult conversations on any topic. You’ll gain the skills and summon the courage to step up, speak openly and honestly, and get results that count.

BENEFITS OF ATTENDING

• Determine your “hot buttons” and take steps to manage your emotions
• Transform relationships by addressing real issues with authenticity
• Openly express opinions that can lead to success and productivity
• Give and receive feedback without negativity
• Develop advance strategies for managing critical conversations as well as getting them back on track

TOPICS COVERED

• Analyzing elements of a critical conversation
• Recognizing your default mode under stress and your preferred conflict style
• Practicing tools to deal with various emotional responses
• Preparing for and practicing different types of critical conversations
• Diagnosing and addressing problems while having critical conversations
• Practicing having critical conversations “on the fly”

WHO SHOULD ATTEND

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

REGISTER TODAY! www.amanet.org/2146

2-Day Classroom Schedule

1.2 CEUs $2,095/AMA Members $1,895
AMA Members save $200

Aug. 16-17 . . . . . . . . . . San Francisco, CA . . . . . . . . 2146-KM6-00013
Sept. 10-11 . . . . . . . . . . Arlington, VA . . . . . . . . . . . 2146-KM6-00024
Oct. 29-30 . . . . . . Atlanta, GA . . . . . . . . . . . . . . . . 2146-KM6-00019
Nov. 1-2 . . . . . . New York, NY . . . . . . . . . . . . . . . . 2146-KM6-00021
Dec. 17-18 . . . . . . Chicago, IL . . . . . . . . . . . . . . . . 2146-KM6-00020

“Well done. Interacting with others from different backgrounds and work environments was extremely helpful. Different perspectives help to develop a sense of what you can do.”

—Katrina M.T.
**Responding to Conflict**

Strategies for Improved Communication  
SEMINAR #2115

Increase your success by proactively and positively managing conflict.

This seminar will show you how to recognize the causes of interpersonal conflict. It emphasizes skills to help you critically evaluate conflict situations and then choose the appropriate strategies and tools to manage and/or resolve these conflicts. You’ll develop greater awareness of your emotional triggers and how to control them.

**BENEFITS OF ATTENDING**
- 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 behavior in conflicts
- Implement strategies to improve your communication and effectively respond to conflict

**TOPICS COVERED**
- Applying strategies for responding to conflict
- Understanding the role of trust in minimizing conflict
- Exploring conflict strategies
- Moving beyond conflict
- Dealing with difficult behavior
- Mapping the conflict
- Using skills to address emotionally tense conflicts

**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.

**REGISTER TODAY!**  
[www.amanet.org/2115](http://www.amanet.org/2115)

**2-Day Classroom Schedule**

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<th>Location</th>
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<td>Aug. 1-2</td>
<td>Boston, MA</td>
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<td>Aug. 13-14</td>
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<td>Nov. 8-9</td>
<td>Arlington, VA</td>
<td>2115-KM6-00617</td>
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Visit our website for a complete list of dates and locations.

**Storytelling Power**

Secrets for Exceptional Communication  
SEMINAR #2102

Engage and convince others to be passionate about your ideas.

Great stories can move mountains. The best storytellers have the power to persuade people to get behind an idea and give it their total support. Yet the ability to relate a story that people can connect with, are persuaded by and feel passionately about is a rare skill. This seminar will show you how to 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.

**BENEFITS OF ATTENDING**
- Use compelling stories to appeal to listeners’ emotions and drive your points home
- Relay information in an experiential manner for greater impact and understanding
- Make a more powerful impression in meetings and presentations
- Win over, influence and gain the trust of clients, customers and colleagues
- Engage listeners with stories that naturally lead them to reach the conclusions you want them to reach

**TOPICS COVERED**
- 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
- Learning six kinds of stories: who I am, why I am here, my vision, my values-in-action, teaching, and I know what you’re thinking
- Practicing the six principles of how to construct a story: developmental logic, oral language, intention, imagery, participation vs. control, and point of view
- Developing, testing and telling stories that suit the situation

**WHO SHOULD ATTEND**
Business professionals at all levels, including salespersons, marketers and others who are looking for an innovative and fresh way to stimulate and engage others, in order to get the outcomes they want.

**BONUS**
Receive a complimentary copy of the book *Whoever Tells the Best Story Wins* when you attend, as well as an audio CD of the six kinds of stories identified during your seminar.

