

# Succeeding as an Administrative Professional

Learn to manage people, problems and priorities, and become The Exceptional Assistant®

## Discover New, High-Powered Skills

- Relieve your supervisor of routine responsibility — without creating an overload for yourself.
- Use a dynamic, systematic method to confront and resolve thorny problems and troublesome conflicts.
- Project an assertive, confident image that commands respect and admiration.

## Get It All Done — With Less Effort

- Learn winning ideas for juggling multiple priorities and tasks — whether you work for one supervisor or many.
- Minimize daily interruptions for yourself and your boss — you'll both gain time to concentrate on important projects and goals.

## Take Advantage of Smart Shortcuts

- Delegate work and get cooperation from coworkers — even if people don't work directly for you.
- Organize yourself, your desk and your supervisor — smart streamlining will make it seem as if your work manages itself!

## Handle Stress, Pressure and Crisis

- Stop saying "yes" when you should say "no" — learn how to refuse requests with finesse.
- End your days relaxed and content with powerful stress-busters that put a lid on workday tension and burnout.

## Enroll Today!



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This course qualifies for CPE credits.  
See details on page 7.

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# Learn “success skills” the quick, easy way

You could spend years on the job acquiring these professional skills — and you might make a lot of mistakes and misjudgments along the way.

Or, you can attend this powerful one-day seminar at a location near you. You’ll learn practical, hands-on ideas that will make you more productive, more valuable and more satisfied in your job than ever before. We’ll demystify essential professional skills, such as:

- Prioritizing
- Problem solving
- Managing time, resources and crises
- Delegating
- Decision making
- Political and people skills
- And much, much more

You’ll handle the demands of your job with the confidence, judgment and professional acumen of the most experienced, capable assistants. And equipped with increased skills, you’ll open the door to more responsibility, greater credibility and increased pay and status.

Look over the comprehensive program agenda; then, pass a copy of this brochure to your supervisor, along with a note explaining your attendance will benefit both of you greatly. It’s easy to register online, by phone, by fax or by mail, but do it now — seating at many locations is limited.



## Free digital resources for every participant

Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.

## Compare Our Guarantee

All of our seminars are **100% SATISFACTION GUARANTEED!** We’re confident this seminar will provide you with the tools you need to successfully tackle the challenges you face each day. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we’ll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

# 17 immediate benefits for you, your manager and your company

- 1** Specific routines to smooth out the peak and slack periods and help you get more control over your workday, every day.
- 2** Four ways to be a “buffer” for your boss or manager — without getting trapped in the middle.
- 3** Organizational tips to keep you afloat in a sea of email requests, deadlines and demands.
- 4** Four ways to prioritize your workload — even when everything needs to be done right now.
- 5** Two dynamic methods that ensure you’ll remain calm and collected, even in the most stressful, pressured situations.
- 6** A fail-safe system to handle multiple priorities and two or more managers — our ideas will help you juggle it all like a pro.
- 7** A step-by-step framework to take charge and demonstrate initiative — without appearing overbearing or pushy.
- 8** The secrets of “power planners”— Learn how 10 minutes spent planning every day will improve your productivity by up to 30%.
- 9** A seven-point plan to help you bring your boss solutions, not problems — you’ll get action on your requests faster than ever before.
- 10** The boss is gone and you’re in charge: how to handle problems and make the right decisions.
- 11** The ABCs of delegating work — get help and cooperation from your coworkers even if you don’t have the authority.
- 12** Tips for winning recognition for your hard work — without bragging or browbeating.
- 13** Three smart stress-busters that halt job pressures and put the fun and enjoyment back into your work.
- 14** Tips for refusing a request diplomatically — say “yes” only when you want to.
- 15** Persuasion techniques used by master negotiators — learn how to win cooperation and agreement from anyone.
- 16** State-of-the-art crisis management strategies for handling chaos, emergencies and unforeseen problems.
- 17** Five ways to stop the telephone, email, coworkers and other interruptions from throwing you and your supervisor off schedule.

# What you'll learn: 9:00 a.m. - 4:00 p.m.

## Your Job vs. Your Career

- Five signs you're just doing a job — and five powerful steps that will help you move toward a rewarding career.
- Six simple actions to move your job toward more challenging and responsible activities.
- Four insightful questions you can ask yourself to put your career and goals into focus — and better understand what you want from your job.

## Assertiveness & Responsibility

- Nine key duties you can execute that make you indispensable to your supervisor and your organization.
- How to take the initiative and make decisions — you'll lessen the burden on your supervisor and assume more responsibility.
- When your manager is gone or unavailable — what you can do to make things run smoothly and efficiently.
- How to be more assertive and confident in day-to-day communication with key managers and executives.

