

The 2009

# Administrative Professional Certification Week

Acquire the Skills to Succeed: Become Efficient, Effective and Bottom-line Oriented

August 24 – 28, 2009 | Washington, DC

Attend and Receive up to  
30 CPE Credits



## You Will Learn To:

### Take Control of Your Career

Create a professional development plan to identify your strengths and weaknesses in the workplace

### Utilize Effective Leadership and Team Building Techniques

Establish yourself as an indispensable asset and team player to your boss and your office

### Understand How to Manage Conflict and Negotiation

Overcome Workplace Conflict by Implementing Valuable Communication Practices

### Conquer Time and Stress Management Issues

Implement techniques to prioritize your workload and time in a chaotic environment

In Association with:



## Who Should Attend:

- Administrative Professionals
- Secretaries
- Administrative Assistants
- Receptionists
- Office Managers
- Executive Assistants
- ... All other Administrative Staff

## Top 5 Reasons to Attend:

1. Discover what you need to know become an indispensable team member
2. Learn how to network to gain credibility and support
3. Develop your negotiation skills to manage conflict
4. Prioritize demands with time management
5. Learn how to get ahead in tough economic times

## Monday, August 24, 2009: Career Development

8:30  
Registration and Continental Breakfast

### Perform a Self Assessment to Learn How to Succeed in Highly Demanding Times

- Identify your professional strengths and weaknesses
- Develop a list of current position responsibilities and those you would like to take on in the future

### Create a Professional Development Plan

- Learn the significance of a professional development plan (PDP)
- Develop a plan for acquiring new skills to advance

### Position Yourself for Greater Management Responsibilities

- Find out the steps you need to take in order to receive greater responsibility in your office
- Discover how to attain your career goals and move up the office ladder

12:00  
Networking Lunch

### Why Does Personality Matter: Learn how to Better Communicate with Your Boss and Co-Workers

- Understand other personality types to better manage relationships in your office
- Determine your personality type to discover the best fit in your organization

### Identify Future Opportunities

- Use the continuous turnover within the administrative profession as leverage to gain career advancement
- Evaluate the competency gap in your current and objective position to assess your potential

### Market Yourself for Career Advancement

- Position yourself for greater responsibilities with a clear and concise self-marketing plan
- Cultivate your talents and learn how to utilize them for promotion

4:00  
Adjourn

## Instructor Biography:



**Annette  
Dubrouillet**

Annette has 30+ years' experience in a variety of

business, educational and presentation settings. This means she has practical experience, understands theory and can communicate - all the requisite skills to provide audiences perceptive, intelligent, and stimulating presentations.

Annette worked at all levels of the Department of Army (installation, major command and headquarters) and at headquarters for Department of Navy for over 12 years. For her excellent performance of duties she received three high-level awards from three different Army installation commanders. While with the Army, Annette presented seminars on leadership, team building, and personnel management and served 2 years a training/curriculum specialist. She's transferred the expertise she gained from Federal service to more than 100 clients from both private and public sector, including county governments, Fortune 500 companies, prestigious educational institutions and small e-commerce start-ups.

Annette was the President of the National Speakers Association, Washington DC, 2000-2001, chapter member of the year in 2002, 2005 recipient of the coveted Capital Outstanding Speaker award, 2006 recipient of the prestigious John Jay Daly Award, & served on the Board for seven years. 2006-2007 Chair of NSA Chapter Leadership Council, and the 2008-2009 Chair of the Membership Committee.

## Tuesday, August 25, 2009: Career Development, Continued

8:30

Registration and Continental Breakfast

### Utilize Coaching and Mentoring to Advance in Your Office

- Identify and discuss professional goals with an individual who works in the role you hope to obtain in the future
- Use their experience as a visual map to take you to the next level in your career

### Develop Goal Setting Techniques

- Understand why goal setting fails and how to overcome this
- Implement setting BEST goals in your professional and personal life to achieve satisfaction

### Create a Network for Success

- Understand the significance of networks and how they influence and power the have in your organization
- Develop and expand your network to increase your marketability and professional credibility

12:00

Networking Lunch

### Display Confidence and Assertiveness

- Differentiate between being passive, aggressive and assertive
- Learn how to confidently express your opinions, respectfully disagree with coworkers and ensure your voice is heard

### Implement Workplace Boundaries

- Learn to say no effectively and at the appropriate times to get the job done
- Adapt successfully to changes in your roles and responsibilities

### Discover a Personal/Professional Life Balance

- Establish a supportive work environment to integrate your both worlds
- Achieve goals in your professional and personal life by impacting both in positives ways

4:00

Adjourn

"I thought this was a great experience and was able to walk away with so much to share with other Assistants in my Division."

