



Presented by:

**SkillPath**  
SEMINARS

*New one-day event for administrative professionals!*

# The Administrative Assistants Conference

*"It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things."*

## Who will benefit:

- Administrative assistants
- Executive assistants
- Office managers
- Secretaries
- Support staff
- Anyone who is responsible for coordinating, managing or being an effective member of an office team

## Learn how to:

- ✓ Build and strengthen your people skills
- ✓ Manage multiple projects, responsibilities and bosses
- ✓ Get more done in less time
- ✓ Become an indispensable star assistant!



You're invited to attend ...

The

# Administrative Assistants Conference



In this era of dramatic change in the business world, assistants have never been more challenged ... more stretched ... than they are today.

You're expected to do whatever it takes to **keep the "train moving"** amidst the confusion brought on by reengineering, restructuring, new technology—whatever changes you're up against.

It seems like for every one task outlined in your job description, there are **20 more "between the lines."**

Without a doubt, there are great growth opportunities out there for assistants. But with the opportunity often comes a skill gap that can add additional stress to your already stressful life.

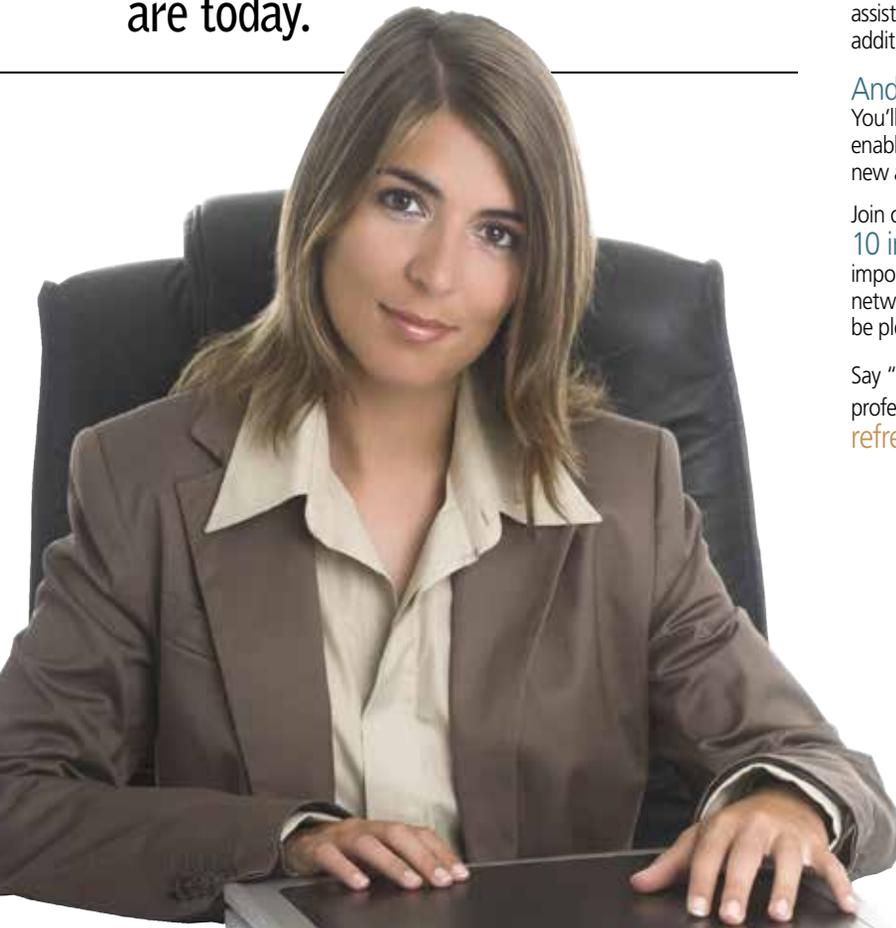
**And that's where this valuable conference comes in.** You'll have the exciting opportunity to learn new, practical skills that will enable you to manage your job and your career with new professionalism, new authority and new success.

Join other career-minded assistants **in your pick of 10 information-packed sessions** that focus on the areas most important to your on-the-job performance. In between sessions, network with your peers who face the same challenges you do—you'll be pleasantly surprised at what you learn.

Say "Yes" to this special day dedicated to your personal growth and professional development. You'll **return to your office reenergized, refreshed and ready** to tackle the world ... we guarantee it!