## Stress Management

- A three-pronged approach that reduces the day-to-day stress you face in your job.
- How just 10 minutes every day can reverse most of the negative stress you encounter — even if pressure seems unavoidable.
- How to deal with the restraints and demands of multiple supervisors who all need your time and attention.
- The worst days and hours: how you can eliminate the most common "stress pockets" and smooth out end-of-day and end-of-week pressure.

## Balancing Priorities

- The one key to working smarter, not harder — and getting more done every single day.
- Four ways to set priorities — you'll learn which is the best approach for any situation.
- An innovative system to establish firm, reachable deadlines — and stop the "ASAP" crunch.
- How to say "no" or refuse a request — without sounding negative or feeling guilty.

## Problem-Solving Skills

- A seven-step process to deal effectively with any problem — no matter how big or how small.
- Tips for developing alternative approaches to problems — and pinpointing a solution that appeals to everyone.
- How to present your problem-solving ideas to your supervisor — and earn respect and credibility in the process.
- Six essential steps to implement the solution to a problem — learn how to increase cooperation and ensure success.

## Ask for What You Need

- Six things you should not say when making requests and resolving problems.
- An eight-point script to ask for — and get — what you need to do your job better.
- Why you should suggest your solution first — and not leave it up to your boss to solve the problem.
- Five ways to reach an agreement and get a commitment for your request — you'll prevent misunderstandings and increase efficiency.

## How to Give & Get Clear Instructions

- How to use feedback to prevent costly mistakes and misunderstandings.
- What to do when you're not getting enough feedback from managers or coworkers.
- Three key principles that ensure better two-way communication in every phase of your work.
- How to detect a breakdown in communication — before a crisis situation develops.

## Persuasiveness & Influence

- Three ways to get someone to act on your requests by demonstrating the benefits first.
- How to develop a simple plan before asking for action — and increase your chances for on-the-spot agreement.
- Two ways to counter expense resistance by demonstrating the benefit of an action outweighs the cost.
- How to be more persuasive than you ever thought possible — a dynamic "benefit formula" used by the most successful sales professionals.

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## Your Personal Time Management System

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- Are you just efficient ... or effective as well? How to go beyond doing the job right, to doing the right job right.
- The powerful “80/20 Notebook” system — have every planning tool you need at your fingertips.
- Much more than a list: the six essential elements of the super-effective to-do list.
- How to develop a daily plan that keeps you focused and on-track.

## Crisis Management

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- How to anticipate an approaching crisis — and avoid it before it erupts.
- Smart planning tips to reduce crises and unnecessary shifts in priorities.
- Eight easy-to-understand steps for producing a realistic action plan for projects and priorities.
- How to estimate the time a project will require — and eliminate crises caused by time overruns.

## Reducing Interruptions

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- Five specific measures you can take now to halt interruptions that put a dent in your day.
- How to use time logs to avoid interrupting your boss with questions and queries.
- The sure-fire “quiet hour/mad hour” schedule that gives people access to you — and still gives you time to concentrate on top priorities.
- A little-known management technique for gaining control over interruptions.

## Effective Delegation

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- Five clear steps that show you how to delegate — even if you don’t have authority over other employees.
- “I can do it better and faster myself” — how to overcome the #1 barrier to effective delegation.
- How to pass along work without worry: 10 ways you can ensure the assignment will be done right and on time.
- What to do when people don’t do what’s expected or refuse to cooperate with you.

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## The Manager/Assistant Team

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- How to answer questions and make decisions in the absence of your supervisor.
- Three specific situations that offer opportunity for job growth — and how you can take full advantage of them.
- How to demonstrate you’ve earned an increase in pay, responsibility or title — and get your manager’s full support.
- A proven method to find out what’s expected of you — and whether or not you’re delivering what’s expected.

## Workplace Communication

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- Security Rules: Need-to-know procedures for preserving confidential information.
- A quick assessment to determine whether you can handle the call for your boss — your initiative and dependability will be appreciated.
- Three intelligent telephone tips that shave minutes off of every phone call — without being abrupt or blunt.
- Techniques for writing clear, concise emails that get an immediate response.
- Unintentional email practices that can lead to conflict and misunderstandings.

## Multiple Bosses

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- How to prioritize the demands of more than one supervisor to everyone’s satisfaction.
- Dozens of tips for day-to-day duties, including messages, mail, work assignments, appointments and scheduling for multiple managers.
- Who’s in charge? What to do when instructions from one boss conflict with another’s.
- A smart method that gets your supervisors to cooperate with each other — without putting you in the middle.