**REGISTER TODAY!**  
[www.amanet.org/2102](http://www.amanet.org/2102)

**2-Day Classroom Schedule**

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<th>Date</th>
<th>Location</th>
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<tbody>
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<td>Dec. 17-18</td>
<td>Atlanta, GA</td>
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This program is valid for 12 PDCs for the SHRM-CP or SHRM-SCP.
Effectively Communicating in the Moment  SEMINAR #2031

Convey confidence and credibility by communicating with speed, clarity and precision.
Now you can apply preemptive and in-the-moment strategies when communicating in unscripted situations. You’ll get techniques for managing emotional and physiological responses, along with mental templates to guide and frame your responses.
This is your chance to practice five workplace situations where you must effectively meet immediate communication demands. What’s more? You’ll receive peer and leader feedback plus insights from a video session that will help you recognize and improve your nonverbal delivery behaviors.

BENEFITS OF ATTENDING
• Assess your professional strengths and opportunities when communicating in the moment
• Apply preemptive mindfulness and stress management to bring out your best self
• Employ listener analysis to frame messages
• Use in-the-moment mental templates to organize your thinking
• Integrate impactful nonverbal delivery behaviors into your in-the-moment communication

TOPICS COVERED
• Learning tools and strategies for rapid communication
• Applying nonverbal behaviors that exude confidence and competence
• Reviewing approaches to use in five common workplace in-the-moment communication situations
• Handling hostile questions assertively and professionally
• Understanding how social media, texting and emailing relate to in-the-moment communication

WHO SHOULD ATTEND
All business professionals at any point in their careers who need to develop and improve their in-the-moment communication capacities and confidence.

AMA’s 2-Day Business Writing Workshop  SEMINAR #2211

Take the strain out of composing any kind of document.
Would you like a quick and easy method for writing in an organized format? This seminar provides you with basic formats and formulas for tackling any kind of writing task—and communicating to your readers what they need to know.

BENEFITS OF ATTENDING
• Quickly organize your thoughts and generate content
• Eliminate numerous, time-consuming revisions
• Streamline content and communicate what readers need to know
• Write with greater clarity

TOPICS COVERED
• Guidelines for effective business writing
• Techniques for overcoming writer’s block
• Powerful openings and closings to capture and retain attention
• Writing the first draft: how to construct clear, direct sentences
• Organizing ideas and generating content with simple techniques
• Appropriate tone—and persuasive, positive or negative words

WHO SHOULD ATTEND
Those looking to streamline their writing process.

Note: You may also choose to bring a sample written piece for one-on-one feedback from your course leader.

REGISTER TODAY! www.amanet.org/2211

2-Day Classroom Schedule

<table>
<thead>
<tr>
<th>1.2 CEUs/12 PDUs</th>
<th>$2,095/AMA Members $1,895</th>
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<td>AMA Members save $200</td>
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Sept. 2-3 . . . . . . . . . . . . . Austin, TX . . . . . . . . . . . . . 2211-KM6-00798
Aug. 16-17 . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . 2211-KM6-00800
Aug. 20-21 . . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . 2211-KM6-00799
Sept. 27-28 . . . . . . . . . . . . Atlanta, GA . . . . . . . . . . . . . 2211-KM6-00804
Oct. 4-5 . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . 2211-KM6-00813
Oct. 8-9 . . . . . . . . . . . . Anaheim, CA . . . . . . . . . . . . . 2211-KM6-00815
Oct. 11-12 . . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . . 2211-KM6-00816
Oct. 22-23 . . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . 2211-KM6-00814
Nov. 1-2 . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . 2211-KM6-00817
Nov. 19-20 . . . . . . . . . . . . San Francisco, CA . . . . . . . . . . . 2211-KM6-00819
Dec. 3-4 . . . . . . . . . . . . Houston, TX . . . . . . . . . . . . . 2211-KM6-00820
Dec. 6-7 . . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . . 2211-KM6-00821
Dec. 10-11 . . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . 2211-KM6-00822
Dec. 17-18 . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . 2211-KM6-00823

4-Lesson Live Online Schedule

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Tuesday and Thursday 2-5 pm ET

Sept. 18-27 . . . . . . . . . . . . 2211-KM6-00803
Nov. 6-15 . . . . . . . . . . . . 2211-KM6-00818

Visit www.amanet.org/2211 for details about CPE credits.

