



## PROFESSIONAL DEVELOPMENT FOR EAs AND PAs

### Essential Management Skills for Executive Assistants, Senior PAs and Admin Professionals

16 & 17 April 2012 - Auckland | 7 & 8 May 2012 - Wellington

### Essential Business Writing for EAs and PAs

2 & 3 April 2012 - Auckland | 18 & 19 April 2012 - Wellington

### Partnering With Your Manager

16 April 2012 - Auckland | 14 May 2012 - Wellington

Supporting Organisation



**Bright Star**  
TRAINING



# Essential Management Skills for Executive Assistants, Senior PAs and Administration Professionals

## AUCKLAND

16 & 17 APRIL 2012

## WELLINGTON

7 & 8 MAY 2012

### Essential Management Skills for Executive Assistants, Senior PAs and Administration Professionals

is an intensive, interactive course that has been designed to increase your effectiveness and productivity. The course recognises that apart from learning to optimise your own effectiveness and productivity, to be more effective, you need to be able to increase the effectiveness of your team, deal with difficult people, and manage conflicts and stress.

You will come away with key management techniques that will help you perform your role confidently, whilst maximising your value as an employee by proactively contributing to the overall effectiveness of your department or organisation.

### INSTRUCTOR: Elaine McMeeking

“Elaine was a wonderful instructor - knows her content very well and got her message across very clearly.”

“Very very worthwhile, something I hope I can do more of, Elaine is fantastic!”

### COURSE OUTLINE

#### Identifying the critical skills for effective management

- Defining the necessary skills for effective management
- What are the main causes of management failure?
- Understanding where you should be applying management skills in your role
- Applying management skills to improve your overall performance

#### Developing effective communication skills

- Examining the barriers to effective communication
- Active listening to improve your comprehension
- Using body language to communicate
- Saying what you mean
- Using paraphrasing to reinforce your message and your understanding of messages

#### Developing the essential assertiveness necessary for today's business climate

- What is assertiveness and why is it crucial to success and growth in your role?
- Applying assertiveness techniques that will help you achieve your objectives
- Understanding the link between confidence and assertiveness and developing both
- Assertive communication and behaviour without becoming inflexible or aggressive

#### Effective time management in a reactive support role

- Overcoming the time management challenges of a role dependent on the priorities of others
- Allowing time for people interaction and meetings while ensuring everything else gets done
- Techniques for coping with a large and growing workload
- Applying techniques which will help you prioritise effectively and focus on activities that add most value to the organisation

#### The fundamentals of project management

- What should you consider a 'project' requiring project management?

- How is project management different from key day-to-day management principles?
- Building a project plan which focuses on the objectives
- Setting a clearly defined and achievable schedule with deadlines and sufficient detail

#### Managing people for increased performance

- Understanding the challenges of effective supervision and people management
- Developing an effective people management style that works for you
- Effective, painless and fair delegation – assigning tasks to others
- Managing people when you are only responsible for the result, not the person

#### Dealing with difficult people, difficult behaviours and workplace conflict

- Diffusing difficult situations before they become critical
- Overcoming a natural fear of confrontation and conflict
- Developing a win/win approach for dealing with difficult people
- Objectively identifying the real issues in a conflict
- Managing emotions and personality conflicts
- Attacking the problem (not the person) with a workable solution

#### Dealing effectively with stress

- Examining the causes of stress and your vulnerability to decreased effectiveness
- Reducing the negative effects of stress and accentuating the positive
- Spotting the signs of stress in yourself and others
- Tips for better stress management

#### Spotting opportunities for growth in your role

- Knowing your time and skill limits
- Dealing with failure and success and accepting responsibility either way
- Removing the barriers: identifying the factors that hinder your progress and setting plans to eliminate or circumvent them
- Becoming proactive in your role for continuous growth and challenge

## SECURE YOUR PLACE TODAY!

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Email [register@brightstar.co.nz](mailto:register@brightstar.co.nz)  
[www.brightstar.co.nz](http://www.brightstar.co.nz)



# Essential Business Writing for EAs & PAs

## AUCKLAND

2 & 3 APRIL 2012

## WELLINGTON

18 & 19 APRIL 2012

Bad business writing is costly. It not only wastes time but any misrepresentation of important facts can be damaging and reflect poorly on the organisation. It could also cause unnecessary stress for the reader, having to plough through piles of poorly structured documents.

