



MANAGEMENT MASTERCLASS FOR EXECUTIVE SECRETARIES & PERSONAL ASSISTANTS

Develop Your Office and Management Skills and Become A First-Class Executive Secretary

Date: 23 - 24 April 2012 • Venue: Grand Hyatt Dubai, UAE

Key Highlights

Today's directors are looking for professional administrators whom they can rely on to be their right hand person, and who have the ability to be involved in the growth of the business and handle clients. Long gone are the days where secretaries handled simple administrative work.

Administrators straddle responsibility between 'The Executive' and the rest of 'The Business' but also act as 'Gate Keepers' between their bosses and the outside world. *A recent report by the International Association of Administrative Professionals (IAAP) revealed that the administrative professional's role has changed dramatically, and many are involved in executive work more than ever before.* **The profile of the work required to be done by Secretaries, Office Managers, and PAs now require a concerted combination of management, interpersonal and technical expertise including a creative work attitude.**

Today's Admin professionals need to be versatile, tactful, organized, pro-active, and able to think on their feet at a moment's notice. Not only exceptional organizational and management skills are essential, but also presentation skills, diplomacy, perception and an unparalleled ability to communicate effectively and productively with people at all levels.

Designed carefully to enhance existing skills, this intensive Masterclass will provide you with valuable survival kit and a complete set of tools and techniques to deal with every aspect of your ever-changing role. Walk away with a Manager's perspective for problem-solving, planning and coordinating; create rapport and gain influence; improve interpersonal interaction; increase productivity and contribute more to your organization.

Who should attend

The program is suitable for all administrative professionals from any industry who is involved in secretarial support or manage an office environment within the organization including:

- Executive/Personal Assistants
- Executive Secretaries
- Administrative Assistants
- Secretaries
- Office Managers / Administrators
- Research Assistants
- Media Assistants
- Editorial Assistants
- Marketing Assistants
- Legal Secretaries
- Department Coordinators

PROGRAM AGENDA

KEY LEARNING OBJECTIVES



This Masterclass offers you more than just technical tools to do your job better, or how to optimize your workflow and productivity; it offers you the seamless combination of technical aspects of your daily role and responsibilities as well as the aspects of leadership and people management. By the end of the two days, you will gain immediate benefits such as:

- An understanding and appreciation of your current and future responsibilities as an office manager or administrator
- Skills to be a valuable team player & manager with those working directly with you
- Effective communication and people skills to effectively communicate with your boss, your team and others around you
- A repertoire of managerial skills & abilities to keep your boss & team functioning with as much efficiency as possible
- Techniques for personal development inside and out of your work environment
- Build and maintain positive relationships to minimize conflict and maximize your contribution to performance and productivity

Network with your peers from various job functions and across a range of companies. Find out what the industry practice is for your role as well as new insights and developments.

PERFORMANCE & KNOWLEDGE OBJECTIVES OF THIS PROGRAM

Through the introduction of Neuro-Linguistic Programming techniques used by leading edge organizations worldwide to achieve excellence and based on the highly acclaimed "Be a PA with PA – Perfect Awareness" training delivered to PAs in the UK, this program will provide you with the skills to efficiently and effectively manage your:

- Working Relationships
- Flexibility in Thought and Approach
- Time and Workload
- Work Efficiency and Productivity
- Career Progression

The learning is created through a combination of demonstrations, group exercises, role play and discussion. It is designed with space and time for you to discuss, share and resolve the real-life challenges you face in today's demanding business environment. There is also an emphasis on fun and experiential learning to ensure the skills are practical and instantly "usable" in your role, with fast positive results.

SESSION ONE: THE EXECUTIVE SECRETARY AND PA IN TODAY'S BUSINESS CLIMATE

The role of the Executive Secretary/PA is diverse and differs greatly from one organization to another. The PA is the pivotal person in the organization supporting and working amongst the management team to ensure efficient and effective practices. The role can be highly challenging and at the same time deeply rewarding. During this session, you will explore this diverse and evolving role and considering the expectations and skill sets required in today's demanding business environment, including:

- Purpose, definitions and expectations of the Executive Secretary/PA
- Understanding your changing role in a changing workplace
- Key elements, skills, capabilities and behaviours of an excellent Executive Secretary/PA
- Being assertive without becoming inflexible or aggressive

SESSION TWO: APPLYING THE NEURO-LINGUISTIC PROGRAMMING (NLP) TO YOUR ROLE

NLP is a toolkit for personal and organizational excellence and is widely used by leading edge organizations to develop competitive advantage and manage change. Individuals are utilizing NLP techniques for personal development inside and outside of their work environment. In simple, user-friendly terms, this session will introduce you to core principles of NLP which forms the foundations for this training. Key topics from this session include:

- Understanding what NLP is
- Where did it come from and what does it mean
- How does it apply to you as an Executive Secretary / PA
- How, when and where will it be beneficial to you

