Strengthen the Backbone of Your Office...Your Administrative Staff!



ADMINISTRATIVE MANAGEMENT FOR GOVERNMENT

2005-2006 OFFERINGS

Advancing the Careers of Government Administrative Staff to the GS-8 Level and Beyond!

Earn Continuing Professional Education (CPE) Credits!

REWARDING AND MOTIVATING GOVERNMENT ADMINISTRATIVE STAFF

The Performance Institute

The ONLY Nationally Accredited "Government Administrative Management" Provider

Transferring Knowledge to Transform Government
www.PerformanceWeb.org

Strengthen the Backbone of Your Office...Your Administrative Staff!

Advance Your Career as a Government Administrative Manager

Acquire the skills and tools that will make you the lead government administrative manager in your agency.

Improve Individual Performance and Effectiveness

Enhance your ability to solve office problems and react positively to innovation and change.

Increase Your Office's Productivity and Effectiveness

Design a professional development plan to help you become more productive and cost effective.

Handle and Harness the Latest Technology

Gain a comprehensive understanding of how to effectively use the most common computer hardware and software applications for today's offices.

Become a Certified Government Administrative Assistant

Gain recognition as a "Government Administrative Assistant" with formal certification from The Performance Institute!

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> "These sessions restored my creativity and innovation. I am glad to have it back. Thank you!"
>
> - Syndester Irvin, US Department of Agriculture

Across the Nation, Government Administrative Office Responsibilities are Changing

It is now time for you to take charge of your career and own your future. The ability to lead is in all of us and knowing what is important for you is the first step.

The Performance Institute is the only place you will find all the hands-on training, the tools, the strategies, and the motivation you need to become successful in your government career! What you learn thorough our courses will increase your value to your supervisor and to your department, but more importantly to you. If you are serious and committed to advancing your career to the next level and moving up the GS pay scale, here are some key reasons why you should make this training a priority in your professional life:

1. **Keep up with today's government offices.** Newer responsibilities, such as meeting and travel planning to document writing and polishing, demand the latest training from the field experts!
2. **Your workload has increased.** Understanding time management, stress reduction, organizational strategies and other tools will enable you to get your job done faster and more successfully.
3. **Professional business characteristics can be as valued as work skills.** Applying our business etiquette, protocol and other courses into your daily life will demonstrate your ability to make the right decisions, handle all types of situations and make you a valuable asset to your boss.

The Government Administrative Management Certification Program Enables You to Advance Your Career

Making the transition from administrative assistants to administrative managers in government is the focus of the Performance Institute's Government Administration Management Certification Program. From needs assessment to skills development, this program is a step-by-step comprehensive program designed to map out and execute a professional development plan for each individual.

Take Charge of Your Career!

A solid foundation in Government Administrative Management is crucial to survive and thrive in today's government workplace. These publicly offered courses are designed to provide interactive training, so space will be limited. To register yourself and your team, or to inquire about customized in-house programs, call us today at 703-894-0481 or visit us online at **www.PerformanceWeb.org**.

I hope to see you at the next training!

Sincerely,



Jennifer Jacobs
Program Director, The Performance Institute

THE ONLY PROGRAM DESIGNED EXCLUSIVELY FOR GOVERNMENT ADMINISTRATIVE PROFESSIONALS

4 Simple Steps to Transform Your Career

1 ENROLL IN THE PROGRAM

Contact the Performance Institute to enroll in one or more classes. Please indicate if you intend to pursue full certification.

2 ATTEND CORE COURSES

- Government Adminstrative Management
- Leadership and Personal Effectiveness

3 CHOOSE ONE ELECTIVE COURSE

- Project Management for Government Administrative Assistants
- Effective Communications for the Modern Government Administrative Assistant
- Event Planning for Government Administrative Assistants

4 PROFESSIONAL DEVELOPMENT PLAN

We will assist you in creating a "Professional Development Plan" that identifies the skills you need to acquire to develop your career. You will then take this plan back to your supervisor for approval to help you access the training you need and assume more responsibility in your office.

RECEIVE CERTIFICATION





Designed to Cultivate Key OPM Competencies for Your Career Advancement:

- Continual Learning
- Creativity/Innovation
- Flexibility
- Team Building
- Problem Solving
- Influencing
- Negotiating
- Interpersonal Skills
- Oral Communication
- Written Communication
- Resilience
- Service Motivation
- Conflict Management
- Technology Management
- Strategic Thinking

What You Get



Attend Comprehensive Courses Specifically Delivering the Latest Government Administrative Management Skills

Throughout the year, the Performance Institute schedules a number of Government Administrative Management courses—providing training on all of the topics covered in the Institute's Government Administrative Management curriculum. Content in each training course is directly aligned to address the Government Administrative Management challenges in government today.



Attend Publicly Offered Events on Specific Government Administrative Management Topics

"Offered at a level which can be understood and utilized by every level of administrative assistant."

- Elizabeth Cumbridge, Savannah Fire Department

How You Will Benefit

Advance Your Career as a Government Administrative Manager

Position yourself as a high-impact administrative manager by enhancing your skills and improving office efficiency

Create a Professional Development Plan

Devise and implement a professional development plan that identifies the skills you need to take on new responsibilities

Help Your Office Become More Productive and Effective

Conduct value-added research and data analysis for coworkers and supervisors

Understand the Importance of Team Building

Identify office issues which prevents teams from reaching their goals

Master the Art of Communication

Develop effective communication skills to convey information and ideas in a timely manner

Become a More Effective Negotiator

Improve personal and professional profitability in order to deal with difficult negotiators

Increase Office Productivity and Efficiency

Apply problem solving strategies to manage challenges in the workplace and to evaluate the performance of your office

2005-2006 Government Administrative Management Course Schedule

AUGUST 2005

Government Administrative Management
August 1-2, 2005 in Arlington, VA (P413)

