



## Level 3 Certificate in Professional PA & Administration Skills



NEW QUALIFICATION

Accredited by the Institute of Administrative Management

### Who is it for?

The Level 3 Certificate programme is for aspiring and existing PAs, secretaries and administration staff looking to set strong foundations for their career development. It's an excellent introduction to the PA or administration role for anyone with limited experience or without formal training.

### What is it about?

PAs and administrators require a diverse skill-set to meet the evolving demands placed on them. Our Certificate acknowledges this and offers a flexible choice of modules to let you create the programme that best suits your role and your career aspirations.

### What will I get out of it?

- A nationally-recognised qualification from the IAM, the UK's leading awarding and membership body for administration professionals
- The skills and confidence to maximise your contribution to your organisation
- Student membership of the Institute while you are working towards your qualification
- Full learning support via telephone and email
- Six days of face-to-face training with our team of expert facilitators
- Full membership of a professional body once you have successfully completed the qualification. For Level 3 graduates this is with the Institute of Professional Administrators

### Certificate overview

Simply choose six course modules from the following options:

- Minute taking
- Project skills for the PA & administration personnel
- Marketing for the PA & administration personnel
- HR for the PA & administration personnel
- Personal development for the PA & administration personnel
- Persuading and influencing for the PA & administration personnel
- Finance for the PA & administration personnel
- The green PA and office manager
- The new PA
- Essential business writing skills
- Creating effective events
- Time management
- The art of being brilliant – an introduction to NLP

### Assessment

You will be assessed on five of the six course modules. The type of assessment depends on the modules chosen, but all are closely linked to practical challenges and situations faced in your job. Upon completion of all the modules and assessments, you will receive your certificate.

**EVERY DELEGATE COMPLETING THE CERTIFICATE RECEIVES A FREE COPY OF THE DEFINITIVE PERSONAL ASSISTANT & SECRETARIAL HANDBOOK**

**Duration & cost** 6 days completed over 12 months (dates can be chosen to suit your schedule), £2,595 + VAT

**Location** Courses run from 7 UK venues  
Call 0800 170 7777 for more information

 Endorsed by the Institute of Administrative Management



 Awarded by the Institute of Professional Administrators



## Level 4 Certificate in Office & Administration Management



NEW QUALIFICATION

Accredited by the Institute of Administrative Management

### Who is it for?

The Level 4 Certificate programme has been specifically designed for experienced PA's, Office and Administration Managers, who are already operating at a more senior level and want to gain formal recognition of their skills. It is also ideal for those aspiring to move into a more senior role within office and administration management.

### What is it about?

Six days of development with our expert trainers will help raise your skills to the next level. As well as gaining a nationally recognised qualification, the programme provides delegates with an opportunity to develop more comprehensive management and commercial skills.

### What will I get out of it?

- A nationally-recognised qualification from the IAM, the UK's leading awarding and membership body for administration professionals.
- Recognition of your skills and experience
- A boost to your credentials, allowing you to take the next step on your career ladder
- Student membership of the Institute while you are working towards your qualification
- The option to repeat any module as a refresher
- Six days of face-to-face training with our team of expert trainers



- Full membership of a professional body once you have successfully completed the qualification. For Level 4 graduates this is with the Institute of Administrative Management

### Certificate overview

Simply choose three course modules from the following four options:

- Management Skills for the Senior PA
- Commercial and Business Awareness for the Senior PA
- Effective Office Management
- The Executive PA

### Assessment

You will be assessed on three of the four course modules. The type of assessment depends on the modules chosen, but all are closely linked to practical challenges and situations faced in your job. Upon completion of all the modules and assessments, you will receive your certificate.

**Duration & cost** 6 days completed over 12 months (dates can be chosen to suit your schedule), £2,795 + VAT

**Location** Courses run from 7 UK venues  
Call 0800 170 7777 for more information

 Awarded by the Institute of Administrative Management



## Minute Taking

Get to the heart of any meeting, with clear records and action points



### Meet the trainer: **Wendy Reed**



**Wendy is part of our training faculty and regularly delivers our PA courses. As a trained actress and coach she brings a fresh energy, enthusiasm and expertise to all the courses she delivers.**

Wendy's extensive knowledge of all of her subjects is combined with her passion for supporting PAs and secretaries in their development and making learning fun through role play and practical exercises. Her varied career means she has personally encountered many of the issues delegates face, and she genuinely cares about giving them the confidence to get the best possible results in everything they do.