SESSION THREE: CREATING & MAINTAINING RAPPORT

There are times when you meet someone for the very first time and you immediately "hit it off". We often talk about being "on the same wavelength" as someone. This is "rapport" and bonding at an unconscious level. You can observe people that are in deep rapport by noticing their unison – they tend to match physiology and tone, pitch and pace of voice. Being able to create rapport can be hugely influential in achieving outcomes and this session will show you how you can get "on the same wavelength" with anyone quickly. You will also be able to increase your chances of leading them and yourself to a successful outcome, including:

- Understand what makes up the key elements of rapport - the when, in and out
- Put into practice techniques to create and maintain successful working relationships with your management team
- How to use active listening as an essential tool
- Using rapport to influence with integrity and achieve your outcomes – particularly with people you find challenging

SESSION FOUR: THE ART AND SCIENCE OF EFFECTIVE COMMUNICATION

Being able to communicate effectively with finesse, confidence and impact is an art based on the understanding that each person is unique. You will be introduced to the fact that each person's unique behaviour patterns and thinking processes correlate directly with the communication style they use. Key topics that you will cover in this session include:

- Understanding how we make sense of our world and the preferred communication style of yourself and your team
- Seeing, hearing and feeling your world – how our senses determine our communication style
- Developing flexibility in your language to ensure optimum lines of communication
- Understanding the barriers to successful communication and employing techniques to overcome these

Participants who successfully complete this program will receive Clariden Global Certificate of Participation.



SESSION FIVE: IDENTIFYING & ACHIEVING YOUR OUTCOMES

During this session, you will be introduced to the use of great questioning as the foundation for effective techniques used to gain the information you need to be more effective and efficient, identify and achieve your outcomes, make the best decisions, and prioritise your time and workload. Key takeaways from this session include:

- How to obtain the information you need - Understanding of different questioning techniques
- Building a portfolio of effective questions
- Successfully applying outcome thinking to identify and achieve what you and others need and want to achieve
- Applying outcome thinking to problem solving and decision making in the office
- Prioritizing techniques to identify your hierarchy of criteria when making important decisions

SESSION SIX: BELIEFS & PRE-SUPPOSITIONS

Our mind is the greatest tool for ensuring we can think and act smarter. In this session we will explore the beliefs we hold that can ensure or sabotage our success.

- Understanding and recognizing “enabling” and “limiting” beliefs that are crucial for your overall success
- Developing flexibility in order to change limiting beliefs to promote assertiveness, motivation and confidence in the office environment
- Recognizing the benefit of curiosity versus judgment

SESSION SEVEN: MANAGING DIFFERENT PERSONALITIES IN THE OFFICE

Having an awareness and being able to recognize your own and others’ personality and behaviour patterns is the foundation for creating successful working relationships. During this session, you will explore 9 different behaviour patterns and play with the language associated with these - so you have first-hand experience of putting your new awareness into practice.

Key takeaways from this session include:

- Identifying different personality and behaviour patterns in yourself and your team and the language sets associated with these
- Using this knowledge to optimize the working relationship, manage and delegate with influential language

SESSION EIGHT: MANAGING YOUR PROFESSIONAL DEVELOPMENT

Feedback is critical for improving performance and giving a foundation for a positive working relationship. We will explore the aspects of both giving and receiving high-quality feedback. What feedback would you give yourself with all your newfound knowledge gained over these two days of training? In this session you will draw together skills learnt in the two days and commit to putting into practice the new skills learned. Key takeaways from this final session include:

- The feedback process - what is it and some useful models
- Giving high quality feedback for your own and others personal development
- Receiving feedback to ensure your success as an Executive Secretary/PA
- Ongoing personal and professional development - identifying where you are vs where you want to be

ADDED BONUS!

All participants will receive a complimentary “Technique Card” at the end of the program. These Technique Cards will be personalized for each attendee and works as a compact, mobile and easy reference of the new tools and techniques learned.

PROGRAM LEADER



Lindsay Taylor
Former PA for major international organizations
Director
Your Excellency Limited

Lindsay Taylor specializes in delivering training and coaching to PAs, EAs, Secretaries and Administrators and believes that fun, experiential training delivered in a jargon-free, down-to-earth manner will ensure a memorable experience and optimize learning.

Lindsay spent 10 years as a PA and Executive Assistant in organizations in the UK and USA, including in Transamerica Corporation. Lindsay’s PA responsibilities have been at CEO level and have included international conference and event organization and leading large teams of administrative/secretarial staff. She understands the diverse skill sets required of a good PA and has implemented effective office systems within organizations to ensure their smooth and efficient running.

When Lindsay retrained as a Coach and Trainer, gaining practitioner status in Neuro Linguistic Programming (NLP), she realized the huge benefit of these skills to PAs in improving and maintaining a great working relationship – with themselves, their boss and the teams they support. Lindsay is passionate about sharing her knowledge. She develops and delivers unique programs that utilize the tools and techniques of NLP in a fun, comprehensive way ensuring the skills are instantly useable by Secretaries and PAs to reach their full potential.