Project Management for Government Administrative Assistants
August 8-9, 2005 in Atlanta, GA (P426)

Effective Communications for the Modern Government Administrative Assistant
August 25-26, 2005 in Arlington, VA (P468)

Government Administrative Management
August 29-30, 2005 in Chicago, IL (P414)

SEPTEMBER 2005

Annual Government Administrative Summit
September 8-9, 2005 in Toronto, Canada (P425)

Government Administrative Management
September 15-16, 2005 in New Orleans, LA (P415)

Project Management for Government Administrative Assistants
September 26-27, 2005 in Arlington, VA (P427)

OCTOBER 2005

Event Planning and Management for Government
October 3-4, 2005 in Arlington, VA (P519)

Government Administrative Management
October 24-25, 2005 in Atlanta, GA (P416)

Government Administrative Management
October 31- November 1, 2005 in Arlington, VA (P491)

NOVEMBER 2005

Leadership and Personal Effectiveness
November 2, 2005 in Arlington, VA (P492)

Project Management for Government Administrative Assistants
November 3-4, 2005 in Arlington, VA (P493)

Government Administrative Management
November 7-8, 2005 in Dallas, TX (P418)

DECEMBER 2005

Project Management for Government Administrative Assistants
December 8-9, 2005 in Ottawa, Canada (P421)

Effective Communications for the Modern Government Administrative Assistant
December 15-16, 2005 in Arlington, VA (P464)

JANUARY 2006

Government Administrative Management
January 9-10, 2006 in Arlington, VA (P520)

FEBRUARY 2006

Leadership and Personal Effectiveness
February 6-7, 2006 in Arlington, VA (P521)

MARCH 2006

Project Management for Government Administrative Assistants
March 2-3, 2006 in Arlington, VA (P522)

APRIL 2006

Annual Government Administrative Summit
April 3-5, 2006 in Arlington, VA (P523)

MAY 2006

Effective Communications for the Modern Government Administrative Assistant
May 11-12, 2006 in Arlington, VA (P524)

Government Administrative Management
May 22-23, 2006 in Las Vegas, NV (P582)

Leadership and Personal Effectiveness
May 24, 2006 in Las Vegas, NV (P583)

Project Management for Government Administrative Assistants
May 25-26, 2006 in Las Vegas, NV (P584)

JUNE 2006

Government Administrative Management
June 5-6, 2006 in Arlington, VA (P525)

Event Planning and Management for Government
June 7-8, 2006 in Arlington, VA (P526)

JULY 2006

Leadership and Personal Effectiveness
July 10-11, 2006 in Arlington, VA (P527)

AUGUST 2006

Project Management for Government Administrative Assistants
August 14-15, 2006 in Arlington, VA (P528)

Full Descriptions of Courses and an Up-To-Date Schedule are Located Online at:
www.PerformanceWeb.org/gam

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

- Sonia Colmenero
Administrative Assistant,
US Institute for Environmental Conflict Resolution

CPE
CONTINUING PROFESSIONAL EDUCATION

All Institute Government Administrative Management Courses Offer CPE Credits!

Check Individual Course Listings for Total Credits Awarded.

CPE
CONTINUING PROFESSIONAL EDUCATION

Complete a Comprehensive Government Administrative Management Certificate Program

Many Government Administrative Assistants are now opting to receive a formal Government Administrative Management certification. To address this need, the Institute offers a Certification in Government Administrative Management. Completing a Certification program is easy. Just attend the two "core" Government Administrative Management courses, attend one elective course and complete the Professional Development Plan. Once the Professional Development Plan is approved, you will receive a "Government Administrative Management" certificate.

Core Classes



- Government Administrative Management
- Leadership and Personal Effectiveness

Elective Classes



- Project Management for Government Administrative Assistants
- Effective Communications for the Modern Government Administrative Assistant
- Event Planning for Government Administrative Assistants

Enroll in Full Certificate Program

Benefits of the Certificate

Advance Your Career as a Government Administrative Manager

By completing the Institute's certificate program, you will receive formal recognition as a Governemnt Administrative Manager trained in the latest administrative management competencies. You will also receive CPE credits to bolster your credentials.

Meet New Certification Requirements

To hold a position as an Administrative Manager in government you must demonstrate competence with new skills sets. Receiving your Certificate as a Government Administrative Manager is one key way to demonstrate your skills.

Customize a Program to Fit Your Needs

Working with Institute training managers, you can select courses that will have direct application and impact to your work.



The Government Administrative Management Certification Weeks

Receive 37 CPE Credits and Transform Yourself into an Indispensable Assistant!

October 31-November 4, 2005
Arlington, VA

May 22-26, 2006
Las Vegas, NV

This highly popular event allows you to become a Certified Government Administrative Manager in just one week! Not only will you instantly receive 37 CPE credits, but you will have the time to absorb and put into practice all the information gained from top speakers, provided resources and networking relationships. This week long event is a wonderful opportunity for you to regain your energy, career focus and learn the newest job skills.



Choose to attend in Washington or Las Vegas!