To make your writing efforts stand out in today's avalanche of paperwork and to get them read and understood, the course has been designed to make your writing tasks simpler, less time-consuming and impactful. You will be taught some tricks of the trade to ensure you have time to focus on other aspects of your hectic role.

## INSTRUCTOR:

Robyn F. Bennett

Other courses you may also be interested in:

Writing for the Web  
April 2012

HR Management Skills for New  
HR Assistants & HR Advisors  
June 2012

Powerful and Confident  
Presentation Skills  
April & May 2012

## COURSE OUTLINE

### The fundamentals

- Grasping the principles of grammar and punctuation
- Putting the theory into practice

### Writing effective business documents

- Understanding the entire writing process
- Selecting the appropriate approach by understanding your reader
- Basic formats – and when to use them
- Letters that get results: using power and persuasion
- Memos and e-mails
- Policies and procedures
- Presentations, business cases and media releases
- Job descriptions and performance appraisals
- Minutes
- Reports

### Writing for your manager

- Confidently writing and ghostwriting for your manager(s)
- Gauging appropriate style and tone
- Gaining recognition as your manager's back-up and representative

### Effective minute writing

- Identify requirements for effective meetings
- Prepare agenda
- Identify methods to record minutes
- Identify the best minute style and template for your meetings
- Writing effective minutes using a proven three-step technique

### Policies and procedures

- Learn the essential components and appropriate formats for writing policies and procedures
- Identify the difference between a policy and a procedure
- Write a policy and procedure that is clear and logical

### Presentations

- Identify the four main points for ensuring well written and formatted PowerPoint presentations
- Share your hot PowerPoint tips with other participants
- Use special effects to support the presentation

### Business Cases

- How to organise your business case
- Use the principles of good business case writing that will gain attention
- Write to ensure your proposal will be accepted

### Reports

- Identify different reporting formats
- Learn how to effectively structure reports
- Identify the correct display of graphs, charts and tables

### Media releases

- Structure a press release using six key points
- Effectively critique a press release
- Avoid the common mistakes people make when writing a press release

### Job descriptions

- Recognise the importance of a well written job description
- Write effective job descriptions which cover both the quantity and quality aspects of a job
- Identify the essential components included in a job description

### Performance appraisals

- Learn how to write an encouraging performance appraisal
- Handy phrases to use when writing a performance appraisal
- Note the difference between a mediocre performance appraisal and a well written performance appraisal

### Proofreading

- Identify the most common errors missed in proofreading
- Identify the techniques and principles to ensure sound proofread documents
- Use a checklist to ensure 100% correct proofread documents

# Partnering With Your Manager



As Executive Assistants, Personal Assistants and Admin professionals today are more closely involved with managers in decision making and problem solving at work, it's not surprising that you might find yourself increasingly called upon to communicate, plan, solve problems and make decisions on behalf of your manager.

Designed to enhance and improve your ability to support your manager and position, you'll understand and learn techniques to be more effective at anticipating your manager's needs, deal with prickly personalities, gain confidence, build trust and be more empowered to proactively manage situations that will impact on your manager.