**Your satisfaction guaranteed!**

Your complete satisfaction is important to us. If you're dissatisfied for any reason, let us know right away—we'll issue you a refund or arrange for you to attend another SkillPath program. It's that simple.



# Conference at a Glance

Design your day to meet your unique needs. We've packed a lot of information into just one day ... so feel free to move in and out of these 2 tracks and 10 dynamic sessions. It's your conference—don't miss a thing!

See the complete outlines on pages 4 – 5.

<b>OPENING SESSION</b>		<i>Where Do You Want to Go Tomorrow?</i>	
9:00 – 9:35 a.m.			
9:35 – 9:50 a.m.		<b>BREAK</b>	
		<b>Track 1: 5 Traits That Define Today's Top Assistants</b>	<b>Track 2: Professional Development</b>
<b>SESSION 1</b>	<b>Step Into Leadership</b> <i>Prepare for new roles ... and blurring boundaries</i>	<b>Organize Everything in Your Life</b> <i>Your office, your boss and yourself</i>	
9:50 – 10:40 a.m.			
10:40 – 10:55 a.m.		<b>BREAK</b>	
<b>SESSION 2</b>	<b>Control Office Technology Before It Controls You</b> <i>A prescription for overcoming digital stress</i>	<b>Stay in Sync With Your Boss</b> <i>The secrets to a boss/assistant relationship that clicks</i>	
10:55 – 11:45 a.m.			
11:45 a.m. – 1:00 p.m.		<b>LUNCH (ON YOUR OWN)</b>	
<b>SESSION 3</b>	<b>Sharpen Your Written Voice</b> <i>Write like you talk if you want to command respect</i>	<b>Juggle Multiple Projects With Ease</b> <i>Keep it all on track, on time and under control</i>	
1:00 – 1:50 p.m.			
1:50 – 2:05 p.m.		<b>BREAK</b>	
<b>SESSION 4</b>	<b>Guerilla Problem Solving</b> <i>Bring solutions—not problems— to your boss</i>	<b>Deal With Chronically Impossible People</b> <i>Neutralize the impact difficult personalities have on your life</i>	
2:05 – 2:55 p.m.			
2:55 – 3:10 p.m.		<b>BREAK</b>	
<b>SESSION 5</b>	<b>Lay the Groundwork for On-time Projects</b> <i>It all starts with a plan</i>	<b>Everyday Negotiation Skills</b> <i>Get others to see it your way ... at work and at home</i>	
3:10 – 4:00 p.m.			



## On-site training and keynote speaking ...

We can deliver this conference right to your company's door or provide customized, you-pick-the-day training on any program pertinent to your organization's training goals. Or let our staff of professional trainers add sparkle to your next corporate or association meeting with a stimulating keynote speech designed just for you. Whether you have 3 or 300 people to train, SkillPath is the answer. For complete details and a no-obligation quote, call 1-800-873-7545 and ask for the on-site training department.

To enroll,  
call toll-free  
**1-800-873-7545**  
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**www.skillpath.com**

# Track

## 1

# 5 Traits That Define Today's Top Assistants

**SESSION 1:** 9:50 – 10:40 a.m.

## Step into leadership

*Prepare for new roles ... and blurring boundaries*

Despite your title (and your job description), your job may require you to lead others—to delegate, give directions, coach, facilitate meetings, motivate and even discipline. If these unfamiliar—and unofficial—leadership responsibilities make you uncomfortable, this session will help. Find out how mastering a handful of essential leadership behaviors and attitudes is your ticket to becoming a leader others look to for direction and willingly follow.

- How to take charge—even when you're not in charge
- When tasks pile up, know how to prioritize—and reprioritize—to meet changing needs
- Assertive or persuasive—which is the better leadership trait?
- How *doing* the work and *managing* the work are two very different things
- The myth of “It’s not my job so I don’t have to do it”

**SESSION 2:** 10:55 – 11:45 a.m.

## Control office technology before it controls you

*A prescription for overcoming digital stress*

Why does it seem that the more technology we incorporate into our jobs to become more productive, the more stressful our lives become, the longer we work and the less we get done? In this session, we'll show you how to develop a new approach to the flood of information you receive every day. You can't handle it all! Learn how to make choices about the trade-offs and negative consequences of cell phones, instant messaging, email and other technology—instead of blindly accepting them.