After Attending This Week Long Event, You Will:

Advance Your Career as a "Government Administrative Manager"
Acquire the skills and tools that will make you the lead government administrative manager in your agency

Improve Individual Performance and Effectiveness
Enhance your ability to solve office problems and react positively to innovation and change

THE 2006

Annual Government Administrative Summit

Maximizing the Professional Ability of Administrative Assistants and Secretaries in Government Agencies

April 3-5, 2006
Arlington, VA

In the last ten years the demand on government administrative assistants has increased. The evolving roles and responsibilities of government support staff demands continual growth on a professional and personal level. To help government administrative staff meet these new requirements and advance their careers, the Performance Institute is hosting the *Annual Government Administrative Summit.*

What You Will Learn:
- Recognize and overcome potential roadblocks to your success by defining your career goals and visions for the future
- Clarify your role and excel in working with peers, multiple mangers and demanding customers

THE 2006 NATIONAL FORUM

Women in Executive Leadership

Developing and Implementing Workforce Initiatives to Advance Women in Senior Leadership Positions throughout Government

May 8-10, 2006
Arlington, VA

The professional female in government today has an enormous opportunity to assume positions of leadership and initiate change within their agency, yet they still face the challenges of fairness and equity. To help address the state of women leadership and develop strategies to expand and strengthen that leadership, the Performance Institute is presenting the *Women in Executive Leadership Summit*, which will exclusively discuss the advancement of women into leadership positions in government at all levels.

What Your Will Learn:
- Gain a full and honest picture of your strengths and developmental needs and develop appropriate professional priorities
- Learn how to lead with authenticity, clarifying personal values and fit within the organizational culture of government

To Register, Call 703-894-0481 or Visit
www.PerformanceWeb.org

Enhance the Skills of Your Entire Government Administrative Staff Office through On-Site Training

One of the more popular vehicles for accessing the Institute's Government Administrative Management education has been on-site delivery of training. On-site training allows you to select course content that directly relates to your team's needs. More importantly, the Institute's on-site training courses draw from examples from your organization and typically use a "case study" project that can be used as an actual work product for your team later on. Institute training managers stand ready to help define your needs and craft a customized in-house training program for you and your team.



Customize a Training Program For Your Administrative Staff

"This is a worthwhile training session needed to advance to the next level!"

- Edna J. Shakir, Veterans Affairs Medical Center

Benefits of On-Site Training

Tailored Programs To Fit Your Unique Needs

The Performance Institute will customize training courses to fit your agency's specific needs. Single courses can be offered, or an entire package of specialized courses. Create a customized Government Administrative Management training program to meet your agency's specific goals and jump start major management initiatives within your programs.

Many agencies have chosen to bring portions of the Institute's comprehensive *Government Administrative Management Certificate Program* in-house to help drive implementation to increase office efficiency.

Draw From Your Own Program Challenges

Instructors will examine agency programs for specific examples to use during each training course. Interactive exercises can employ an actual project or scenario from within the agency.

Integrate With Other Initiatives

Training can be the perfect complement to other initiatives being managed by the agency. By aligning training with management policies, change management is bolstered.

Improve The Impact Of Training

By customizing your training and aligning the curriculum of each session to the specific needs of the agency, the learning outcomes are dramatically enhanced.

Maximize Your Training Dollars

In-house training is far more economical than per-person training courses. Moreover, by bringing training to your location, travel expenses are virtually eliminated.

All Institute Courses Can Be Delivered On-Site For Your Team!

COURSES DESIGNED EXCLUSIVELY FOR GOVERNMENT ATTENDEES

Select from any of the courses on pages 10-14 or combine Government Administrative Management courses with courses from the Institute's other comprehensive training programs (see page 15).

Performance Measurement and Evaluation

- Strategic Planning in Government
- Developing and Using Performance Measures in Government
- Performance-Based Budgeting
- Program Evaluation and Analysis
- Collecting and Managing Performance Information
- Auditing and Improving Performance Information
- Lean Six Sigma for Government
- Customer Service Strategies for Government
- Performance Reporting
- Performance Benchmarking for Government

Financial Management

- Financial Management Standards for Government
- Implementing Internal Controls in Government
- Financial Reporting in Government: "Timely, Accurate and Useful"
- Auditing and Reducing Erroneous Payments in Government
- Performance-Based Grants Management
- Activity-Based Costing
- Federal Budget Process Formulating, Justifying and Executing

Project Management

- Earned Value Project Management
- Project Management for Government
- Managing Project Risk
- Developing and Managing Project Teams
- Integrated Project Planning in Government
- Project Management for Procurement

Human Capital Management

- Human Capital Planning and Talent Management
- Employee Development Management
- Employee Performance Evaluation and Incentives
- Recruitment and Retention in Government
- Succession Planning and Implementation
- HR Performance Measurement
- Knowledge Management for Government
- Workforce Assessments: Aligning Mission and Competencies
- Managing Employee Morale and Work-Life Programs
- Employee Relations in Government
- Labor Negotiations in Government

Contracting and Acquisition Management

- Performance-Based Contracting
- Project Management for Procurement
- Competitive Sourcing
- Advanced Performance-Based Acquisition: Solutions Development
- Structuring and Measuring a Most Efficient Organization (MEO) for A-76 Competitions
- Project and Acquisition Planning for A-76 Competitions
- Strategic Sourcing
- Ethics in Government Contracting

Information Technology Management

- IT Capital Planning and Investment Managment
- Information Security Management for Government
- Certification and Accreditation for Government IT Security
- IT Project Management
- IT Performance Measures
- Building Better IT Budget Justifications (Ex 300s)
- IT Enterprise Architecture

Administrative Management

- Government Administrative Management
- Leadership and Personal Effectiveness
- Project Management for Government Administrative Assistants
- Effective Communications for the Modern Government Administrative Assistant
- Event Planning for Government Administrative Assistants

Leadership and Change

- Leadership Strategies in the Public Sector
- Leading Organizational Change in Government
- Business Analysis and Critical Thinking in Government
- Effective Communication in Government
- Building Coalitions in Government
- Effective Negotiation for Government Leaders

For more information, contact Blake Zach at 703-894-0481 or Zach@PerformanceWeb.org

CORE COURSE

Government Administrative Management

Advance your administrative career by becoming a Certified Government Administrative Manager! This first course will provide you with the foundation you need to take your career to the next level. You will learn the skills that will make you an invaluable asset to your director and supervisor. You will leave this two-day training with the tools and direction you need to position yourself as a high -impact administrative manager.

