



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Communication & Planning Skills for Administrative Professionals

Code	City	hotel	Start	End	price	Hours
453	Marrakesh (Morocco)	Hotel Meeting Room	2025-03-09	2025-03-13	3450 €	25

Introduction

Good communication and planning skills are essential for all administrative professionals. This interactive and practical program is designed to help participants review and develop these skills so that they can enhance not only their own effectiveness but also that of their immediate colleagues and teams.

Targeted Groups

- PR Managers.
- PR Professionals.
- HR Professionals.
- Marketing Professionals.
- Persons who want to extend and improve their skills.

Course Objectives

- face-face communication (both one-to-one and in small groups).
- telephone skills, teleconferencing, and remote communications.
- written communications (including writing e-mails, letters, reports, and instructions).
- meetings skills and supporting presentations.
- interpersonal and influencing skills.



- personal planning and time-management skills.
- project planning and monitoring.

Targeted Competencies:

- review and develop their communication, interpersonal, and planning skills and their appreciation of the principles involved. take stock of their current approaches and decide on initiatives to enhance communication and planning within their own teams/sections.
- Face-to-Face Communication and Interpersonal Skills.
- Planning & Time Management.
- Team-Working and Meetings.
- Managing Information and Written Communication.
- Supporting Presentations/Improving Teamwork and Systems.

Course Content

Face-to-Face Communication and Interpersonal Skills:

- Barriers to effective communication and how to overcome them
- Interpersonal skills and building working relationships
- Delegation – giving and receiving
- Assertive communication
- Managing conflict

Planning & Time Management:

- Prioritizing
- Handling and making requests
- Personal planning tools and systems
- Managing interruptions
- Project planning and principles of CPA



Team-Working and Meetings:

- Team development and group dynamics
- Constructive and inclusive discussions
- Challenging ideas and getting agreement
- Improving meetings
- planning and preparation
- participation and control
- follow-up and meeting notes

Managing Information and Written Communication:

- Principles of information management
- digesting information and making it meaningful
- Report writing
- relevance
- layout
- structure
- Grammar & punctuation
- Editing and proofreading skills
- Writing e-mails and letters
- style
- tone
- structure
- Other forms of written communication

Supporting Presentations/Improving Teamwork and Systems:

- Designing slides and incorporating graphics
- Room setup, equipment, and trouble shooting
- Continuous improvement and creative thinking
- Making a case



- Program review



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.