- Why and how technology causes stress—and what can be done about it
- 4 tips for instantly making email more manageable
- Letting go of old habits—like printing everything and obsessively checking email
- What is so easy to forget—but so important to remember—about technology
- Setting boundaries in a world of 24/7 connectivity

# Track

## 2

# Professional Development

**SESSION 1:** 9:50 – 10:40 a.m.

## Organize everything in your life

*Your office, your boss and yourself*

Do you waste minutes—even hours—looking for things? Do you and your boss ever have “words” when a file has been misplaced or a meeting overlooked? Do you have the feeling things are slipping through the cracks at home and the office? This session's for you. You'll gain great shortcuts and tips, designed and proven effective by assistants, for putting everything in order ... and, yes, *keeping* it that way!

- How the 80/20 rule will help you identify your most important tasks
- Back to the basics ... the unbeatable benefits of the tried-and-true to-do list
- Damming the paper flow to give your boss more uninterrupted time
- Dealing with correspondence ... shortcuts you and your boss can work out together
- Tips for developing a plan to get the most out of every day

**SESSION 2:** 10:55 – 11:45 a.m.

## Stay in sync with your boss

*The secrets to a boss/assistant relationship that clicks*

No two people are busier than the assistant and the boss. A constant avalanche of meetings, phone calls and deadlines leaves little time to talk—let alone communicate. Out of necessity, the most successful assistants have had to carve out their own ways of making the boss/assistant team work. You'll gain an hour's worth of their valuable insight in this session that you can use to give your boss/assistant relationship true lasting power.

- How to play the valuable role of liaison between your boss and other managers
- Important keys to maintaining an excellent working relationship with your boss
- Special strategies to use when the difficult person is the boss
- Establish channels among multiple supervisors so they'll know the demands on your time

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**SESSION 3:** 1:00 – 1:50 p.m.

## Sharpen your written voice

*Write like you talk if you want to command respect*

Do you speak one way but write another? Is your writing stiff, academic, wordy—nothing like the real you? After this session, you'll know how to convey the written "voice" you want people to hear ... the voice of the assertive, credible professional you really are. Master a natural, conversational style of writing that's clear and simple, demands attention and makes business writing easier and faster.

- Your one and only goal in business writing
- Matching your business writing to your personality
- The 30-minute rule for avoiding unacceptable writing mistakes
- 3 simple exercises you can do at your desk to sound more natural on paper
- Grammar *does* matter—established rules you must follow

**SESSION 4:** 2:05 – 2:55 p.m.

## Guerilla problem solving

*Bring solutions—not problems—to your boss*

Do problems—even petty ones—always end up in your boss's lap even though you know you could solve many of them yourself? You can change this dynamic, make your boss's life easier plus improve your personal clout. This session will show you how, by altering your behaviors and attitudes, you can spark a change in the way your boss views you and works with you. Take on the role of office troubleshooter—with your boss's blessing.

- Getting started—understanding your boss's needs
- Information is power: How not to be perceived as withholding information
- Using "framing" to present the problem—and solution—in a way your boss will understand and accept
- Know the fine line between being assertive and being downright pushy
- How to approach your boss about taking on more problem-solving responsibility

**SESSION 5:** 3:10 – 4:00 p.m.

## Lay the groundwork for on-time projects

*It all starts with a plan*

Have you ever struggled to meet a project deadline because of changes, people not doing what they're supposed to or unexpected roadblocks? It may appear you're being held accountable for factors and circumstances beyond your control. However, in this session, you'll learn you *do* have control when you rely on the basic project management tools we'll introduce. Individually, none is a silver bullet for your project management problems. But together they will keep you focused, on track and in control.

- Getting started—3 things to establish right off the bat
- 4 best practices that apply to even small projects
- Strong organizational skills: Always an asset, but *essential* in project management
- Your first priority as a project manager
- How to keep changes from wreaking havoc with deadlines
- The project plan: How simply having one doubles your chances of succeeding

**SESSION 3:** 1:00 – 1:50 p.m.

## Juggle multiple projects with ease

*Keep it all on track, on time and under control*

Do you sometimes feel like you're being asked to wear more hats than you have heads for? Join the club! Administrative professionals are handling more projects than ever, yet few have had the time for training in project management. Attend this session, and you'll build valuable and sought-after business skills that will help you plan, organize, control and complete projects with efficiency and professionalism ... allowing you to tackle your very next project with greater confidence and see it through to positive results.