- Learn your Myers-Briggs® personality type
- Understand other personality types to better manage your relationships in the office
- Discover time and stress management tools
- Learn office technology skill sets
- Create a Professional Development Plan

PRIMARY CAREER GOALS OF GOVERNMENT ADMINISTRATIVE ASSISTANTS

Remain in the administrative professional field	41%
Advance my career within my company	20%
Retire	9%
Move into management	8%
Own my own business	4%
Work as a self-employed virtual assistant	4%
Changing careers	4%
Not sure	6%
Other responses	4%

Source: www.iaap-hp.org

COURSE AVAILABILITY AND CREDITS

August 1-2, 2005 in Arlington, VA (Code: P413)
August 29-30, 2005 in Chicago, IL (Code: P414)
September 15-16, 2005 in New Orleans, LA (Code: P415)
October 24-25, 2005 in Atlanta, GA (Code: P416)
October 31-November 1, 2005 in Arlington, VA (Code: P491)
November 7-8, 2005 in Dallas, TX (Code: P418)
January 9-10, 2006 in Arlington, VA (Code: P520)
May 22-23, 2006 in Las Vegas, NV (Code: P582)
June 5-6, 2006 in Arlington, VA (Code: P525)

Open Enrollment:
Course Level: Beginner
Prerequisites: None
Format: Group Live
Advanced Preparation: None
Tuition: $595
[Group and Certification Discounts Available]

In-House Training:
$7500 per day for two days; maximum attendance 40
Contact the Institute to discuss customizing an in-house version of this class

CPE **Earn 12 CPEs**
CONTINUING PROFESSIONAL EDUCATION

COURSE AGENDA

DAY ONE

Administrative Assistants' Important and Ever-Changing Role in the Modern Government Office

- Understand how office work has changed and how to advance your career in the federal government

Moving from Administrative Assistant to Knowledge Assistant

- Understand the future of office technology and your role in it
- Appreciate the importance of becoming a knowledge assistant and obtain job responsibilities

Traits and Characteristics of a Good Supervisor

- Learn the traits and behaviors that a supervisor must have in order to be effective

Working Out Your Myers-Briggs®

- Understand other personality types to better manage relationships in your office

Self Assessment and Self Analysis

- Identify your own personal strengths and weaknesses in the workplace
- Identify ways to develop new skills in your daily work and personal life

Devising a Professional Development Plan

- Develop a plan for attaining the new skills you really need to advance your career

Implementing Knowledge Assistant Initiatives

- Analyze and improve organizational workflow and communications

DAY TWO

Putting Your Best Foot Forward

- Understand and apply proper protocol and etiquette in today's business world
- Create and establish a personal brand distinction

Building Your Day for Success

- Discover organization tools to assist prioritizing in the office and at home
- Learn essential time management tips

Knowledge Assistants' Role in Technology Management

- Use expert multimedia skills and web tools to prepare and distribute organizational products and communications

Learning the Basics of Web Page Design and Management

- Understand and implement strategies for designing and maintaining your office website

Learning to Communicate

- Improve professional skills for communicating in your office and ways to get your point across

Understanding the Art of Public Speaking

- Discover the art of persuasive speaking
- Learn presentation delivery skills to improve your voice, confidence, and more

CORE COURSE

Leadership and Personal Effectiveness

What does it really take to be an administrative manager? Learn the skills and traits needed to become a highly effective person in the workplace in this course. This interactive training will equip you with the tools and knowledge needed to become involved in departmental decisions and make the transition from Administrative Assistant to Administrative Manager. You will emerge from this two-day training with the self-awareness and behaviors you need to become indispensable to your boss and organization.

- Study and discuss conflict management and discover your conflict management style
- Discover how to utilize constructive problem solving and decision making
- Become an effective negotiator
- Learn how to overcome office barriers to change
- Learn strategies to becoming more effective in the workplace and at home
- Improve your personal image through business protocol and etiquette awareness



COURSE AVAILABILITY AND CREDITS

November 2, 2005 in Arlington, VA (Code: P492)
February 6-7, 2006 in Arlington, VA (Code: P521)
May 24, 2006 in Las Vegas, NV (Code: P583)
July 10-11, 2006 in Arlington, VA (Code: P527)

Open Enrollment:
Course Level: Beginner
Prerequisites: None
Format: Group Live
Advanced Preparation: None
Tuition: $1095
[Group and Certification Discounts Available]

In-House Training:
$7500 per day for two days; maximum attendance 40
Contact the Institute to discuss customizing an in-house version of this class

CPE Earn 13 CPEs
CONTINUING PROFESSIONAL EDUCATION

COURSE AGENDA

DAY ONE

Leadership and Personal Effectiveness in a Government Office Environment

- Present yourself effectively inside and outside the office
- Create a favorable image that commands respect

Projecting an Image that Delivers Results

- Realize the importance of first impressions
- Understand why you must sell yourself before you can sell your message

Team Building and Team Leadership

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

Leadership, Communications and Team Building Application Session

- Help your team work through effective communications
- Achieve maximum results and maintain quality relationships

Managing Conflict in the Workplace

- Assess your individual conflict resolution style
- Learn strategies for working with difficult people and develop alternative ways of managing conflict

Constructive Problem Solving and Decision Making

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

Effectively Communicating and Motivating Colleagues: Mastering the Art of Internal Communications

- Learn how to communicate your ideas clearly to team members and supervisors
- Become comfortable speaking and listening effectively

DAY TWO

Effectively Communicating and Motivating Customers: Mastering the Art of External Communications

- Enhance skills for maintaining two-way communications and professional clarity
- Apply these concepts through interactive group scenarios

Becoming a More Effective Negotiator

- Improve personal and professional profitability in order to deal with difficult negotiators
- Enter into and conduct negotiations with confidence