Benita Smith  
Administrative Assistant,  
Federal Highway Administration



## Wednesday, August, 26, 2009: Team Building and Leadership Improvement

8:30

Registration and Continental Breakfast

### Explore Non-Verbal Communication Techniques in the Workplace

- Learn what your non-verbal communication is saying about you and how to effectively communicate using non-verbal cues and gestures
- Read your colleagues' non-verbal communication to better interact with your peers

### Work with Diplomacy and Credibility

- Learn and adapt to different work styles and preferences
- Discover and use business courtesies that illustrate an team atmosphere

### Lead without Authority

- Utilize your emotional intelligence to influence without positional authority
- Clarify your role and excel in working with peers, multiple managers and demanding clients

12:00

Networking Lunch

### Implement Advanced Team Building Practices

- Discover the difference between management versus leadership
- Develop the critical skills needed when working in a team environment

### Demonstrate Transformational Leadership

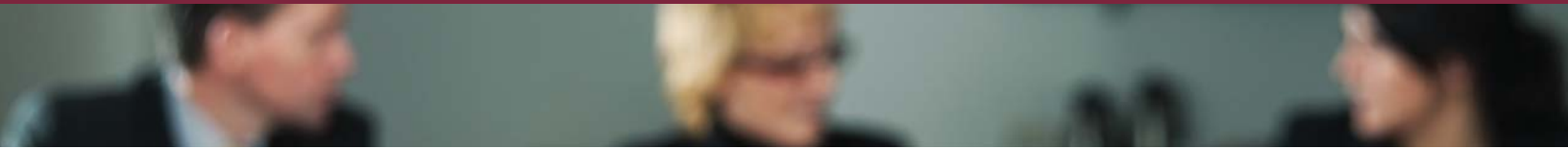
- Inspire your colleagues with a clearly defined plan of action
- Inject enthusiasm and engagement into your organization through internal communication tactics

### Achieve an Organizational Goal through Professional Motivation

- Compile and plan your thoughts to make the core message more accessible to a wide range of co-workers
- Minimize the distractions that keep your team from accomplishing important goals or projects

4:00

Adjourn



"This program  
...helps give  
you the tools  
you need to  
grow in  
your career."

Sonia Colmenero  
Administrative Assistant,  
US Institute for Environmental  
Conflict Resolution



## Thursday, August, 27, 2009: Conflict Management Techniques

8:30

Registration and Continental Breakfast

### Recognize the Significance of Effective Communication in the Workplace

- Learn to listen to people more closely and compose your message more clearly
- Communicate effectively with different types of people based on their behavioral style

### Manage Conflict to Advance your Career

- Learn strategies for working with difficult people and develop alternative ways of managing conflict
- Develop a goal-oriented approach to conflict to achieve an agreement that meets both parties needs

### Develop Constructive Problem Solving and Decision Making

- Learn how to create the best conditions for problem solving
- Improve your individual and team creativity in making the right decision

12:00

Networking Lunch

### Overcome Intimidation and Emotional Barriers

- Take the moral high ground when resolving office disputes or complaints
- Focus questions to uncover underlying problems and clarify the situation between the parties in the negotiation

### Negotiate with Poise and Ease

- Form new partnerships within the office by creating win-win negotiations
- Focus on the relevant issues of the negotiation without allowing personal feelings or negotiator tactics to effect your decisions

### Conduct a Negotiation Application Session

- Apply your new negotiation skills in real life scenarios and gain feedback from your administrative peers
- Discuss your tactics and behavior with your peers to improve your negotiation skills

4:00

Adjourn

"The instructors were awesome and presented really relevant information for Administrative Assistants to take back to the office."

Katrina Gilliam  
Administrative Assistant,  
QED Consulting, LLC



## Friday, August, 28, 2009:

### Time and Stress Management Solutions

8:30

Registration and Continental Breakfast

#### Develop Time and Stress Management System

- Discover techniques to reduce your stress and in turn make your day more productive
- Develop a daily schedule for both work and home to organize your time and fit more into your day

#### Control Your Day with Organizational Techniques

- Combat procrastination to organize the details and beat your deadlines
- Recognize your limits and prioritize tasks accordingly to deal successfully when handling multiple projects

#### Establish and Adhere to Your Limitations

- Learn to ask for assistance when the work becomes overwhelming
- Adjust day to day duties to allow room to complete urgent projects

12:00

Networking Lunch

#### Create a Proactive Plan to Complete Tasks

- Create effective and expedient methods to accomplish daily tasks
- Establish an open forum with your supervisor to increase transparency in your work

#### Beat the Deadline Blues

- Ask for additional guidance on the best method to complete a lengthy project to meet the requested timeline
- Request assistance with tasks that other team members can complete to allow you to focus on urgent projects

#### Display Positive Behavior and Actions

- Minimize the distractions that keep you from accomplishing your important goals at the office
- Maximize your energy with an optimistic and constructive attitude

4:00

Adjourn

"I enjoyed the entire conference and really liked the hands-on theme throughout the entire week. I would highly recommend this conference to others."