- Use a proven 6-phase project management process that works on any project ... large or small
- Benefit from a checklist to identify specifically what needs to be done and when
- When things go wrong ... 5 tips for proceeding in a way that maintains your credibility
- Cope with the stress and strain of multiple responsibilities
- How to use influence to get the job done, especially when you have responsibility without authority

**SESSION 4:** 2:05 – 2:55 p.m.

## Deal with chronically impossible people

*Neutralize the impact difficult personalities have on your life*

You walk into work every morning, and there that difficult person is ... the co-worker, the vendor or the VP who is making your life miserable. Your amateur psychotherapist friend has given you plenty of advice on improving the situation, but none of it has worked. It's time to stop beating around the bush. Attend this session and get straightforward techniques, tested and proven effective in the business world, for getting problem personalities under control.

- The basic steps for dealing with all negative behavior
- How to deal with feelings of helplessness and anger when faced with difficult people and situations
- "What's this really about?" Get to the root of the problem instead of battling the symptoms
- How to address a chronic disagreement and arrive at a mutually acceptable action plan for resolution
- Honesty and understanding will help you keep your cool when dealing with an out-of-control person

**SESSION 5:** 3:10 – 4:00 p.m.

## Everyday negotiation skills

*Get others to see it your way ... at work and at home*

If you're tired of getting the short end of the stick, you're ripe for this crash course on negotiation. And do you ever need it. Between the kids, the spouse, the vendors—even the boss—you can barely remember what it feels like to "have it your way." Practice these great new skills every day and before you know it, winning will become a habit.

- The principles of everyday negotiation
- Turn points of disagreement into a framework for resolution
- How your personality affects the way you give and take
- How to express yourself without accusation, sarcasm or hostility
- How a few simple words can work like magic in getting others to do what you want

# 5 more benefits of attending ...

**Learn how to bring out the best in people ... and turn conflicts into cooperative partnerships.** Do difficult people or situations sometimes make your job even more challenging? No need to feel frustrated or at a loss for words anymore—this conference will provide you with specific techniques and strategies for creating work relationships that are more positive and satisfying than ever before.

**Get the secrets to handling multiple projects—and multiple bosses—with professionalism and ease.** During the conference, you'll get lots of innovative ideas, tips and strategies for tracking projects and communicating effectively with co-workers and bosses. Develop a winning combination of diplomacy and powerful organization skills, and you'll have what it takes to keep everyone happy ... including yourself!

**Discover practical techniques and shortcuts for getting your many duties done in less time.** If you feel like you're trying to squeeze 10 hours of work into an 8-hour day, this conference is for you. You'll learn how to make simple changes that free up your time ... so you can address the *important* things!

**Develop the initiative and independent thinking skills that define top-quality assistants.** Come explore how to take on leadership roles, plan and manage special projects, solve problems on your own ... and join the ranks of those assistants who make things happen and make a difference.

**Increase your effectiveness, productivity and satisfaction—and eliminate a lot of stress!** You'll get hundreds of practical tips, shortcuts, ideas and solutions that address your everyday responsibilities, concerns and challenges ... which means you'll be able to streamline your days, keep technology from zapping your productivity, manage better and get more fulfillment than ever from your career!

To enroll,  
call toll-free  
1-800-873-7545  
or online at  
[www.skillpath.com](http://www.skillpath.com)

## Registration information

**Your tuition is tax deductible.** Even the government smiles on professional education. All expenses of Continuing Education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible according to Treasury Regulation 1.162-5 Coughlin v. Commissioner, 203 F2d 307.

**Continuing Education Credit:** SkillPath offers Continuing Education Credits based on program length and completion in accordance with the National Task Force for Continuing Education guidelines for attendance at our seminars (save this brochure and your Certificate of Attendance). Our courses may also qualify for other continuing education credits based on the content and specific credit hours awarded for each topic. Please contact your professional licensing board or organization to verify specific requirements. You may also contact us at 1-800-873-7545 for additional assistance. This course qualifies for 5.5 contact hours.