Wendy's common sense approach, engaging style and positivity ensure every delegate comes away from her courses feeling totally equipped to handle any challenge they face back at work.

#### Who is it for?

Anyone who is required to take factual records of meetings and distribute action points afterwards.

#### What is it about?

The ability to distil key points and document decisions and actions is a technique that can be taught and perfected. Minute taking is not about speed writing but about recognising what is important and understanding the needs of the participants. This course will show you how to compile concise meeting notes covering all key points without wasting words or time.

#### What will I get out of it?

- A checklist of what should be included in minutes
- An understanding of the important dynamic between the minute-taker and chair-person
- Listening techniques to enhance concentration
- Skills to present minutes clearly, accurately, and professionally
- Detailed knowledge of what makes a great set of minutes
- The ability to filter and summarise large amounts of information
- A blended learning experience allowing you to continue to develop skills in the workplace
- Video practice to refresh new skills back in the office

#### The course

- Understand the purpose and various types of minutes
- Writing styles and what to avoid
- The duties and responsibilities of the Chair and minute taker
- Working in partnership with the Chair
- Devising an agenda – where to start and what other people will expect
- Using the agenda in practice
- Improving your listening skills
- Note taking – what could go wrong and different methods to make note taking easier
- Note taking – practical exercises
- Being selective and sorting information effectively
- Minuting workshop and practice exercise
- Defining a good set of minutes
- Re-writing badly done minutes
- Bad minutes – feedback session
- Overcoming the passive voice
- Correct tone and professional language
- Questions and answers with our experienced trainer
- This course is mapped to QCF unit 'Take Minutes'

#### MP3 learning bites

- 1 Listen up
- 2 Learning to learn
- 3 Getting your message across

#### eLearning

After you have attended the course, a modular eLearning programme will be delivered to your inbox. These interactive, bite-sized follow-ups can be completed in your own time, and will cement the learning from the course with further practical exercises on minute taking.

Duration & cost	1 day, £479 + VAT
Birmingham	Sep: 28 Nov: 24 Feb: 1 Mar: 29
Bristol	Oct: 20 Jan: 25
Edinburgh	Oct: 24 Jan: 27
Leeds	Oct: 26 Nov: 4 Feb: 8
London	Sep: 22 Oct: 5, 18 Nov: 1, 15, 28 Dec: 13 Jan: 4, 17, 30 Feb: 10, 22 Mar: 5, 16, 30
Your office	This course also works well run in-house. Call 0800 170 7777
Code	MT

Forms part of our IAM-accredited qualifications (p73)



Includes 'Learning on the go' MP3 modules to reinforce your learning after the course

**40% OFF** The Definitive Personal Assistant & Secretarial Handbook when you book



## Marketing for the PA & Administration Personnel

Top tips to get to grips with the fundamentals of marketing

### Who is it for?

PAs, administration professionals and support staff who work in marketing teams or regularly interact with that department.

### What is it about?

This course helps you get to grips with marketing terminology and theory. The course sets out how your role and the marketing department fit into the wider organisation. Delegates will get good grounding in marketing theory and practice to increase their competence and confidence in dealing with colleagues, suppliers and clients.

### What will I get out of it?

- A good grasp of marketing terminology
- Skills to understand the correct marketing tools for your organisation
- A clearer understanding of marketing to benefit your organisation

*"A great experience pitched just right."  
Sarah Green, HBOS*

### Course overview

- What is marketing?
- How marketing works with the rest of the organisation
- Basic marketing theory
- The importance and role of the customer
- The marketing mix and using promotional tools
- Simple marketing planning tools
- How different marketing strategies and campaigns can benefit businesses
- Applying live examples
- Key marketing roles
- Working with agencies
- Terminology and definitions – a summary
- This course is mapped to QCF unit 'Marketing for the PA & Administration Personnel'

### Follow-up courses

Introduction to marketing p106.  
Search Engine Optimisation p106.  
Creating effective events p105.

## Finance for the PA & Administration Personnel

Key financial concepts for any PA or administrator

### Who is it for?

This course is for PAs to senior managers and directors, or administrative personnel in finance departments who need to understand the basics of finance in order to contribute to the successful running of a business.

### Who is it for?

The course will enable assistants and administrators to support the management team by defining what financial controls are, how they are used and why they are necessary in business. It has been specifically tailored to address the areas of finance which feedback has shown are most important to PAs, demystifying financial concepts and statements as well as their interpretation. Delegates will also learn how to control spending by using budgets effectively.

The entire course is focused on practical application as well as theory. Delegates will be helped to calculate real financial information and use it to analyse case studies throughout the day.

### What will I get out of it?

- Understanding of how a business works financially
- Vital commercial awareness
- The use and understanding of financial jargon
- The ability to participate more fully in the budget process
- Confidence to handle and discuss financial matters across the business



### Course overview

- The jargon – what it means
- An introduction to basic financial concepts
  - Profit
  - Cash
  - Revenue
  - Capital
- Financial statements explained – the trading and profit & loss account
- The balance sheet and how to use it
- An introduction to Value Added Tax
- Financial controls and their importance
- Budgets – planning and control
- Cash flow forecast
- This course is mapped to QCF unit 'Finance for the PA & Administration Personnel'

### You may also like:

Report writing for business p20.  
Finance for non-financial managers p65. Successful budgeting p68.

**Duration & cost** 1 Day, £479 + VAT

**Birmingham** Oct: 12 Jan: 17

**London** Sep: 14 Oct: 26 Dec: 12 Feb: 17

**Code** MPA



Awarded by the Institute of Administrative Management



**Duration & cost** 1 day, £499 + VAT

**Birmingham** Sep: 30 Jan: 9

**London** Sep: 19 Oct: 17 Nov: 16 Jan: 4, 30 Feb: 24 Mar: 29

**Code** FPA



Awarded by the Institute of Administrative Management



## The New PA

A comprehensive overview of best practice for new PAs



### Who is it for?

This course is ideal for new or aspiring PAs who need a comprehensive overview of best practice in their role.

### What is it about?

The role of the PA can be complex, varied and difficult, particularly at first. This course is a comprehensive overview of everything a PA needs to know to make a real impact in their organisation. Designed by real, experienced PAs to be as practical as possible, it covers communication, working in partnership with your manager, managing meetings and much more. Like all our courses, it's fully interactive and can be tailored to address the specific challenges faced by each individual.

### What will I get out of it?

- An understanding of the role of the PA, and the skills it requires
- Greater confidence, better communication skills and the ability to successfully influence stakeholders across the business
- Recognition of different management styles and the skills to work effectively with any manager
- Practical tips and techniques for managing even the busiest diary efficiently and working under pressure
- A framework for organising useful meetings and participating in them productively
- Networking skills for professional and personal success

### Course overview

- What is a PA?
  - How is it different from an administrator or secretary?
  - What skills does a PA need to be successful?
- Personal Branding
  - How do we communicate with and win the respect of others?
  - What is a personal brand and how does the concept apply to PAs?
  - Creating your own personal brand
- Managing Your Manager
  - What challenges do we face when dealing with our managers?
- Diary Management
  - What makes effective diary management?
  - Top tips and practical techniques
- Meetings
  - How to organise a meeting
  - Facilitating and supporting meetings
- Working Under Pressure
  - Prioritisation techniques
- Action planning, questions and answers and further resources
- This course is mapped to QCF unit 'The New PA'

### You may also like:

Personal development for the PA p77.  
Persuading and influencing for the PA and administration personnel p76.  
Level 3 Certificate in Professional PA and Administration Skills p73.

## Persuading & Influencing for the PA & Administration Personnel

Equip yourself with the skills required to manage conflicts and build relationships across your organisation

### Who is it for?

PAs and secretaries who need to communicate effectively with many departments and have a responsibility for conflict handling and negotiation.

### What is it about?

PAs and secretaries have a pivotal role coordinating meetings, collating information and cascading business decisions to other departments. This course teaches the communication skills that will ensure this happens on schedule and without conflict. It will help delegates become more persuasive and assertive in every communication.

### What will I get out of it?

- Ability to establish and build rapport at all levels
- An understanding of the differences between manipulating and influencing
- Recognition and practice of helpful behavioural techniques
- Negotiation and conflict resolving skills
- Questioning techniques to achieve results

### Course overview

- Communication theory
  - The different elements of communication and how they work together to influence our interpersonal communication
- What is influencing?
  - Building rapport with your manager and colleagues
  - The difference between influencing and manipulating
  - The link between self esteem and influencing; how to build it
- Interpersonal communication: why does it matter and what is it?
  - The difference between personality and behaviour and the three behaviour types
  - Choosing helpful behaviour
  - Handling conflict and difficult situations
- Questioning and negotiation
  - Choosing and using appropriate questions
  - Being clear on your objectives and bottom line
  - Meeting the needs of both parties
- This course is mapped to QCF unit 'Persuading & Influencing Skills for the PA & Administration Personnel'

### You may also like:

Persuading & influencing p21.  
Art of being brilliant p18.  
Effective communication p15.

**Duration & cost** 1 day, £499 + VAT

**Birmingham** Jan: 20

**London** Sep: 19 Oct: 31 Dec: 14 Feb: 6 Mar: 19

**Code** PPA



Awarded by the Institute of Administrative Management



**Duration & cost** 1 day, £479 + VAT

**London** Sep: 2, 30 Oct: 28 Nov: 14, 28

Jan: 6 Feb: 2, 29 Mar: 26

**Code** PIPA



Awarded by the Institute of Administrative Management



## HR for the PA & Administration Personnel

Effectively support the acquisition, development and maintenance of your organisation's key asset

### Who is it for?

PAs, secretaries and administrators in HR departments or those who have some responsibility for administration or advice on HR issues.

### What is it about?

Senior PAs and secretaries are often called on for HR advice or to provide HR administration support. This course provides a comprehensive overview of key knowledge and skills required to provide accurate and efficient HR advice and support.

### What will I get out of it?

- Know-how to select and recruit the right people
- Performance management techniques
- An understanding of the effects of rewards and appraisals
- Knowledge to provide consistent and effective HR administrative support

### Course overview

- Objectives and introductions
- Patterns of work in flexible organisations
- Planning, recruiting and selecting the right people
- The current and future role of HR in an organisation
- The key HR responsibilities for the PA



- The basics of best HR practice in
  - Planning for people
  - Finding the right people
  - Developing the organisation through developing people
- Managing performance and development
  - Putting value on jobs and rewarding appropriately
  - Handling the ethical and disciplinary issues
  - Achieving equality
- Reflection of key learning
- An outline of key current employment law issues
- Where to find on-going support in the specialist areas of HR
- This course is mapped to QCF unit 'HR for the PA & Administration Personnel'

### You may also like:

Introduction to HR p89. Essentials of employment law p92. Mediation at work p94.

## Personal Development for the PA & Administration Personnel

All the skills you need to maximise your potential as a PA

### Who is it for?

PAs and administrative professionals looking to enhance their visibility, interpersonal skills and personal impact in order to make a better contribution at work.

### What is it about?

This one-day course will show you how to manage yourself and those around you to meet your personal and organisational objectives. It will teach you the personal and interpersonal skills to thrive in a demanding office environment, enabling you to gain support, handle difficult situations, and progress your career.

### What will I get out of it?

- Increased visibility and respect and recognition from others
- Clear goals for your work and personal life
- Improved personal motivation and direction
- Confidence to make a bigger contribution to your team's performance
- Methods for managing stress levels
- Recognition of what is holding you back and how to break out of those limitations



### Course overview

- Self-management
  - Overcoming personal barriers to success
  - Managing your behaviour and emotions
  - Developing coping mechanisms to thrive and succeed through times of change and stress
- Personal effectiveness
  - Interpersonal communication and listening skills
  - Self-confidence and self-motivation
  - Making and maintaining a positive impression
- Managing your career
  - Setting personal goals and developing strategies to achieve them
  - Identifying your strengths, weaknesses, opportunities and threats
  - Increasing your visibility and enlisting your manager's support
- This course is mapped to QCF unit 'Managing Self-Development'

**Duration & cost** 1 day, £479 + VAT

**Birmingham** Oct: 21 Jan: 26

**London** Sep: 12 Oct: 10 Nov: 9 Dec: 7 Jan: 16 Feb: 15 Mar: 15

**Code** HRPA



Awarded by the Institute of Administrative Management



**Duration & cost** 1 day, £479 + VAT

**Birmingham** Dec: 1 Feb: 20

**London** Sep: 5 Oct: 7 Nov: 2 Dec: 2 Jan: 9 Feb: 1, 27 Mar: 23

**Code** PDS



Awarded by the Institute of Administrative Management



## The Green PA & Office Manager

Create a low-carbon office and reduce costs



### Who is it for?

Office Managers, Administrators, Personal Assistants and Secretaries who are interested in introducing greener practices in their workplace.

### What is it about?

The PA/Office Manager is integral to the modern organisation and can exercise considerable influence upon working practices. Environmental best practice has numerous commercial benefits. This course will give you practical advice for making changes and influencing others to benefit your organisation.

### What will I get out of it?

- Understand the interaction between businesses and the environment
- Identify environmental issues relevant to your organisation and your role
- Appreciate how an effective green strategy can save your organisation money using best and worst practice case studies
- Develop an action plan to reduce the environmental impact of your work
- Identify quick wins and medium to long term actions that are within your personal remit
- Build a business case for change to influence others and achieve management approval
- A copy of 'The Environment – What every business needs to know'

### Course overview

- Why environmental issues have become a concern for business
- How current environmental developments relate to your organisation
- The environmental impact of your role
- How to ensure effective environmental office practices including: reducing consumption, sourcing better products, energy efficiency, recycling and travel planning
- Waste and Energy focus
  - Making gains in the two key areas for all businesses
- Costs and benefits
  - Where and how can your organisation make savings?
- Achieving buy-in
  - Building for a business case for change, influencing key people
- Building your personal action plan and goal setting
- This course is mapped to QCF unit 'The Green PA & Office Manager'

### You may also like:

Managing Upwards p27. Introduction to management p35. Effective delegation p41.

## Project Skills for the PA & Administration Personnel

Manage your own projects with confidence and provide valuable support for others

### Who is it for?

PAs and administrators who support projects and/or manage their own projects.

### What is it about?

This one day course will give you a thorough understanding of the project structure, risks and priorities necessary to fulfil a management or support role in projects. It gives an overview of the essentials enabling PAs and Administrators to add more value to their role and bring best-practice methodologies to the project team.

### What will I get out of it?

- Know-how to start small projects successfully
- Apply prioritisation and risk tools to a project of your own choice
- Essential planning tools to reduce the amount of time wasted
- A good understanding of best practice methodologies



### Course overview

- What is a project and why they fail
- How to evaluate a project
- Project start-up sequence
- Identifying the true project priorities
- Managing project risks
- Team exercise
- Drawing project networks
- Using Gantt charts and milestones
- Keeping a project on-track
- This course is mapped to QCF unit 'Project Management Skills for the PA & Administration Personnel'

### You may also like:

PRINCE2® foundation p58. APM introductory certificate p60. Managing stakeholders p64.

**Duration & cost** 1 day, £499 + VAT  
**London** Nov: 21 Feb: 14  
**Code** GPA



Awarded by the Institute of Administrative Management



**Duration & cost** 1 day, £479 + VAT  
**Birmingham** Oct: 6 Jan: 13  
**London** Sep: 22 Oct: 14 Nov: 7, 30 Dec: 21  
 Jan: 25 Feb: 17 Mar: 14  
**Code** PSA



Awarded by the Institute of Administrative Management





## The Executive PA

Attain the skills to work effectively with senior management

Only this course will teach you:

- The six golden rules of managing your manager
- The role of the executive PA in supporting the five key areas of management
- The basics of neuro-linguistic programming for more effective communication



### Who is it for?

An essential course for secretaries and PAs to directors and senior managers.

### What is it about?

The Executive PA has a pivotal role in the management team. This course equips senior PAs with the skills to achieve organisational objectives through partnership with their manager, as well as time management, communication and decision making skills to really contribute to the management team.