Lindsay is renowned for developing and delivering the fun, experiential workshops that receive high acclaim, such as the “Be a PA with PA – Perfect Awareness” specifically for PAs, EAs, Secretaries and Administrators. Lindsay believes the tools and techniques are hugely beneficial to PAs in improving and maintaining a good working relationship, enabling them to work more effectively and efficiently in supporting individuals, teams and the business as a whole. This program receives high acclaim across the UK for providing communication, awareness and rapport-building skills to PAs serious about creating a strong professional identity and ensuring their time is spent as effectively and efficiently as possible.

Lindsay also grew up in Hong Kong and has lived in the UK, France and the US. She thrives on the experience of working in different cultures and meeting new people, and on being busy – approaching everything she does with energy, drive and a real zest for life. Some of those who have benefitted from Lindsay’s training have this to say:

“A must for all PA’s or those working in a ‘team’ environment. Gives a greater understanding of what makes people tick”
– President, Association of Celebrity Assistants

“Best workshop so far – real advice for real people – totally practical and fun”
– PA, National Health Service

“Thank you very much for a lovely day! You clearly explained some very interesting concepts, group involvement was really good with lots of encouragement”
– PA, Global Travel Company

“One of the most interesting and informative courses I have ever done!”
– PA, Legal Firm, London

“Lindsay exudes friendly professionalism, teaching instantly useable skills in a down to earth manner”
– PA, Private Estate

“This workshop gave me a great insight into NLP and taught me ways in which to use NLP techniques in my work place – a great course for all – not just PA’s”
– Events Co-ordinator, Sheffield Chamber of Commerce and Industry

RUN THIS PROGRAM IN-HOUSE



Do you have a group of staff that will benefit from attending this event? Why not train more for less? For the equivalent cost of sending a small group, you could run a tailored training program in-house, at your convenience and for up to 20 people.

Benefits of in-house training:

- ✓ Cost efficient
- ✓ Tailored content to address specific training needs
- ✓ Hassle free ✓ Convenient
- ✓ Private and confidential

For more information on our in-house training programs, please call: +65 6899 5032 or email: globaltraining@claridglobal.com.

REGISTRATION PAGE

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____
Organisation: _____
Address: _____
Postal Code: _____

I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Please register the following participant(s) for this Program:

1st Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

2nd Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

3rd Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

4th Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

PROGRAM FEES

- 1ST EARLY BIRD FEE: US\$2,795
(Registration and payment must be received by 16 March 2012)
- 2ND EARLY BIRD FEE: US\$2,995
(Registration and payment must be received by 26 March 2012)
- REGULAR FEE: US\$3,095
- GROUP DISCOUNT: For 2 registrations from the same company and billing source, the 2nd participant enjoys a 10% discount.

For registrations of 3 from the same company and billing source, the 4th participant receives a complimentary seat. One discount scheme applies per company.

Important Notice: Payments are required with registration and must be received prior to the Course to guarantee your place.

PAYMENT METHODS

BY TELEGRAPHIC TRANSFER TO:

Bank Name : United Overseas Bank Limited, Singapore
Bank Branch Code : 001
Bank Address : United Overseas Bank Limited, Main Branch
80 Raffles Place, UOB Plaza, Singapore 048624
Bank Account No : 450-901-916-3
Bank Account name : Clariden Global Pte Ltd
Bank SWIFT Code : UOVBSGSG
Bank Code : 7375

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:

To make payment by credit card, please call our client services hotline at +65 6899 5036.

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +65 6567 4328



Call: +65 6899 5030



Website: www.claridenglobal.com

DATE AND LOCATION

This training program will be held at:

Grand Hyatt Dubai
23-24 April 2012
Dubai, United Arab Emirates
Tel : +971 4 317 2259
Fax : +971 4 317 1235
Website : dubai.grand.hyatt.com

Reservation email contact: Kabir Sangwan at kabir.sangwan@hyatt.com.

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer (for bank account details, please see payment details section of booking form) or by cheque made payable to "Clariden Global Pte Ltd" and posted to Clariden Global at: 3 International Business Park, #04-31 Nordic European Centre, Singapore 609927.

ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent with the registration confirmation.

SPONSORSHIP

INTERESTED IN PROMOTING YOUR ORGANIZATION TO OUR PARTICIPANTS

For more information on sponsorship, tabletop displays & insert opportunities, please contact Theresa Lee at theresa@claridenglobal.com or +65 6899 5036.

CANCELLATIONS AND SUBSTITUTIONS

PLEASE READ THE SMALL PRINT

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days advance notice to Clariden Global.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global Pte Ltd reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, Clariden Global Pte Ltd will refund the full amount and disclaim any further liability.

ENQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +65 6899 5030.

Visit us at www.claridenglobal.com for upcoming events

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