Thriving Through Change

- Understand the forces shaping the new workplace and your role in it
- Establish short-range and long-range goals to strengthen personal resilience
- Deal with resistance to change and different forms of negativity inside the office

Prioritizing Tasks in the Office and at Home

- Discover organizational tools and techniques to assist your workload
- Find out what your time is worth and how to maximize it to its fullest potential

Business Protocol and Etiquette

- Identify your unique abilities and key strengths
- Learn why image branding is vital to your professional and personal success

ELECTIVE COURSE

Project Management for Government Administrative Assistants

Most administrative professionals would not consider project management a skill necessary for their job assignments. However, as the role of administration is becoming more and more complex and demanding, many government administrative assistants are finding themselves struggling in the midst of multiple projects and deadlines. This program, *Project Management for Government Administrative Assistants*, will give you the necessary tools to assess and develop effective plans and insight for managing multiple projects. You will learn how to create project timelines that will help you stay on target with your goals and deadlines.

- Create a project plan and timeline
- Learn to identify the resources needed to accomplish tasks
- Develop vital project management techniques to assist you and your team



COURSE AVAILABILITY AND CREDITS

August 8-9, 2005 in Atlanta, GA (Code: P426)
September 26-27, 2005 in Arlington, VA (Code: P427)
November 3-4, 2005 in Arlington, VA (Code: P493)
December 8-9, 2005 in Ottawa, Canada (Code: P421)
March 2-3, 2006 in Arlington, VA (Code: P522)
August 14-15, 2006 in Arlington, VA (Code: P528)
May 25-26, 2006 in Las Vegas, NV (Code: P584)

Open Enrollment:
Course Level: Intermediate
Prerequisites: None
Format: Group Live
Advanced Preparation: None
Tuition: $1095
[Group and Certification Discounts Available]

In-House Training:
$7500 per day for two days; maximum attendance 40
Contact the Institute to discuss customizing an in-house version of this class

CPE **Earn 12 CPEs**
CONTINUING PROFESSIONAL EDUCATION

COURSE AGENDA

DAY ONE

Overview of Project Management Mandates and Methodologies

- Review emerging project management trends and methodologies
- Update on effective government project management skills

Step 1: Define Project Goals

- Select the level of staffing, resources and management support required
- Assemble a project team and gain commitment on project objectives

Step 2: Assess Implementation Obstacles

- Estimate time, costs and present a project plan to team members and stakeholders
- Conduct a thorough risk assessment

Step 2 Continued: Overcome Implementation Obstacles

- Diagnose employee resistance and create a successful action plan
- Discover critical techniques for anticipating and managing employee reaction

Step 3: Determine Project Activities

- Develop project objectives and activities
- Clarify the scope and develop the project requirements

DAY TWO

Step 4: Define Schedule and Milestones

- Build a network of achievements
- Assign tasks to individuals within the work breakdown structure

Step 5: Determine Resources for Projects

- Lay out clear assignments for your team and a foundation for tracking actual results
- Win management support and obtain necessary resources

Step 6: Execute and Manage Projects

- Develop an effective schedule for the project within the availability constraints of your team members
- Monitor, document, report project progress and problems

Measure and Evaluate Project Performance

- Develop performance measures aligned to program results
- Deal with project uncertainties and handle the risk of performance management

Case Study: Project Management Techniques

- Learn tips from the trenches for completing a project effectively, on time and within budget
- Hear best-practice techniques for project management in government

Effective Communications throughout the Project Timeline

- Develop meaningful relationships with stakeholders and management
- Develop practical strategies for integrating technology into your project management plan

ELECTIVE COURSE

Effective Communications for the Modern Government Administrative Assistant

How confident are you communicating with your colleagues and your boss? No matter how capable you think you are, communication is a skill that needs constant improvement. This course will walk you through various types and styles of communicating with individuals, supervisors and groups of all sizes. You will learn how to enhance your writing skills, make presentations from start to finish and you will refine your business etiquette and protocol tactics. You will realize the importance of a first impression as you hear how to project an image that delivers results. You will emerge from this course with a fresh approach and the confidence you need to effectively communicate in your office.

- Understand why and how communication skills play a vital role in today's office
- Master business etiquette and protocol
- Develop your professional writing skills and learn to tailor your work to your audience
- Learn how to present yourself for any situation

EFFECTIVE COMMUNICATION INCLUDES:

- Communication styles
- Communication types
- Business etiquette and protocol
- Negotiation skills
- Personal branding image

COURSE AVAILABILITY AND CREDITS

August 25-26, 2005 in Arlington, VA (Code: 468)
December 15-16, 2005 in Arlington, VA (Code: P464)
May 11-12, 2006 in Arlington, VA (Code: P524)

Open Enrollment:
Course Level: Intermediate
Prerequisites: None
Format: Group Live
Advanced Preparation: None
Tuition: $1095
[Group and Certification Discounts Available]

In-House Training:
$7500 per day for two days; maximum attendance 40
Contact the Institute to discuss customizing an in-house version of this class

CPE **Earn 12 CPEs**
CONTINUING PROFESSIONAL EDUCATION

COURSE AGENDA

DAY ONE

Communicating with Impact: Introduction to Advanced Communication Skills

- Learn why communication skills play a vital role in the workplace
- Identify and define communication effectiveness from an organizational view

Articulating Your Ideas: Developing Your Professional Writing Skills for Your Office's Needs

- Learn how to structure and write presentations for results
- Compile extensive research for concise, structured reports

Using Vocabulary to Build Confidence and Credibility

- Master a few "power words" that will immediately make a difference in your presentations and everyday conversations

Your Target Audience: Delivering with Tact and Skill

- Learn how to respond to emotional conversations appropriately
- Learn and adapt to different communication styles and preferences

