

# THE EXECUTIVE SECRETARY/ PERSONAL ASSISTANT MASTERCLASS

**DATES: 26<sup>th</sup> TO THE 28<sup>th</sup> MARCH 2018**

**INVESTMENT : \$300 PER DELEGATE 10% EARLY BIRD DISCOUNT BY THE 9<sup>th</sup> MARCH , 12% DISCOUNT FOR THREE OF MORE DELEGATES**

**VENUE: RAINBOW TOWERS HOTEL**



## **Why Attend**

This seminar will equip any executive or personal assistant with the competences needed to excel on the job. It will give you an in-depth understanding of the principles and best practices of successful senior administrators. It will also increase your impact and visibility at the office and will enable you to derive several action plans for taking on more challenges and raising your career up a notch.

**Target: We are inviting Executive Personal Assistants, Executive Secretaries, Office Administrators of Business Owners, Business Executives, Managing Directors, General Managers, Chief Executives , Senior Government / Civic Officials etc**

You will come up with key strategies for broadening your role and expanding yourself to go beyond expectations. You will also develop a professional approach for optimizing your relationship with your manager and building excellent relationships with all stakeholders at the workplace. You will be able to construct professional e-mails which will reflect a professional image of your department and company. This seminar will also give you vital insights on ways to increase your tolerance to stress and be in control of your time. Organizing board meetings, including writing effective agendas and minutes of board meetings, is also an important element of this seminar. The last segment of this seminar will provides the know-how of professionally dealing with visitors, internal and external customers and how to make your office and company more customer friendly and managing your professional brand.

### **SEMINAR METHODOLOGY**

This highly engaging seminar uses a combination of individual inputs and group discussion which will enable participants to share their experiences in a professional and safe environment. Being packed with real life challenges, it will also enable participants to test their learning and retain all the skills obtained. Moreover, it will equip participants with several realistic action plans which can be immediately implemented at the workplace. Most importantly, this seminar will change the way participants view their current situation by challenging their existing beliefs and putting them to the test.

### **COURSE OBJECTIVES**

By the end of the seminar, participants will be able to:

- Practice advanced administration techniques to effectively run the office of a senior manager
- Develop excellent relationships with the manager to maximize productivity
- Acquire modern communication concepts and strategies to facilitate work flow
- Apply professional business writing techniques to letters and in e-mails
- List the main causes of stress and prepare an action plan to keep them under control
- Prepare and organize Board meetings, write its agenda and take minutes accurately
- Demonstrate professional skills in serving internal and external customers effectively
- Prepare and organize a corporate event, including cocktail, lunch meetings for your manager

### **TARGET COMPETENCIES**

- Personal drive
- Building relationships
- Interpersonal communication
- Business writing
- Handling stress
- Organizing meetings and small corporate events
- Service orientation

## Seminar Outline

<p><b>PROGRESSIVE ROLE OF THE EXECUTIVE OR PERSONAL ASSISTANT</b>  <b>Lovemore Nyatsine: Executive Assistant to CEO, Econet Zimbabwe</b></p> <ul style="list-style-type: none"> <li>• Changes and challenges impacting 21st Century administrators</li> <li>• Developing and broadening your role</li> <li>• Expanding yourself: going beyond expectations</li> <li>• Competencies of the modern personal assistant</li> <li>• Better management of your work flow</li> </ul>	<p><b>OPTIMIZING THE RELATIONSHIP WITH THE BOSS</b>  <b>Request Machimbira CEO, Proficiency Consulting</b></p> <ul style="list-style-type: none"> <li>• Establishing common objectives and priorities</li> <li>• Knowing and synchronizing expectations</li> <li>• Building and managing the relationship</li> <li>• Managers' types and ways to manage each type</li> <li>• Maximizing your value relative to the boss</li> <li>• Partnering with the boss</li> </ul>
<p><b>EFFECTIVE INTERPERSONAL COMMUNICATION</b>  <b>Odiline Kava, Head Marketing, PR &amp; Priority Insurance</b></p> <ul style="list-style-type: none"> <li>• Building excellent relationships with colleagues</li> <li>• Dealing with difficult personalities</li> <li>• Presenting your ideas and influencing others</li> <li>• Negotiating win-win outcomes</li> <li>• Perceptions, attitudes and beliefs</li> <li>• Developing self-confidence and assertiveness</li> </ul>	<p><b>PROFESSIONAL BUSINESS WRITING</b>  <b>Melody Makuwaza, Trainer, The Mentoring Class</b></p> <ul style="list-style-type: none"> <li>• Crucial elements for excellent writing</li> <li>• The AIDA model of business writing</li> <li>• Writing professional e-mails</li> <li>• E-mail etiquette</li> </ul>
<p><b>CONTROLLING STRESS</b>  <b>Patrick Marita, Managing Consultant, SHEQ Global Advisory</b></p> <ul style="list-style-type: none"> <li>• Understanding stress</li> <li>• Symptoms that you are under stress</li> <li>• Work-related causes of stress</li> <li>• Action planning to keep stress under control</li> <li>• Time management preventive measures</li> </ul>	<p><b>ORGANIZING BOARD MEETINGS</b>  <b>Nqobile Munzara, Group Company Secretary, Old Mutual Zimbabwe</b></p> <ul style="list-style-type: none"> <li>• Agenda and Planning for the meeting</li> <li>• The Anatomy of a Board meeting</li> <li>• Organising Board members and Material</li> <li>• Listening skills and Note taking</li> <li>• Writing the Board minutes</li> </ul>
<p><b>UNDERSTANDING EVENT PROJECT MANAGEMENT PROCESSES</b>  <b>Chipo Mapungwana, Editor, The CEO Magazine</b></p> <ul style="list-style-type: none"> <li>• Planning for a corporate event, meeting</li> <li>• Drawing up the Event checklist</li> <li>• Finding and vetting event suppliers</li> <li>• Sending out invitations and putting it all together</li> <li>• The project management process</li> <li>• Using a work breakdown schedule</li> <li>• Creating a timeline event plan</li> <li>• Effective event management &amp; party planning tips</li> <li>• Event Evaluation</li> </ul>	<p><b>IMPROVING CUSTOMER SERVICE FOR YOUR OFFICE</b>  <b>Freeman Pasurai , Econet Customer Experience Trainer</b></p> <ul style="list-style-type: none"> <li>• Importance of internal customer service</li> <li>• Screening visitors</li> <li>• Understanding what customers pay attention to</li> <li>• Handling complaints professionally</li> <li>• Making your office customer friendly</li> <li>• Dealing with internal customers</li> </ul>

## BUSINESS ETIQUETTE

**Christine Chimuka, Owner, Milestone Communications**

- Dining Etiquette
- Telephone Etiquette
- Dress Etiquette
- Meeting Etiquette

## Seminar Booking Details

Send Completed Booking form(s) to

**Kevin Martin Communication**

Email: [theceomagazinezw@outlook.com](mailto:theceomagazinezw@outlook.com)

Email: [chipomaps@gmail.com](mailto:chipomaps@gmail.com)

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## Banking Details

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