## Some Not-So-Obvious Benefits of Attending This Seminar

- 1 You'll break your work pattern for a day and step back from your hurry-up routine to get effective new perspectives on yourself, your priorities and your goals.
- 2 You'll meet other professionals who share your problems and objectives — contacts who can continue to offer feedback and support long after the seminar ends.
- 3 You'll get the energy and motivation to try new ideas and tackle long-standing, nagging problems — a “jolt” to get you going.
- 4 You'll have fun — the seminar day is filled with humor, camaraderie and excitement!
- 5 You'll increase your value as a true professional — well-trained, educated and equipped with the latest intelligence in your field.

*“I got a lot of useful ideas that I plan on using immediately. This is the second time I have taken this course, and I learned something new both times.”*

**Lisa Hall, Administrative Assistant**  
GDS Seating, Inc.



*“Everything was excellent — the content, leader, resource material, hotel! I would highly recommend this Fred Pryor seminar to anyone.”*

**Diane Fremault, Administrative Assistant**  
Financial Strategy Associates



*“Completely met my expectations. It was very helpful and fun and worth every penny.”*

**Pam Reed, Administrative Assistant**  
Honeywell



*“The seminar was a great help. I plan on using all of the information I received and will be attending more seminars.”*

**Petrunia Arnold, Administrative Assistant**  
Accustaff Incorporated



*“Gave me some great ideas on how to deal with some problems in my department and how to communicate with my boss.”*

**Donna Ziegler, Paralegal**  
David Vail & Associates



*“It met my expectations by really motivating me to better myself and to learn more.”*

**Elyse Slotnick, Sales Assistant**  
A.G. Edwards & Sons



*“It was a pleasant surprise to learn so much, so rapidly. I am eager to immediately put this information into action.”*

**Scarlett A. Hartmann, Legal Secretary**  
The State Insurance Fund



*“It showed me specific ways to manage my time and resources. And it showed me a new perspective on dealing with multiple bosses and coworkers.”*

**Krys Terrel, Loan Processor**  
Pacific Mortgage Brokers

## Registration Information

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

### Quick Confirmation!

To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

### Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

## Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

## Continuing Education Units (CEUs)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

## Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning are 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 the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

## Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit [www.pryor.com/certificate](http://www.pryor.com/certificate). Certificates will be available 10 days after your event has ended.

## Onsite Training Solutions



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Onsite Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation, visit us online at [pryor.com/onsite](http://www.pryor.com/onsite) or call us at **1-800-944-8503**

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To update your contact information, see page 7.

# Succeeding as an Administrative Professional

Learn to manage people, problems and priorities, and become The Exceptional Assistant<sup>®</sup>

This is the seminar you've been waiting for if you want to:

- **ORGANIZE** dozens of priorities and people — and actually make it look easy. (In fact, it will be easier!)
- **COMMUNICATE** like a pro — receive and give feedback that stops mistakes before they happen.
- **MANAGE** time and resources expertly — you'll reduce frustration and gain hours every day.
- **DELEGATE** work without worry; even if you lack authority, you can get help and get it done right.

## Enroll Today!



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**YES** I'm ready to learn powerful new "success skills".  
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SEMINAR Seminar City: \_\_\_\_\_

**1** Seminar Date: \_\_\_\_\_ City Event #: \_\_\_\_\_

YOUR ORGANIZATION Organization: \_\_\_\_\_

Address: \_\_\_\_\_

**2** City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's Name:  Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_  Business  Home

**Quick Confirmation** Please  email or  fax my confirmation to me within 48 hours.

WHO WILL BE ATTENDING  Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_

**3** Job Title: \_\_\_\_\_

Email (required): \_\_\_\_\_  Business  Home

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

Job Title: \_\_\_\_\_

Email (required): \_\_\_\_\_  Business  Home

Please list additional names on a separate sheet.

METHOD OF PAYMENT **Important: Send your payment now. Tuition is due before the workshop.** Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 738002, Dallas, TX 75373-8002. Our federal ID# is 92-2053228 (FEIN).

**4** Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; Honolulu 4.712%), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).

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1.  Registration fee enclosed. Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

2.  Our Purchase Order is attached. P.O. # \_\_\_\_\_

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Please attach a copy of your Tax-Exempt Certificate for payment processing.

**Note:** If you've already registered by phone, by fax or online, please do not return this form.

**REGISTRATION FORM — Succeeding as an Administrative Professional**