

# PA's & Secretaries Masterclass

*Excellence in Action*



9<sup>th</sup> – 11<sup>th</sup> April 2024



Hilton Hotel , Sandton



Book now to secure your seat



## COURSE OUTLINE – DAY 1 - DAY 3

### Module One: A Journey of Self-Discovery with the Enneagram

The “Enneagram” is the most complex and sophisticated personality system in our modern world.

It is a highly useful and insightful tool for personal and organisational development and is used by global corporations around the world. In South Africa more and more companies are using this tool for self-development, team development and mental health.

The Enneagram is the study of nine different personality types, and it helps us...

- identify our dominant behaviours, perceptions, conflict styles and stressors.
- Identify our unique habitual behaviour and shows us alternatives to our worn-out coping strategies.
- highlight ways in which we can remain emotionally healthy in our personal and working relationships.

It also tells us a great deal about how we view the world, the kinds of choices we are likely to make, the values we hold, what motivates us. It points out specific directions for individual growth particular to your type. It is an important tool for improving relationships with family, friends, and co-workers.

### ***Enneagram Language and Definitions:***

- Type or Home Base
- Wings
- Growth and Stretch points.

### ***Descriptions of the Nine Enneagram Types***

- Type 1 Strict Perfectionist
- Type 2 Considerate Helper
- Type 3 Competitive Achiever
- Type 4 Intense Creative
- Type 5 Quiet Specialist
- Type 6 Loyal Sceptic
- Type 7 Enthusiastic Visionary
- Type 8 Active Controller
- Type 9 Adaptive Peacemaker

### ***Unpacking Each Individual's Type***

- Communication and Body language
- Drivers, Motivators, Values and Fears
- Do you make decisions with your head, heart or gut?
- Are you governed by anger, fear or shame
- Wings, growth points, stretch points

### Module Two: Personal Branding

Personal branding is how you see yourself, how others see you, and how you want to be perceived. In order to retain your authenticity, you need to ensure that you are true to yourself, your core values and your personal vision.

A high performing culture is partly dependent on understanding your value congruence. Congruence is a state or sense of agreement, harmony or compatibility you have with your team, department and company. This module explores the notion that a better understanding of self and of others will enable you to develop an improved personal brand that is 'you'.

- What is my professional brand?
- How does my Enneagram type influence my brand and behaviour?
- How do others perceive me?
- Best ways to develop, manage and expose my brand

### Module Three: High EQ Relationships

How well you master business communication will reflect in your success in the workplace. IQ gets you in the door, EQ gets you up the ladder. High EQ business communication acts as a bridge between people and companies. In this module we look at how to communicate in an assertive manner and manage difficult relationships with high EQ.

- Passive, aggressive and assertive behaviour
- Developing an assertive mindset
- High EQ conversations
- Managing conflict in the workplace

### Module Four: Business Communication

English is a difficult language to master. It goes without saying that business English is an essential skill in the workplace as most companies conduct business transactions in English in South Africa. In some instances, the quality of business writing has been negatively impacted by the "instant demand and access" times we live in. The corporate world is becoming intolerant of sloppy emails and poorly composed reports. The corporate world is competitive. In this module, we look at how to compose grammatically sound and professional emails and business letters based on the latest principles, formats and layouts.

- Write to express, not to impress
- Principles of Modern Business Writing
- Business Writing Conventions - best practice format and layout
- Typing numbers, dates and time
- Best Practice for e-mails
- CC and Reply to All

- E-Mail etiquette

## **Module Five: Next Gen PA**

We operate in a hybrid world and many of our meetings and interactions are online. It is critical that we manage these platforms with confidence.

Social media is so much more than just a platform for promoting and selling a business's services or products. It gives the business the opportunity to build trust with customers and develop loyal customers. It helps connect with your customers, increase awareness about your brand, and boost your leads and sales. Using social media allows your customers to connect and interact with your business on a more personal level.

- The impact of social media and technology
- Virtual meeting etiquette
- Tips for optimising MS Teams and other virtual meetings
- Do's and Don'ts regarding Social Media

## **Module Six: Time and Stress Management**

Stress is a part of everyday life. One simply cannot avoid it. There is a positive relationship between effective time management and managing stress. Time management, when done effectively, can help to reduce stress significantly. People all over the world suffer from the stress brought on by trying to meet deadlines while keeping up with our other responsibilities. Struggling to balance these roles takes a toll on us. We are often pushed to our limits, closer to burnout. Effective time management can help to reduce the levels of stress that we experience. This module will explore how you can manage your time properly, working at a steady pace rather than rushing through each day. And it will highlight various stress management techniques, focusing specifically balancing our many roles.

- Recognising Stress
- Positive and Negative Stress
- Causes and Symptoms of Stress
- Flight, Fright or Freeze
- The Stress Response
- Long-term Effects of Stress
- Managing Stress on a Personal Level
- Work-Life Balance
- The Wheel of Life assessment
- Mindfulness
- Physical Activity
- Healthy Lifestyle
- Time Management as a Stress Management Strategy
- Stephen Covey's Time Management Grid
- Delegation
- Scheduling

## **Module Six: Valuable Project Management Skills**

We all need to understand project management. every event and function, every new system or process is a project and should be managed confidently and efficiently.

- The project life cycle
- Project planning and SMART goals
- Modern planning technology and tools
- Project finance
- Managing communication
- Delivering the project

## **Module Seven: Public Speaking and Presentation Skills**

In today's hi-tech, sophisticated world, presentation skills backed up with powerful visuals is essential to create lasting impressions. Learn to design and deliver dynamic presentations with confidence using the modern Inverted Pyramid approach in communication.

- Developing presence and getting attention
- Preparing your presentation
- Sequencing your information for optimum impact
- Delivering your presentation with confidence
- Getting the audience on your side
- Understanding and using body language
- Making an Impact

## **Who Should Attend**

- Administrators
- Executive Assistants
- Executive Secretaries
- Office Managers
- Personal Assistants
- Planning Assistants



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9<sup>th</sup> – 11<sup>th</sup> April 2024 | Hilton Hotel, Sandton

\*(email booking form to info@seven7training.co.za)

Company Name: \_\_\_\_\_

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Country: \_\_\_\_\_ Vat Number: \_\_\_\_\_

Tel Number: \_\_\_\_\_ Cell: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

### Delegates Details (Please use Block Capitals)

Delegate Details (Name / Surname)	Delegate Email Address	Job Title
1.		
2.		
3.		
4.		
5.		

### Authorisation

#### I wish to register the delegate (s) indicated above.

Mr/Mrs./Ms (Name / Surname)

Job Title

Contact E-mail \*

Telephone

Signature \*

Date

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