**AUCKLAND**

**16 APRIL 2012**

**WELLINGTON**

**14 MAY 2012**

## COURSE OUTLINE

### Defining your role and partnership with your manager

- Identifying characteristics of effective partnering
- Identifying your personal behavioural style
- Identifying your manager's behavioural style
- How do you and your manager complement each other?
- How do you improve a difficult partnership?
- Understanding the role you and your manager have within the organisation
- Understand hierarchy and protocol and avoid common pitfalls

### Managing information overload

- Analysing your information flow – your morning routine will change your life
- Identifying problems/inefficiencies in your current role
- Learning how to apply project management principles to improve efficiency
- How to manage and control information flow on your manager's behalf
- Getting more autonomy and authority to handle information
- Discerning the difference between urgent and important
- Understand business reporting and learn what information is required

### Dealing with prickly personalities

- Understanding personality and its influence on types of behaviour
- Identifying your conflict resolution style
- Behavioural traps to avoid
- Analysing route causes to a prickly situation and how to proactively avoid conflict
- How to establish cooperation and compromise with prickly personalities
- How to fast track your career by avoiding office politics

### Solutions-oriented thinking and decision making

- Defining and managing your manager's priorities
- Identifying barriers to decision making
- Gaining your manager's trust in problem solving and decision making
- Laying down the ground rules and clarifying with your manager what, when and where to apply your decision making skills
- Defining your goals and aspirations with your manager
- Learn to represent your manager in a professional manner

## INSTRUCTOR:

**Natalie Baker**

“Very good, knows about the workplace and understands our needs and issues.”



Register any two people from your organisation on the 1 day course and get a \$250 discount off the combined ticket price.

Register any two people from your organisation on any 2 day courses and get a \$500 discount off the combined ticket price. Delegates must be from the same organisation and bookings must be made at the same time.

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TRAINING APRIL - MAY 2012

## PROFESSIONAL DEVELOPMENT FOR EAs AND PAs

### Instructor Profiles



#### Elaine McMeeking

Elaine McMeeking has a reputation as one of New Zealand's most effective management training professionals. She has worked as a management and training consultant for a number of large organisations, focusing on the areas of personal efficiency, performance management and appraisal, presentation, facilitation, sales and customer service.

Elaine's enviable academic achievements and international experience as a management training specialist is complimented by her friendly and open style. With an obvious talent for facilitation, her well known professionalism and her knowledge and understanding of the topic, you can count on a practical and results oriented course.



#### Robyn F. Bennett

Robyn Bennett is the director of Team Link Training Ltd, a business that provides training in office administration to individuals interested in a professional administrative career. Robyn is known for her interactive and fun training style ensuring at the same time participants are learning and increasing their skills and knowledge.

From 2000-2004 Robyn ran a successful secretarial business. Before that she worked in a number of secretarial roles supporting senior management.

Robyn is a committed administrative professional having belonged to the Association of Administrative Professionals New Zealand Inc for over 20 years. She was their National President from 2000-2002.



#### Natalie Baker

Natalie Baker's work experience began at a South African law firm until 1998 when she changed sectors and joined Nedcor Investment Bank, Corporate Finance Division where she reported to the Divisional Head and a team of five Corporate Finance Consultants.

Natalie had the privilege of working with the Executive Director – Retail Division to approximately 11,000 staff members for six years before joining the Special Projects Team within the bank as Project Coordinator/Junior Project Manager.

Natalie moved to New Zealand at the beginning of 2007 and took on the role of Executive PA to the Managing Director and his management team at New Zealand Sugar Limited in March 2007 until February 2008. She is currently a trainer and managing her own cake decorating business.

### In-Company Training Solutions

If six or more staff in your organisation would benefit from training, you should consider our customised in-house solution.

Some of the benefits of our in-house events include:

- Cost effective: save up to \$40% on costs
- Time efficient: flexible timing and locations to suit your needs
- Tailored to your needs: you can provide input into the content in accordance to your unique situation and training needs
- Privacy: you can discuss organisational challenges in confidence
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- Proven and highly experienced trainers ensure the best possible ROI on your training investment

To find out more, please call 09 912 3610 or [training@brightstar.co.nz](mailto:training@brightstar.co.nz)

Register at [www.brightstar.co.nz](http://www.brightstar.co.nz)



## PROFESSIONAL DEVELOPMENT FOR EAs & PAs

### Essential Management Skills for Executive Assistants, Senior PAs and Admin Professionals

### Essential Business Writing for EAs and PAs

### Partnering With Your Manager

Brochure Code: TF005 | TF006 | TF097 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#### First Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) \_\_\_\_\_

