



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Organising and Behavioural Skills for Administrative Professionals_Executive Secretaries_PAs

Code	City	Hotel	Start	End	Price	Language - Hours
AC-504	Casablanca (Morocco)	Hotel Meeting Room	2026-12-13	2026-12-17	3950 €	En - 25

Introduction

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

In this master-class 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

Objectives

- build and improve upon your existing skill sets
- develop your role and become more proactive
- identify ways to expand your knowledge of the company and business area
- have more control over your time and work output
- develop and apply your interpersonal intelligence



- manage your manager to mutual advantage
- write more effective letters, e-mails and other forms of business correspondence
- support and make memorable presentations

Content

Day One

Building on existing skills and developing the role/ Organisational skills and time management

- What is your role?
- Becoming more proactive
- Self-development and expanding your knowledge of the business
- Organisational skills
- Planning and prioritising – taking control over your work load

Day Two

Organisational skills and time management (cont)/Dealing with change

- Goal setting
- Time management under pressure
- Managing stress in self and others
- Coping with, and taking advantage of, change in the work environment

Day Three

The importance and value of communication skills



- Why are communication skills so important?
- Expressing yourself with clarity
- Spoken, written and remote communication - differences and implications
- Telephone techniques
- Writing more effective business letters and e-mails
- Improving reports - structure, relevance, layout and editing
- What makes a good presentation - tips to excellent presentations

Day Four

Managing your manager and raising your profile

- Image management
- Building an effective working relationship with your manager
- What is expected of you?
- Using your skills to enable your manager to concentrate on his/her priorities
- Delegating and improving the quality of delegation received
- Working as a team

Day Five

Interpersonal intelligence and influencing skills

- Being a team player and flexibility
- Understanding yourself and other people
- Influencing skills - gaining support and cooperation of others
- Improving self-confidence
- Assertiveness
- Resolving conflict
- Giving and receiving feedback



- Taking forward ideas for improvement
- Action planning



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.