“I struggle with effectively and concisely delivering my message in certain circumstances (usually when a larger audience and/or very senior people are present). This class gave me some good tools to turn to for framing my responses and staying on point. I have a lot of practice to do, but now I know where to start!” —Joanna M.
Strategies for Developing Effective Presentation Skills

SEMINAR #2519

Transform yourself from inexperienced speaker to skilled presenter.

With expert guidance and multiple practice sessions, this course is your ticket to learn the skills to present your ideas with conviction, control and self-confidence—and without fear. You’ll gain the specific skills and direction you need to become comfortable with your own presentation style. You’ll receive expert advice on how to handle especially challenging situations. Most important, you’ll learn how to present by presenting.

BENEFITS OF ATTENDING
• Tailor your presentation to your audience
• Use relaxation techniques to overcome nervousness
• Learn how to project your voice and use pauses to dramatize your point
• Expertly handle difficult questions and situations
• Communicate with clarity and conviction

TOPICS COVERED
• Balancing verbal and nonverbal messages
• Developing and organizing presentation content
• Preparing to give the presentation
• Using visual aids and support materials
• Handling questions from the audience
• Managing the presentation environment

WHO SHOULD ATTEND
Executives with some prior public speaking experience.

SPECIAL FEATURE
Video Recording. Please bring your preferred recording device to class (i.e., mobile phone or tablet). Your recording is a great way to get instant feedback. You will see yourself improve, relax and refine your techniques.

REGISTER TODAY! www.amanet.org/2519

3-Day Classroom Schedule

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

July 30-Aug. 1 . . . . . . . Arlington, VA . . . . . . . . . . . . . . . . 2519-KM6-01936
Aug. 15-17 . . . . . . . New York, NY . . . . . . . . . . . . . . . . . 2519-KM6-01938
Aug. 22-24 . . . . . . . Chicago, IL . . . . . . . . . . . . . . . . . . . 2519-KM6-01939
Sept. 10-12 . . . . . . . San Francisco, CA . . . . . . . . . . . . . . . . . 2519-KM6-01940
Oct. 3-5 . . . . . . . Chicago, IL . . . . . . . . . . . . . . . . . . . . . . . . 2519-KM6-01950
Oct. 8-10 . . . . . . . New York, NY . . . . . . . . . . . . . . . . . . . 2519-KM6-01947
Oct. 24-26 . . . . . . . Arlington, VA . . . . . . . . . . . . . . . . . . . 2519-KM6-01942
Nov. 5-7 . . . . . . . Boston, MA . . . . . . . . . . . . . . . . . . . . . . . . 2519-KM6-01949
Nov. 12-14 . . . . . . . San Francisco, CA . . . . . . . . . . . . . . . . . 2519-KM6-01952
Nov. 26-28 . . . . . . . Atlanta, GA . . . . . . . . . . . . . . . . . . . . . . . . 2519-KM6-01948
Dec. 3-5 . . . . . . . Chicago, IL . . . . . . . . . . . . . . . . . . . . . . . . 2519-KM6-01953
Dec. 5-7 . . . . . . . Arlington, VA . . . . . . . . . . . . . . . . . . . . . . . . 2519-KM6-01951
Dec. 10-12 . . . . . . . New York, NY . . . . . . . . . . . . . . . . . . . 2519-KM6-01954
Dec. 17-19 . . . . . . . Los Angeles, CA . . . . . . . . . . . . . . . . . . . 2519-KM6-01956

The seminar offers a lot of helpful hints for effective writing and dealing with difficult conversations.” —Peggy E.
Developing Your Emotional Intelligence

SEMINAR #2144

Use EI to position yourself for personal, team, and organizational success.
Emotional intelligence (EI) competencies are at the heart of effective workplace relationships and productivity. This seminar emphasizes the practical application of EI concepts rather than just focusing on theory. 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.

BENEFITS OF ATTENDING
- 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

TOPICS COVERED
- Expanding emotionally intelligent personal awareness
- Developing relationships and personal impact through EI
- Demonstrating emotionally intelligent stress management and resilience
- Achieving healthy conflict and collaboration through EI
- Synthesizing emotionally intelligent competencies to address complex EI challenges and opportunities

WHO SHOULD ATTEND
Anyone who wants to maximize their performance, as well as personal and business success, by increasing emotion management and self-understanding through EI skills.

