



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Advanced Office Management and Effective Management Skills

Code	City	Hotel	Start	End	Price	Language - Hours
AC-103	Marrakesh (Morocco)	Hotel Meeting Room	2027-02-07	2027-02-11	3450 €	En - 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 adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily Coffee Break provided during the sessions to ensure participants comfort.