## SkillPath's continuing support

We don't just stand behind our programs, we stand behind *you*. If, after attending the conference, you're faced with a problem and don't know where to turn—try us. Just send a brief description of your particular problem or question and one of our specialists will promptly respond. Where else can you find that kind of support? *Nowhere but with SkillPath.*

## Important information

**Our registration table opens at 8:15 a.m.** When you arrive at the hotel, please check the directory for the exact location of the conference. Our registrars will greet you, assist you with your registration (or collect your Express Admission Ticket), hand you your conference materials and direct you toward your seat. You'll also want to take the opportunity to meet other professionals from your local area. Introduce yourself! You may meet a new friend. Plan to be registered and ready to go by 8:50 a.m.

**We begin at 9:00 a.m. on the dot and wrap up at 4:00 p.m.** Lunch is on your own from 11:45 a.m. to 1:00 p.m. Why not invite another participant to dine with you? You can share information, review the morning and make the day even more enjoyable.

**Parking.** We do our best to find conference facilities that have all the pluses we look for: Convenient location, great meeting rooms, courteous staff and plenty of free parking. However, some facilities have paid parking only. You may want to check with the facility personnel to determine parking fees—often they can direct you to free parking just around the corner.

**Audio/video recording.** Our programs—both what you see and what you hear—are fully copyrighted by SkillPath. No audio or video recording, please.

## Still haven't picked up the phone?

*Five more good reasons why you will want to attend this conference ...*

- 1. Our speakers are the best ... period.** They're pros who have a proven track record of effectiveness, professionalism and expertise. And what's more, they're exciting communicators who'll provide you with one of the most interesting days you've ever spent.
- 2. We give you only the most important, important information.** There's a lot of information out there that could take you years to gather on your own. In one fast-paced day, we'll give you what we believe is the best, most important information to help you be the best you can be.
- 3. Practicality is emphasized.** You will leave this conference with specifics you can apply immediately. And you won't go home empty-handed. You'll leave this conference with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you've just learned. We promise you'll get results your very next day back at work.
- 4. The value is unbeatable.** Not only is our enrollment fee a great value, but when four or more enroll from the same organization, you'll enjoy a significant discount.
- 5. Our guarantee is unconditional, straightforward and the very best in the industry.** How can we be so confident? Because we work hard *before* the conference to make sure you're happy *after* the conference. Pertinent, up-to-date information you can really use; a convenient conference location; registrars who are courteous and helpful; and speakers who grab your attention and take you on an exciting journey full of fun and facts. We believe you'll love every minute of it.

Yes, I can't wait to attend ...

# The Administrative Assistants Conference

## Learn how to:

- ✓ Build and strengthen your people skills
- ✓ Manage multiple projects, responsibilities and bosses
- ✓ Get more done in less time
- ✓ Become an indispensable star assistant!

## Locations and Dates

Check the box next to the city where you'll attend

**We're coming to your area ...**

### Enroll now—limited space available!

✓ **By phone:** 1-800-873-7545 or 1-913-677-3200

✓ **Online:** Enroll online at [www.skillpath.com](http://www.skillpath.com)

✓ **By email:** [enroll@skillpath.com](mailto:enroll@skillpath.com)

✓ **By fax:** 1-913-362-4241

✓ **By mail:** Complete and mail enrollment form to:  
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**Cancellations and substitutions.** Cancellations received up to five working days before the conference are refundable, minus a \$10 registration service charge. After that, cancellations are subject to the entire conference fee, which you may apply toward a future conference. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

### Registration information Please note: If you've registered by phone and paid with a credit card, it's not necessary to return this form.

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Ms. \_\_\_\_\_

Email Address \_\_\_\_\_ (Program # \_\_\_\_\_)

Mr. \_\_\_\_\_ Title \_\_\_\_\_  
Ms. \_\_\_\_\_

Email Address \_\_\_\_\_ (Program # \_\_\_\_\_)

Mr. \_\_\_\_\_ Title \_\_\_\_\_  
Ms. \_\_\_\_\_

Email Address \_\_\_\_\_ (Program # \_\_\_\_\_)

Mr. \_\_\_\_\_ Title \_\_\_\_\_  
Ms. \_\_\_\_\_

Email Address \_\_\_\_\_ (Program # \_\_\_\_\_)

### Please list additional registrations on a separate sheet and attach.

Mr. \_\_\_\_\_ Title \_\_\_\_\_  
Ms. \_\_\_\_\_

Approving Supervisor

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Ext. \_\_\_\_\_

Fax \_\_\_\_\_

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PLEASE  RECYCLE

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