REGISTER TODAY! www.amanet.org/2144

2-Day Classroom Schedule
1.2 CEUs
$2,345/AMA Members $2,095
AMA Members save $250
Aug. 6-7 . . . Philadelphia, PA . . . . . . . 2144-KM6-00362
Aug. 15-16 . . . San Francisco, CA . . . . . . . 2144-KM6-00363
Sept. 6-7 . . . Lake Buena Vista, FL . . . . . . . 2144-KM6-00396
Sept. 10-11 . . . Dallas, TX . . . . . . . 2144-KM6-00421
Sept. 17-18 . . . Chicago, IL . . . . . . . 2144-KM6-00365
Oct. 8-9 . . . Denver, CO . . . . . . . 2144-KM6-00422
Oct. 22-23 . . . Arlington, VA . . . . . . . 2144-KM6-00383
Oct. 29-30 . . . Boston, MA . . . . . . . 2144-KM6-00385

Visit our website for a complete list of dates and locations.

3-Lesson Live Online Schedule
0.9 CEU
$2,195/AMA Members $1,995
AMA Members save $200
Monday-Wednesday 2-5 pm ET
July 30-Aug. 1 . . . . . . . . . . . . . . . . . . . . 2144-KM6-00361
Nov. 12-14 . . . . . . . . . . . . . . . . . . . . 2144-KM6-00387

Visit our website for a complete list of dates and locations.
The 7 Habits of Highly Effective People®

SIGNATURE EDITION 4.0  C L  SEMINAR #2601

By FranklinCovey—available through AMA

The 7 Habits of Highly Effective People® Signature Edition 4.0 program is based on the teachings of Dr. Stephen R. Covey

Train your brain for peak performance. Learn the language of success. Transform your life personally and professionally.

No matter how competent a person you are, you will not have sustained any lasting success unless you are able to effectively lead yourself, influence, engage and collaborate with others—and continuously improve and renew your capabilities. These elements are at the heart of personal, team and organizational effectiveness.

Renowned as the world’s premier personal leadership development and training program, The 7 Habits of Highly Effective People aligns timeless principles of effectiveness with the relevancy of today’s practices as well as modern technology. The new Signature 4.0 solution takes the 7 Habits to a whole new level. The new solution includes even more tools and processes to help you live and apply the 7 Habits, including more than 30 new world-class videos, a new Living the 7 Habits, new Skill and Practice cards with 20 new 7 Habits practices, a powerful new mobile app, and much more.

 BENEFITS OF ATTENDING
• 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
• Recognize how to develop high-potential leaders who model competence and character

TOPICS COVERED
Paradigms and Principles of Effectiveness
• Assess paradigms and align to principles of effectiveness

HABIT 1: Be Proactive®
• Assume responsibility, focus and act on what can be controlled and influenced, instead of what can’t

HABIT 2: Begin with the End in Mind®
• Define clear measures of success and a plan to achieve them

HABIT 3: Put First Things First®
• Prioritize and achieve your most important goals, instead of constantly reacting to urgencies

HABIT 4: Think Win-Win®
• Collaborate more effectively with others by building high-trust relationships of mutual benefit

HABIT 5: Seek First to Understand, Then Be Understood®
• Influence others by developing a deep understanding of their needs and perspectives

HABIT 6: Synergize®
• Develop innovative solutions that leverage diversity and satisfy all key stakeholders

HABIT 7: Sharpen the Saw®
• Increase motivation, energy, and work/life balance by making time for renewing activities

WHO SHOULD ATTEND
Anyone who wants to learn how to apply the 7 Habits to a whole new level. The 7 Habits of Highly Effective People® Signature Edition 4.0 program is based on the teachings of Dr. Stephen R. Covey and the University of Edinburgh have numbered among her many clients. Her coaching and other professional certifications include Alpha Leadership Coaching and NLP and MBTI® certifications.

*This seminar is also taught by other experts in the field. All faculty are trained experts in FranklinCovey’s The 7 Habits of Highly Effective People® curriculum.

ATTENDEES WILL RECEIVE:

• Participant Guide
• 7 Habits Skill and Practice cards
• Weekly “Big Rocks” cards
• 7 X 7 Contract
• Talking Stick
• A newly developed Living the 7 Habits mobile app

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

FACULTY SPOTLIGHT*
Pauline Larkin works with clients in the areas of leadership development, performance management, organizational culture and communication skills. BAE Systems Aerostructures, Miller Samuel, Office of the Public Guardian, Moredun Scientific and the University of Edinburgh have numbered among her many clients. Her coaching and other professional certifications include Alpha Leadership Coaching and NLP and MBTI® certifications.