Latoya Jones  
Administrative Assistant,  
QED Consulting, LLC



## In-House Training

One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. Whether you require training for your department or for an organization-wide initiative, the advanced learning methods employed by The Performance Institute will create an intimate training atmosphere that maximizes knowledge transfer to enhance the talent within your organization.

We realize that not all obstacles can be overcome by applying an "off-the-shelf solution". While many training providers will offer you some variation of their standard training, The Performance Institute's subject matter experts will work with you and your team to examine your programs and determine your exact areas of need. The identification of real life examples will create a learning atmosphere that resonates with participants while at the same time providing immediate return on your training investment. Using interactive exercises that employ actual projects or scenarios from your organization, instructors can address specific challenges and align the curriculum of each session to your objectives. While the majority of on-site trainings are focused on smaller groups, The Performance Institute also has the ability to accommodate organizational-wide training initiatives. Utilizing multiple instructors, The Institute has the capacity to deliver courses to groups of up to 300 participants per day.

### Areas of expertise:

On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- ✓ Strategic Planning
- ✓ Performance Measurement
- ✓ Project Management
- ✓ Lean Six Sigma
- ✓ Workforce Management
- ✓ Budgeting and Forecasting
- ✓ Contracting
- ✓ Performance Reporting
- ✓ Program Evaluation
- ✓ Administrative Management
- ✓ Change Management
- ✓ Balanced Scorecard

For more information about in-house training options available to you, contact Jennifer Mueller at 202-739-9619 or [Jennifer.Mueller@PerformanceInstitute.org](mailto:Jennifer.Mueller@PerformanceInstitute.org).

# The 2009 Administrative Professional Certification Week

## Logistics & Registration

### Venue & Hotel

The 2009 Administrative Professionals Certification Week will be held at The Performance Institute in Arlington, VA, just one block east of the Courthouse Metro stop on the Orange Line. A public parking garage is located just inside of the building. A public parking garage is located just inside of the building for \$10/day. Continental breakfast, lunch and refreshments will be provided for delegates on each day.

The Performance Institute Training Center  
1515 North Courthouse Rd., Suite 600  
Arlington, VA 22201  
703-894-0481

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of \$165.00 until July 26, 2009. This rate is based on the Government Per Diem and is subject to change. Please call the hotel directly and reference code "Administrative Professionals" when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.

Arlington Rosslyn Courtyard by Marriott  
1533 Clarendon Blvd.  
Arlington, VA 22209  
Phone: 703-528-2222 / 1-800-321-2211  
www.courtyardarlingtonrosslyn.com

Hotel and Travel costs are not included in conference tuition.

### Tuition & Group Discounts

The tuition rate for attending The 2009 Administrative Professionals Training Week is \$1199. Attend a single day: \$299

The Performance Institute offers reduced tuition to groups of three or more. For more information, please contact Melvin Hall at 202-739-9630 or Melvin.Hall@PerformanceInstitute.org.

### CPE Credits



Delivery Method: Group-live  
Program Level: Beginner  
Prerequisites: None  
Advanced Preparation: None

CPE Credits: 30

The Performance Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: www.nasba.org

### Cancellation Policy:

For live events: The Performance Institute will provide a full refund less \$399 administration fee for cancellations four weeks before the event. If cancellation occurs within two weeks prior to conference start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee.

For webinars: The Performance Institute will provide a full refund less \$50 administrative fee for cancellations four weeks before the event. If cancellation occurs within two weeks prior to conference start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

All the cancellation requests need to be made online. Your confirmation email contains links to modify or cancel registrations. Please note that the cancellation is not final until you receive a written confirmation.

Payment must be secured prior to the conference. If payment is not received by the confer-

ence start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

### Quality Assurance:

The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: The Performance Institute: Corporate Headquarters; 805 15th Street NW, 3rd Floor; Washington, D.C. 20005

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

## Registration

1. **ONLINE** at [www.PerformanceWeb.org/AdminWeek](http://www.PerformanceWeb.org/AdminWeek)
2. **VIA FAX** to 866-234-0680
3. **VIA PHONE** to 877-992-9521
4. **VIA MAIL** to 805 15th Street NW, 3rd Floor, Washington, D.C. 20005

- Yes! Register me for The 2009 Administrative Professionals Certification Week
- Register me for the following only (choose):  
Monday Tuesday Wednesday Thursday Friday
- Please call me. I am interested in a special Group Discount for my team

### Delegate Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Office \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Payment Information

- Training Form/Purchase Order  Check (accepted by mail only)
- Credit Card    

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ 3 Digit Card verification # \_\_\_\_\_

Billing Zip Code \_\_\_\_\_

Please make checks payable to: The Performance Institute Priority Code: K215-WEB

If for any reason The Performance Institute decides to cancel this conference, The Performance Institute accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

### Discounts:

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.

- Any discounts offered whether by The Performance Institute (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively