



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Masterclass for Administrative Professionals, Secretaries & PAs

Code	City	Hotel	Start	End	Price	Language - Hours
691	Casablanca (Morocco)	Hotel Meeting Room	2025-03-23	2025-03-27	3450 €	En - 25

INTRODUCTION

The roles of administrative professionals in business are continually evolving. This exciting and interactive masterclass is designed to provide you with the opportunity to review and develop your interpersonal and professional skills to maximise your effectiveness.

In this masterclass you will discuss how to:

- Enhance your skills to enable you to work at a higher level
- Appreciate the value and importance of your role
- Understand your business in order to work effectively
- Use communication skills to your advantage and to the benefit of your organisation
- Develop your interpersonal skills to improve your working practice

WHO SHOULD ATTEND?

- Administrative professionals who want to develop and enhance their role within their organisation

PROGRAMME OBJECTIVES

- Build and improve upon existing skill sets
- Understand how to develop your role



- Write more effective correspondence
- How to give memorable presentations
- Become more proactive
- Understand ways in which you can expand your knowledge of the company and business area
- Learn ways to manage your manager
- Discuss interpersonal intelligence and how it can improve your working practice
- Be aware of how to take some control over your time and work output

TRAINING METHODOLOGY

This masterclass will be discussion based, giving you the opportunity to share your issues with the group. There will be activities, practical exercises and debate of real life situations. Delegates should be prepared to talk in depth about their role and to work with others to produce plans for the future.

PROGRAMME SUMMARY

By attending this masterclass, you will be able to return to work having learnt how to expand your role and deal with business situations more effectively.

You will also have the confidence to use these skills and thus raise your profile in your company. You will have an action plan to put into practice.

PROGRAMME OUTLINE

DAY 1 - Building on existing skills

- What is your role?
- Organisational skills
- Planning and prioritising



- Time management under pressure
- Customer service skills and telephone techniques

DAY 2 - Developing the role

- Discuss how you can expand your knowledge of the business
- Ways to become more proactive
- Take some control over your work load
- Cope with and take advantage of change in your work environment
- Goal setting

DAY 3 - The importance and value of communication skills

- Why are communication skills so important?
- Discuss ways to improve your confidence
- Talk about how to be more assertive in the workplace
- Improve your listening skills
- Write more effective business letters and e-mails
- Learn how to structure reports
- Tips to giving excellent presentations

DAY 4 - Managing your manager and raising your profile

- Image management
- Building an effective working relationship with your manager
- What is expected of you?
- Your working style
- Understand how to be effective in meetings
- Working as a team
- Learn to delegate
- Using your skills to enable your manager to concentrate on his/her priorities



DAY 5 - Interpersonal intelligence

- Understanding people
- Expressing yourself with clarity
- Asserting your needs
- Giving and receiving feedback
- Influencing skills
- Resolving conflict
- Being a team player
- Being flexible



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.