4-Day Classroom Schedule

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<tr>
<th>Date</th>
<th>Location</th>
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<tr>
<td>Aug 6-7</td>
<td>Arlington, VA</td>
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<td>Aug 6-7</td>
<td>San Francisco, CA</td>
<td>2601-KM6-01118</td>
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<td>Aug 9-10</td>
<td>Austin, TX</td>
<td>2601-KM6-01185</td>
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<td>Aug 13-14</td>
<td>Boston, MA</td>
<td>2601-KM6-01261</td>
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<td>Aug 16-17</td>
<td>Chicago, IL</td>
<td>2601-KM6-01207</td>
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<td>Aug 20-21</td>
<td>Myrtle Beach, SC</td>
<td>2601-KM6-01189</td>
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<td>Aug 20-21</td>
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<td>Aug 23-24</td>
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<td>Aug 27-28</td>
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<td>Sept 20-21</td>
<td>Houston, TX</td>
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<td>Sept 24-25</td>
<td>Cincinnati, OH</td>
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<td>Sept 26-27</td>
<td>Atlanta, GA</td>
<td>2601-KM6-01199</td>
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<td>Oct 4-5</td>
<td>New York, NY</td>
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<td>Oct 8-9</td>
<td>Salt Lake City, UT</td>
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<td>Oct 11-12</td>
<td>San Francisco, CA</td>
<td>2601-KM6-01211</td>
</tr>
</tbody>
</table>

Visit our website for a complete list of dates and locations.

REGISTER TODAY! www.amanet.org/2601
Ready to learn the techniques of elite project managers?

In this seminar, you will learn and practice the latest tools and techniques necessary for project management success. In lectures, discussions and exercises, you’ll cover every aspect of managing projects. While aligned with the Project Management Institute’s (PMI) framework, this course is specifically designed to focus on the practical application of concepts.

**BENEFITS OF ATTENDING**
- Gain organizational support through a well-established business case
- Learn the basics for effectively gathering and documenting requirements
- Understand the role of the project manager and business analyst
- Develop an integrated project plan including realistic scope, schedules, budgets, and risks
- Effectively track and report on project progress
- Build credibility with top management

**TOPICS COVERED**
**An Overview of the Framework of Project Management**
- Discussing key concepts and roles
- Defining a “project,” the project triangle, and core PM processes

**Initiating the Project**
- Creating a project charter and defining requirements
- Identifying and assigning ownership

**Identifying the Work**
- Building on the charter and product requirements
- Identifying and assigning ownership

**Estimating the Work**
- Discussing industry best practices for creating realistic estimates

**Scheduling the Work**
- Creating network logic diagrams
- Producing GANTT charts for project timelines

**Creating the Budget**
- Capturing and tracking personnel expenses

**Completing the Plan**
- Communicating project information
- Identifying and assessing risks

**Executing the Plan**
- Measuring progress against the plan
- Reporting on project status

**Closing the Project**
- Running an effective “lessons learned” session
- Capturing performance information

**WHO SHOULD ATTEND**
Individuals who are new to project management, “accidental” project managers (for whom PM is a secondary part of their jobs), business analysts, subject-matter experts who contribute to projects, and experienced project managers looking to review current tools, techniques and processes.

**SPECIAL FEATURE**
This seminar features fictional case studies that allow participants to immediately practice course concepts in group exercises. Participants will create key project documents including a business case, charter, product requirements, project plan (scope, schedule, budget, risks), status reports and lessons learned.

**EXTRA**
Participants have access to online blended learning components, including a full tool set of integrated project management templates to download and use for getting started immediately after completing the seminar.

**AMA BLENDED LEARNING**—a blend of dynamic live training, seminar materials, plus powerful online tools including pre- and post-assessments, tune-up courses, GANTT and PERT charts, critical path worksheets and other relevant PM articles and tips. AMA Blended Learning lets you measure and build on what you have learned. Refresh, reinforce and apply your learning long after your seminar ends.

**AMA BLENDED LEARNING**—a blend of dynamic live training, seminar materials, plus powerful online tools including pre- and post-assessments, tune-up courses, GANTT and PERT charts, critical path worksheets and other relevant PM articles and tips. AMA Blended Learning lets you measure and build on what you have learned. Refresh, reinforce and apply your learning long after your seminar ends.
Acquire essential finance skills in 3 days.

