



14-15 DECEMBER 2009

CROWN PLAZA MUTIARA HOTEL KUALA LUMPUR

A 2-day program on

Transcending the Role of the *Executive Assistant/ Personal Assistant*

WHY YOU CAN'T MISS THIS

Assistants to Managing Directors, General Manager, Heads of Departments perform a myriad of challenging duties far beyond the world of mundane administration. They act as the forerunner for the executive / executives they support and they strive daily to achieve corporate success in a smooth and orderly manner.

It is NOT a role that should be underestimated or undermined by anyone. It is ordinary people handling extraordinary tasks and accomplishing those tasks with ingenuity, confidence and pride.

This is the paradigm shift that executive assistants, PAs and the like need to embrace and empower themselves with.

By exceeding expectations and performing at peak efficiency and effectiveness, these assistants can leverage their skills to go the extra mile and move forward in their personal and professional lives.

A successful support team not only enhances the organisation's image, it frees the minds of managers and directors to concentrate on the main essentials of growing the business.

FOCUSING ON:

- Re-inventing Yourself
- Developing Your Business Relationship with Those You Support
- Breaking Barriers to Efficiency & Effectiveness
- Managing Multiple Work Priorities
- Leadership Roles
- Handling Communication
- Technological Prowess
- Reaching Your Peak Performance & Potential
- Walk the Talk – Image and Reputation
- Transcending Administrative Limitations

PLUS

Administrative Learning Activities & Action Plan

BY THE END OF THIS PROGRAM, PARTICIPANTS WILL BE ABLE TO:

- Understand and appreciate the administrative function and how it adds value to a business
- Understand the various areas of responsibility within the administrative scope and the skills to transcend these functions to higher levels of achievement and accomplishment
- Improve skills in office management, as well as other aspects of the administrative function
- Increase the ability to support management and staff in the organization in delivering products and services
- Increase the ability to achieve organizational goals and objectives
- Learn new tools and techniques to perform better in a more challenging environment

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