



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Advanced Office Management and Effective Management Skills

Code	City	hotel	Start	End	price	Hours
103	Marrakesh (Morocco)	Hotel Meeting Room	2025-02-09	2025-02-13	3450 €	25

Course Description:

Working closely with senior managers and executives, the Executive Secretary or Personal Assistants must be able to perform administrative or managerial roles as well as provide support to the management team. They also need excellent computing and communication skills, as well as a range of specialist business skills. This course covers professional image, effective communication, business letter writing, dealing with difficult people, time and stress management, organizing meeting, and filing system.

Course Objectives:

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

- Understand what makes an effective PA/Executive Secretary
- Contribute his managers success through aligned objectives
- Analyse and maximise his use of time
- Improve his communication skills
- Take responsibility and manage crises
- Achieve confidence through assertiveness
- Continue personal development using an action plan
- Work under pressure to achieve objectives
- Understand the different methods used in storing information
- Implement the easiest, safest method suitable for work environment
- Successfully organizes meetings



Course Outline:

Professional Image

- Job definition and analysis.
- Identification of personality type.
- Increasing productivity.
- Developing a work plan.
- Upper management recognition.
- Influencing people.

Effective Communication

- What is communication?
- Communication barriers
- Use body language effectively

Business Letter Writing

- Understand the conventions of letter writing
- Plan letters to reduce writing time and produce desired results
- Get started easily
- Finish with impact
- Suit structure to purpose
- Write concisely and clearly
- Spot cliches, jargon and padding
- Adopt a friendly reader based style
- Constructive self-analysis.

Dealing with Difficult People

- Identify the types of difficult people



- Understand why difficult people are difficult
- Deal with difficult people
- Use your communication skills to:
 - Control your behaviour
 - Select appropriate ways of behaving
 - Influence others behaviour
- Give and receive feedback effectively
- Improve performance and manage others
- Carry out disciplinary procedures and interviews
- Action plan of how to deal effectively with difficult people and get results

Time and Stress Management

- Analyze time usage.
- Work prioritizing and scheduling
- Travel arrangements.
- How to use telephone.

Organizing Meeting

- What makes good meetings good / bad meetings bad?
- Obstacles to meeting effectiveness
- Key Characteristics of an effective meeting
- Meeting rules
- Meeting process
- Agenda setting
- Meeting evaluation
- Meeting room
- Recording devices

Filing System

- Needs of filing systems.



- Manual filing systems.
- Computerized filing systems.
- Access database: An introduction



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.