Last Name \_\_\_\_\_ Position \_\_\_\_\_

Email \_\_\_\_\_ Mobile \_\_\_\_\_

Essential Management Skills for EAs, Senior PAs and Admin Professionals  **Select City**

Essential Business Writing for EAs and PAs  Auckland

Partnering With Your Manager  Wellington

#### Second Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) \_\_\_\_\_

Last Name \_\_\_\_\_ Position \_\_\_\_\_

Email \_\_\_\_\_ Mobile \_\_\_\_\_

Essential Management Skills for EAs, Senior PAs and Admin Professionals  **Select City**

Essential Business Writing for EAs and PAs  Auckland

Partnering With Your Manager  Wellington

#### Company Details

Company Name \_\_\_\_\_

Postal Address \_\_\_\_\_ City \_\_\_\_\_

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

Name of Approving Manager \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Booking Contact \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

#### FIVE EASY WAYS TO REGISTER TODAY!

**ONLINE:** Visit our website: [www.brightstar.co.nz](http://www.brightstar.co.nz)

**BY PHONE:** (09) 912 3616

**BY EMAIL:** Send to [register@brightstar.co.nz](mailto:register@brightstar.co.nz) including all of the information included on the registration form

**BY POST:** Return completed registration form together with payment to: Conferenz Ltd, Freepost 83430, PO Box 31 506, Auckland 0741

**BY FAX:** Fax completed registration form to (09) 912 3617

#### HOW TO PAY

Payment must be received before the course to guarantee your place. Individual registrations are unable to be shared.

**Direct Credit** payment to our bank account (please post advice of remittance)  
**Bank:** The National Bank, North Shore Corporate  
**Account Name:** Conferenz Ltd  
**Account Number:** 06-0273-0228588-25

Post a crossed cheque payable to Conferenz Ltd

Please invoice my organisation the sum of \$ \_\_\_\_\_  
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My purchase order number is \_\_\_\_\_ (state if applicable)

You can also pay by credit card. Call our Customer Service Team on (09) 912 3616 if you wish to pay by this method, or register online at [www.brightstar.co.nz](http://www.brightstar.co.nz)

Bright\*Star Training is a trading division of Conferenz Ltd.

#### What happens if I have to cancel?

You have several options:  
 Send a substitute delegate in your place  
 Confirm your cancellation in writing (letter, fax or email) at least ten working days prior to the event and receive a refund less a \$300+GST service charge per registrant. Regrettably, no refunds can be made for cancellations received after this date.

Delegates are responsible for their own travel/accommodation bookings and no compensation will be made should the conference be rescheduled or cancelled.

#### Incorrect Mailing

If you are receiving multiple mailings or would like us to change any details or remove your name from our database, please contact our Database Department on (09) 379 5892 quoting your customer number.

#### Your Privacy

Personal data is gathered in accordance with the Privacy Act. Your details may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the following circle.

Please Note: Bright\*Star reserves the right to make any amendments that we may deem to be in the best interest of the seminar

#### Train the Team and Save

Register any two people from your organisation on the 1 day course and get a \$250 discount off the combined ticket price.  
 Register any two people from your organisation on any 2 day courses and get a \$500 discount off the combined ticket price. Delegates must be from the same organisation and bookings must be made at the same time.  
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#### Course Details

	EARLY-BIRD SPECIAL Registrations received/paid before dates below	STANDARD PRICE Registrations received/paid after dates below
Essential Management Skills for EAs, Senior PAs & Admin Professionals (TF005)	\$1895 plus GST <b>SAVE \$200</b> 27 February 2012	\$2095 plus GST 27 February 2012
Essential Business Writing for EAs & PAs (TF006)	\$1895 plus GST <b>SAVE \$200</b> 13 February 2012	\$2095 plus GST 13 February 2012
Partnering With Your Manager (TF097)	\$1195 plus GST <b>SAVE \$100</b> 27 February 2012	\$1295 plus GST 27 February 2012