Mastering Business Etiquette and Protocol

- Discover and use business courtesies that illustrate an executive presence

Advanced Negotiating and Prioritizing Skills

- Learn how to say "no" with confidence and effectiveness
- Discover how to work with more than one boss

DAY TWO

Engaging Your Audience

- Use rapport-building techniques with success
- Increase alertness and attentiveness through physical and mental energizers

Presenting Yourself: Using Your Voice for Maximum Impact

- Convey your thoughts using tone and inflection
- Maintain an even pace and appear calm and knowledgeable

Presenting Yourself: Taking Advantage of Posture, Gestures and Movement

- Ensure that your body language is congruent with your message
- Eliminate annoying gestures that detract from your message

Handling Nervousness with Confidence

- Implement tricks that will help you overcome nervousness
- Learn what to do when you forget what to say

Optimizing Your Presentation for Comprehension and Retention

- Understand the importance of engaging and validating your audience

Enhancing Your Message Using Appropriate Types of Media

- Coordinate effective audio/visual aids in your presentation

ELECTIVE COURSE

Event Planning and Management for Government

Have you ever wanted to learn more about event planning and management? This course is tailored for those who are looking for a comprehensive introduction to event planning. You will learn about the various event types, as well as what it takes to create a memorable event. You will walk away with the resources you need to delve further in this rapidly growing and highly popular field of event management in government.

- Learn which event type is right for you and your office
- Become knowledgeable in risk management
- Master the steps of event coordination
- Learn how to create an event budget
- Become aware of event protocol

EVENT MANAGEMENT PROCESS

- Research
- Design
- Planning
- Coordination
- Evaluation

COURSE AVAILABILITY AND CREDITS

October 3-4, 2005 in Arlington, VA (Code: P519)
June 7-8, 2006 in Arlington, VA (Code: P526)

Open Enrollment:
Course Level: Beginner
Prerequisites: None
Format: Group Live
Advanced Preparation: None
Tuition: $1095
[Group and Certification Discounts Available]

In-House Training:
$7500 per day for two days; maximum attendance 40
Contact the Institute to discuss customizing an in-house version of this class

CPE **Earn 12 CPEs**
CONTINUING PROFESSIONAL EDUCATION

COURSE AGENDA

DAY ONE

Creating Your Event, from Project Planning to Scheduling: Part I

- Understand government event planning rules and procedures
- Create and utilize a comprehensive needs assessments and keep your event within your budget
- Discover how to survey potential event attendees and conduct post event follow ups
- Identify strengths, weaknesses, opportunities and threats for your event
- Identify and prioritize event goals, challenges and solutions through event planning scenarios

Creating Your Event, from Project Planning to Scheduling: Part II

- Learn how to develop a timeline and production schedule
- Recognize the importance of organizational charts
- Learn how to advise your colleagues on which events would help achieve their project goals

Selecting Your Event Site

- Develop a site plan and learn how to conduct and analyze an onsite evaluation based on government guidelines
- Learn how to incorporate your theme and program design with your venue selection

Vendor Selection and Management

- From AV and catering to speaker talent management, learn how to select your team of vendors to make your event a success
- Tips on proposals and contracts that are manageable and agreeable to all parties of an event
- Become aware of liability and develop a risk management plan

DAY TWO

Developing and Maintaining Speaker Relations

- Discover how to identify the best speakers for each event type
- Learn how to communicate and recruit the best speakers in the field

Marketing and Promotion

- Learn how to develop a promotional strategy, create invitations, advertising, publicity and packaging
- Understand public relations and utilize sponsorship to marketing efforts

Travel Management

- Understand which skills are needed to become involved in travel management
- Identify and learn the organizational steps needed to conduct online research, booking, tracking and preparing the traveler

Documents and Signage

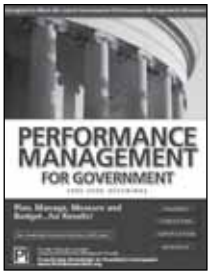
- Manage your documents and event materials in an organized way
- Learn how to maximize your event's visibility through signage

Onsite Management

- Gain knowledge in staffing an event and recruiting volunteers
- Receive an introduction to the basics of hospitality
- Become skilled at professional registration, admission, security and protocol

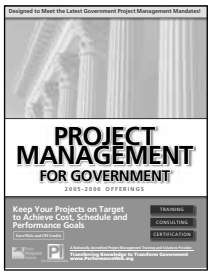
Other Offerings from The Performance Institute

Performance Management



The Institute's most popular training program assists government managers in measuring and reporting the results of their programs. Through this comprehensive training program, you will master strategic planning, performance measurement, performance budgeting and program evaluation techniques. Designed with the latest government performance mandates in mind, you will emerge from courses armed with the skills to plan, measure, evaluate and budget...for results in government.

Project Management



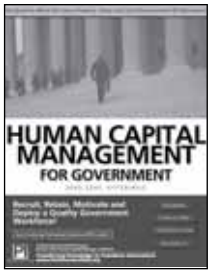
Project management, performance measures, risk assessment, earned value, IT capital plans, contract management, strategy and planning…the list goes on and on! From the recent wave of management reforms sweeping across the federal government and almost every state capital, government project management mandates are on the rise. And now the use of Earned Value Management, a fundamental project management tool, is mandated under federal policy.

Contracting & Acquisition



In response to new requirements for performance-based contracting, competitive sourcing and earned value management in government acquisition, the Institute offers a training program designed exclusively for government contracting staff and those wanting to move into this field. Attendees will emerge from courses able to integrate performance measures into government contracts, craft performance-based "Statements of Work" and "Statements of Objective," engage in strategic "Solutions Development" using the acquisition process, and evaluate sourcing alternatives using cost and performance standards.