Can you demonstrate your value and ROI to your boss? Are you able to interpret financial reports and make decisions based on the data they provide? Can you draft an accurate budget? Can you justify your ideas in dollars and cents?

You didn’t get to this point in your career only to be held back by weak financial skills. This program for non-financial managers makes the basics of finance accessible to anyone in just 3 days.

**TOPICS COVERED**

- Using the balance sheet to examine assets and liabilities
- Analyzing the income statement to assess revenues and expenses
- The statement of cash flow: sources and uses of funds
- Content and format of the annual report
- Debt vs. equity financing
- How leverage can increase return to shareholders
- Keeping your plan on target with budgetary controls
- Using profit-planning tools, break-even analysis, financial forecasting
- Cash flow: where cash comes from and how it’s applied
- Elements of cost accounting
- Analyzing payback method, discounted cash flow, present value and present value index

**WHO SHOULD ATTEND**

Non-financial managers in every functional area of responsibility, in all industries.

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

**BENEFITS OF ATTENDING**

- Interpret and respond appropriately to financial information
- Communicate your contribution to the bottom line
- Uncover drains on profitability
- Make smarter decisions that deliver higher profitability

**You’ll Also Receive:**

- Pre- and post-seminar assessments
- Tune-up materials to review what you’ve learned after the event
- Additional resources to maximize your training goals

**WHO SHOULD ATTEND**

- Key finance terms: assets, liabilities, capital, depreciation, current ratio and others
- Master the mindset: see business in terms of dollars-and-cents decision options that pay off—over the short and long terms
- Basic accounting principles
- Applying accounting conventions and guidelines
- Developing working rules regarding your corporate financial statements

“Excellent presentation of material that would otherwise be unstimulating. The instructor engaged the entire class, which allowed us all to absorb the concepts rather than simply watch a presentation or read a manual.” —Krystie C.

**FACULTY SPOTLIGHT**

Miles Hutchinson, CPA, has 28 years of business experience, including serving as CFO of a billion dollar real estate development firm and as controller for a software company. His books include The Job of the Corporate Controller and Customizing for Success.

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

**REGISTER TODAY!** www.amanet.org/2218

**3-Day Classroom Schedule**

<table>
<thead>
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<th>Location</th>
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<td>Oct. 1-3</td>
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<td>Nov. 12-14</td>
<td>New York, NY</td>
<td>1.8 CEUs/18 PDUs/18 PHR/SPHR/18 PDCs</td>
<td>$2,345/AMA Members $2,095</td>
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<td>Nov. 12-14</td>
<td>Scottsdale, AZ</td>
<td>1.8 CEUs/18 PDUs/18 PHR/SPHR/18 PDCs</td>
<td>$2,345/AMA Members $2,095</td>
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<td>Nov. 14-16</td>
<td>Chicago, IL</td>
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<td>Nov. 26-28</td>
<td>Arlington, VA</td>
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<td>Nov. 28-30</td>
<td>Atlanta, GA</td>
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<td>Dec. 3-5</td>
<td>San Francisco, CA</td>
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<td>$2,345/AMA Members $2,095</td>
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Visit our website for a complete list of dates and locations.

**4-Lesson Live Online Schedule**

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<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>1.2 CEUs/12 PDUs/12 PHR/SPHR/12 PDCs</th>
<th>$2,195/AMA Members $1,995</th>
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<tr>
<td>Aug. 7-16</td>
<td>Columbus, OH</td>
<td>1.2 CEUs/12 PDUs/12 PHR/SPHR/12 PDCs</td>
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<td>Sept. 11-20</td>
<td>Chicago, IL</td>
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<td>Nov. 27-Dec. 6</td>
<td>St Pete Beach, FL</td>
<td>1.2 CEUs/12 PDUs/12 PHR/SPHR/12 PDCs</td>
<td>$2,195/AMA Members $1,995</td>
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</table>

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**KM6/125412/6-18**

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<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td><strong>3-Pack</strong></td>
<td>3 AMA seminars in 6 months</td>
<td>$5,250</td>
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<tr>
<td><strong>6-Pack</strong></td>
<td>6 AMA seminars in 12 months</td>
<td>$9,995</td>
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<tr>
<td><strong>12-Pack</strong></td>
<td>12 AMA seminars in 12 months</td>
<td>$18,995</td>
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<tr>
<td><strong>24-Pack</strong></td>
<td>24 AMA seminars in 12 months</td>
<td>$35,995</td>
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