Professional Secretarial & Communication Skills

31 October – 4 November 2027
Casablanca (Morocco)



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Introduction

Administrative assistants are invaluable members of the office team, responsible for overseeing and coordinating the day-to-day operations of a business. With the advancement of communication technology, the skills required for these assistants have become more diversified. The ability to multitask, manage various instructions simultaneously, and effectively interact with others is now essential. Other key qualities include excellent communication skills, a polished professional appearance, and strong interpersonal instincts. This course addresses these core skills while focusing on how technology can be leveraged to perform tasks effectively and efficiently in the modern workplace.

Course Objectives

By the end of the course, participants will:

- Define and apply the evolving roles of executive assistants and administrators to meet modern workplace challenges.
- Use technology to increase productivity and maintain communication with the office and leadership.
- Plan and organize workflow efficiently.
- File, document, sort, index, and retrieve corporate documents effectively.
- Create quality standards for a motivating and productive office environment.
- Demonstrate better command of the English language, including meaning, spelling, grammar, and writing.



Course Outlines

Day 1: New Roles for New Times

- The Changing Organization: Understanding the shift in organizational structures and roles.
- The Role of Management: How managers and assistants collaborate in today's workplaces.
- Core Tasks for Office Managers: Key responsibilities of modern office professionals.
- Adapting to New Roles: How administrative assistants must evolve to meet current demands.
- Optimizing Communication and Influence: Strategies to enhance communication skills for more effective collaboration.
- Fostering a Professional Attitude: Developing a mindset for success in the workplace.
- Producing Results from Various Activities: Leveraging secretarial skills to maximize office efficiency.
- Using Technology to Get Things Done: How to apply digital tools to streamline workflows.

Day 2: Mastering Data Management, Indexing, and Archiving

- Mastering Filing Systems: Best practices for organizing documents and information.
- Five Secrets to Better File Organization: Effective tips for managing physical and digital files.
- Records Management: Understanding the lifecycle of records and the importance of organization.
- Common Problems in Records Management: Identifying and solving common filing challenges.
- Indexing Personal and Business Names: Learn the best methods for indexing and cross-referencing business names.

Day 3: Creating a Motivating and Productive Office Environment

- Feng Shui Office Design: How office design can influence productivity and well-being.
- Dealing with and Managing Diversity: Cultivating an inclusive and harmonious workplace.
- Communicating Across Cultures: Developing communication skills for a diverse environment.
- Six Steps to Great Time Management: How to improve time management skills and increase efficiency.
- Dealing with Difficult Bosses: Navigating challenging dynamics with leadership.
- Inbox Zero: Mastering email management to stay organized and productive.

Day 4: Advanced Communication Skills for Administrators

- Business Communication: The types and techniques of effective professional communication.
- Types of Communication Skills: Understanding the different ways to communicate in the workplace.
- Smart Communication Tips: How to use communication skills to get your message across effectively.
- Creating Powerful Presentations: Building presentations that captivate and inform.
- Effective Business Writing: Improving your writing skills for clear, concise business communication.
- Preparing Meeting Agendas and Minutes: Writing professional agendas and minutes for team collaboration.



Day 5: The Executive Assistant Success Toolbox

- Modern Office Etiquette: The fundamentals of professional etiquette in the workplace.
- Telephone and Email Etiquette: How to maintain professionalism when communicating via phone and email.
- Event Planning and Execution: Understanding the steps in organizing and executing corporate events.
- Meeting and Conference Preparation: Effective ways to organize meetings and conferences for success.
- Team and Leadership Skills: Learning to be a valuable team player and how to develop leadership skills.

Why Attend this Course: Wins & Losses!

By attending this course, you'll gain:

- Enhanced Communication Skills: Learn how to effectively communicate in the workplace, from emails to face-to-face interactions, boosting your impact.
- Streamlined Workflow Management: Master how to organize and manage tasks to keep things running smoothly in the office.
- Optimized Use of Technology: Equip yourself with the knowledge to leverage technology for more efficient office operations.
- Better Relationship Management: Gain tools for building and maintaining strong relationships with your colleagues and managers.
- Increased Professionalism: Develop a polished, professional demeanor and approach, ensuring success in both leadership and teamwork roles.

This course will significantly enhance your secretarial skills, particularly in the areas of communication, data management, and office productivity. You will return to your workplace with practical skills that allow you to make a meaningful impact, enhance team dynamics, and contribute more effectively to the organization's success.

Conclusion

This course is designed for administrative professionals who want to advance their secretarial skills and become more efficient and effective in their roles. Whether you're an executive assistant or an office manager, this course will provide you with the tools and techniques to excel in the modern workplace. The knowledge gained will empower you to manage office workflows, enhance communication, and leverage technology to boost office productivity.

Enroll now and take the next step towards mastering your role as a professional secretary and contributing to the success of your organization!