Human Capital Management



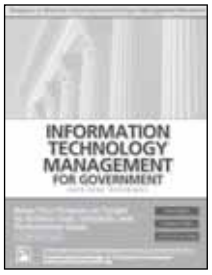
Government agencies require the right people, in the right job, with the right skills, at the right time, under the right compensation and evaluation arrangement. That's a lot of rights to get right. That's why the Institute offers the only HR certification designed exclusively for government managers. Courses address human capital planning, succession planning, employee performance evaluation and other key HR management issues vital to making government agencies "employers of choice" rather than "employers of last resort."

Financial Management



Government programs are under increasing pressure to become transparent with their finances: from tracking funds to reporting full cost of services. The Institute's financial management courses address the latest financial management standards in government, including accelerated financial reporting, improving internal controls, auditing program finances, integrating budget and performance and implementing activity-based costing.

Information Technology



One of the most high-risk areas in government management, agencies spend hundreds of millions of dollars on IT each year. OMB is now mandating accountability for the use of those resources through the Exhibit 300 and the E-Government Initiative of the President's Management Agenda. The Institute offers a government IT Management program addressing essential challenges facing today's IT professionals.

Social Services Management



Federal, state, and local social service programs (both run by government and partners of government) face some of the most difficult management challenges. The Institute offers a management training program designed exclusively for social service and public health program managers. Courses address a comprehensive set of issues including performance measures for social service and public health programs, performance-based contracting, measuring and reporting "hard-to-measure" outcomes, grants management and auditing, case management techniques (across program areas), workforce development tools and techniques and forging and management community partnerships.

Homeland Security Academy



With an increasing emphasis being put on homeland security initiatives in government, the Institute offers a training program designed to implement the latest Presidential directives and NIMS guidelines from the Department of Homeland Security. Topics include: emergency management and response, threat assessment and mitigation, incident command, critical infrastructure protection, homeland security grants management, performance measures for homeland security programs and cross-agency coordination and communication techniques.

Access the Catalogs and Complete Course Listings for All of the Institute's Training Programs Online at: www.PerformanceWeb.org/training

A Key Support Resource for Today's Government Administrative Assistants

As an organization that hosts 250 events a year, the Performance Insitute knows how to plan, promote and run successful events. Now our expertise is available to you.

Complying with Government Regulations on Meetings

We are skilled in securing federal, state and local government per diems across the country. Throughout our years working with government we have developed a strong understanding of the restrictions placed on your meetings and trainings from travel and accommodations to catering and audio visual. Producing a meeting within the guidelines is an arduous task, at PI we are able to dissect the regulations and ensure compliance.

Turning Ideas Into Action

We understand that a meeting can become not just a training but a highly enjoyable and productive experience. Our event planners have a strong grasp of meeting planning and even management needs but also the ability to foster the development of course content providing for a well-rounded and complete event.

Protocol Management

Coordinating dignitary travel and placement in an event can be nerve-racking. PI is talented in ensuring all protocol of a dignitary are taken care of from their seating and introduction to complying with their requests both foreseen and unforeseen.

Cost Efficiencies

Through our relationships with dozens of vendors across of the meeting planning industry we are able to leverage relationships to secure the lowest possible costs for materials and services. We are constantly in the process of competitive sourcing, ensuring that all vendors are supplying the best possible rates and quality of service to our clients.

Effective Publicity

Promoting events to secure optimal attendance, exhibit and sponsorship support and media recognition is important to ensuring a successful event. Publicity will raise awareness of your topic and event as well as provide for a revenue stream you may not have previously encountered.

GSA Mobis

PI has a contract through GSA Federal Supply Service ensuring our rates and abilities are already qualified. Through our contract with MOBIS we are able to provide discounts on our rates to the government sector, qualify for set aside contracts and are easily accessible as a vendor to the government market.

Services Provided

Program Development
- Content Development
- Speaker Recruitment

Site Selection and Contract Management
- Hotel and Meeting Space
- Comprehensive Cost Management
- Contract Negotiation

Program Logistics and Registration
- Speaker Relations
- Attendee Relations
- Registration
- Venue Coordination
- Program Documentation

On-Site Management
- Pre-Event Set-up
- On-site Registration
- Cost Containment
- Speaker and Attendee Relations

Marketing and Promotion
- Marketing Plans
- Graphic Design
- Integrated Communications

Post Event Consultation
- Finance Reports
- Evaluations
- Event Reconciliation



Call on our Event Management Specialists Today!
Call Chris Demaio at 703-894-0481 or visit www.PerformanceEvents.com

"Jennifer Jacobs is a great instructor!"

- Joyce Baker
Adminstrative Management Specialist, Department of Commerce

Jennifer Jacobs

Jennifer Jacobs' decade long background in the California State Legislature and numerous local and statewide campaigns have given her a key understanding of the important interaction between public policy and the needs of her political, communications and corporate clients. For several years while serving as Chief of Staff in the California State Legislature she also consulted and managed numerous local, legislative and ballot initiative campaigns.

Ms. Jacobs serves as the Program Director of the Government Administrative Management Center at the Performance Institute. In this capacity she specializes in training on topics such as career assessment, professional development plans, office skill set assessment and negotiations within the office. After administrative professionals attend courses with Ms. Jacobs, they walk away motivated to advance their career with the tools and insight Ms. Jacobs' has provided.

She currently lives in San Diego, California where she was raised, educated and where her extended family all reside.

Karen Snyder

Karen Abraham Snyder has extensive experience in the full range of human resource development activities. For the past fifteen years, as Concordia Consulting, Ltd.'s founder and principal, she has shared that experience with a variety of clients. Equally at ease teaching senior-level coaches and entry-level staff, Karen Snyder has taught adults in private industry and government agencies. Karen is one of the lead trainers at The Performance Institute. Specializing in Leadership training, such as team building and conflict resolution, she is known for the outstanding interaction and participation she achieves in the classroom.

Karen Snyder holds an M.S. in Organizational Development from Johns Hopkins University and a B.A. in Industrial Psychology from the University of Virginia. She is a Board Member of the National Speaker's Association and the American Society for Training and Development.

Liz Best

Liz Best founded Best Writing & Consulting Services, Inc. as President in 1972. Her training expertise, Human Capital Development and Culturally-diverse Communications, forged an Adjunct Faculty role at Baltimore County Community College.

Liz's work experience as a reporter and administrator, cultivated her capacity to engage entry level and corporate executives with the same enthusiasm during training. She incorporates practical strategies, solutions and options that validate, empower and challenge participants to improve their situations.

Her repeated presentations at The Performance Institute have identified her as an invaluable asset. Liz Best received an award from MD's Governor for Training Excellence. She earned a B.S. degree from Morgan State University and hosts *The Liz Best talk show* on the Internet.

Robin Ashbey

Robin Rojas Ashbey is President of capitalP, LLC, a strategic management, organization and human capital consulting firm. Robin has 16 years of experience providing consulting services to federal, state and local government clients. Prior to establishing her firm, Robin was a Senior Manager with a global management consulting firm in its Strategy, Organization and People Solutions Group. Robin also worked at Booz|Allen|Hamilton Inc. on its Human Resources and Change Management team. Robin is a member of the Society for Human Resources Management, American Society for Public Administration, Society for Industrial & Organizational Psychology and American Psychological Association. In addition to her consulting duties, Robin enjoys teaching courses in project management, human capital strategy, workforce and succession planning and performance management.

"This instructor took time to get to know her audience and was able to better instruct us on individual levels."

- Gina Daye
Secretary/Office Automation, USA CECOM SEC

About The Performance Institute

Transferring Knowledge to Transform Government



The Nation's Leader in Government Performance Management

The Performance Institute is a private think tank seeking to improve government performance through the principles of competition, accountability, performance and transparency. The Institute serves as the nation's leading authority and repository on performance-based management practices for government. Our mission is to identify, study and disseminate the leading management innovations pioneered by "best-in-class" organizations.

Through its national conferences on pressing issues, interactive training programs for government managers, best practice research and strategic consulting services, the Institute provides cutting-edge expertise in the design, implementation and evaluation of strategies to solve operational challenges and enhance organizational performance.

The Performance Institute is the nation's largest and most influential government reform think tank. More than 10,000 government managers participate in the Institute's forums and research projects each year. With offices on both coasts, the Institute is staffed by experts passionate about reforming government, and maintains an impressive array of expert advisory boards in many policy areas.

The Institute has testified on a wide range of government reform issues before Congress and state legislatures. With its emphasis on performance-based management reforms, the Institute has evaluated numerous government programs and initiatives and has offered recommendations for improving cost efficiencies and performance results. Its white papers and analyses are routinely used by government officials to reform programs, shape policy and drive change.

The Performance Institute
1515 N. Courthouse Road
Suite 600
Arlington, VA 22201
703-894-0481
fax 703-894-0482

Visit The Performance Institute online at:
www.PerformanceWeb.org

Receive CPE Credits

Continuing Professional Education Accreditation

The Performance Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing 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. Web site: www.nasba.org

GSA Schedule

Easy Access to Institute Consulting Services through MOBIS

(PI MOBIS Contract Number: GS-10F-0261M)

How Can I Register?

1. **ONLINE** at www.PerformanceWeb.org
2. **VIA FAX** to 703-894-0482
3. **VIA PHONE** to 703-894-0481
4. **VIA MAIL** to 1515 North Courthouse Road, Suite 600, Arlington, VA 22201

DELEGATE INFORMATION

NAME

TITLE

OFFICE

ORGANIZATION

ADDRESS

CITY STATE ZIP

TELEPHONE FAX

E-MAIL

PAYMENT INFORMATION

- ☐ TRAINING FORM
- ☐ PURCHASE ORDER
- ☐ CHECK (Accepted by mail only)
- ☐ CREDIT CARD



CREDIT CARD NUMBER

EXPIRATION DATE

NAME ON CARD

A CONFIRMATION OF YOUR REGISTRATION WILL BE EMAILED TO YOU WITHIN TWO BUSINESS DAYS.

COURSE SELECTIONS

Please Register Me for the Following Courses:

PROGRAM CODE	PROGRAM NAME	TUITION
		$ 595
		$ 595*
		$ 595*

☐ **PLEASE ENROLL ME IN THE GOVERNMENT ADMINISTRATIVE MANAGEMENT CERTIFICATE PROGRAM**

Group discounts are available. For information about discounts for groups of three or more, please contact Kwami Attipoe at (703) 894-0481 or Attipoe@PerformanceWeb.org

* To qualify for these discounted tuition rates, you must register and submit payment for all of the programs at the same time. If you choose to register for courses individually you will be charged the full amount each time.

Need help customizing your training program?

Call one of our curriculum managers at 703-894-0481.

CANCELLATION AND QUALITY ASSURANCE POLICY

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: Chris DeMaio, Chief Operating Officer, The Performance Institute, 1515 N. Courthouse Road, Suite 600, Arlington, VA 22201 (phone: 703-894-0481). We will evaluate individual complaints in a context of collective comments from the event. Note: A $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future Performance Institute conference.

TRAINING LOCATION

Because the Institute offers convenient locations on both coasts, specific location details for each course will be sent out upon registration. City and state listings for each course are available in the "Individual Course Offerings" section of this catalog. Program participants are eligible for a discounted hotel rate at all locations.

Priority Code: P997-WEB

Advance Your Career with the ONLY Program Designed Exclusively for Government Administrative Professionals



ADMINISTRATIVE MANAGEMENT
FOR GOVERNMENT

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