### What will I get out of it?

- A full understanding of the Executive PA's role within the management team
- Techniques to stay ahead in your field and manage your own development
- Management tools, which will enable you to be more proactive
- Effective self-management and personal development skills
- Key objectives to increase your own and your manager's productivity
- Assertive techniques to help manage your day
- A blended learning experience allowing you to continue to develop your skills in the workplace

### The course

#### The role of the Executive PA

- Purpose, definition and expectations of an executive PA
- Competencies for excellence: skills and attributes of a top-performing PA

#### Working with senior management

- Understanding business goals and improving information flow
- Models of management
- Relating your role to your manager's
- Understanding work styles

#### Communication skills

- A brief introduction to Neuro-Linguistic Programming
- Verbal and non-verbal communication
- Questioning techniques and negotiation skills

#### Project and time management

- Project management and juggling multiple tasks
- Personal organisation and prioritisation
- Models of time management – important vs. urgent

#### Developing relationships across the organisation

- Creating understanding in the minds of others
- Passive vs. aggressive vs. assertive
- Body language of assertive behaviour
- Saying "no", win-win solutions and practical exercises

#### Moving forward

- Getting the most from your appraisal
- Career progression and networking skills

#### MP3 learning bites

- 1 Managing office politics
- 2 Effective prioritisation
- 3 Take control of your career

#### eLearning

After the course, a modular eLearning programme will be delivered to your inbox. These interactive, bite-sized follow-ups (completed at a time to suit you) will cement your learning from the course and help you put your new skills into practice.

**THIS COURSE  
RUNS NATIONWIDE**

**93%** of PAs and Administrators who attended this course described their learning experience as "Very Good" or "Excellent"

**40% OFF** The Definitive Personal Assistant & Secretarial Handbook when you book



Forms part of our IAM-accredited qualifications (p73)



Includes 'Learning on the go' MP3 modules to reinforce your learning after the course



Duration & cost	2 days, £899 + VAT
Birmingham	Sep: 13-14 Dec: 8-9 Feb: 27-28
Bristol	Oct: 27-28 Feb: 2-3
Edinburgh	Oct: 5 Jan: 12-13
Leeds	Oct: 20-21 Jan: 25-26
London	Sep: 1-2, 27-28 Oct: 20-21 Nov: 14-15 Dec: 8-9 Jan: 5-6, 23-24 Feb: 8-9, 23-24 Mar: 12-13, 27-28
Manchester	Oct: 11-12 Jan: 16-17
Newcastle	Nov: 1-2
Code	TEPA

## Management Skills for the Senior PA

Essential skills to manage people and implement change

### Who is it for?

This course will suit experienced PAs or senior administrators who work closely with their organisation's senior management team, and who either already have management responsibility for junior staff or plan to take on this level of responsibility in the future.

### What is it about?

This practical course covers fundamental people management skills. Delegates will learn how to motivate staff and communicate with people at all levels, with techniques to delegate tasks and manage difficult responses. It will give delegates the skills to solve problems, deal with interpersonal conflict, and influence a range of organisational stakeholders. The course also helps identify key areas for personal development to improve delegates' own managerial effectiveness.

### What will I get out of it?

- Problem solving skills to resolve or improve business issues
- Confidence to overcome concerns and objections from colleagues
- Techniques to deliver difficult feedback
- The ability to manage staff and delegate effectively
- Techniques that will motivate your team in order to achieve agreed objectives

**"The trainer was one of the best I have had – delivered the subject very well and made it easy to understand."**  
Tara Wright, npower

### Course overview

- Principles of effective management
  - Self evaluation against management best practice
  - Using management styles
- Communication skills
  - Barriers to communication and how to overcome them
  - Effective delegation
- Defining common motivators and comparing theory with practice
- Motivating individuals to achieve optimum performance
- Problem solving and conflict resolution
  - Tools for effective analysis and decision making
  - Techniques for preventing and managing conflicts
- Case study example to apply the tools and techniques learned
- This course is mapped to QCF unit 'Management Skills for Senior Administration Staff'

### You may also like:

Effective delegation p41.  
Motivational techniques p41.

<b>Duration &amp; cost</b>	2 day, £899 + VAT
<b>Birmingham</b>	<b>Nov:</b> 10-11
<b>London</b>	<b>Sep:</b> 6-7 <b>Oct:</b> 3-4, 24-25 <b>Nov:</b> 17-18 <b>Dec:</b> 8-9 <b>Jan:</b> 19-20 <b>Feb:</b> 20-21 <b>Mar:</b> 22-23
<b>Code</b>	SPA2



Awarded by the Institute of Administrative Management



## Commercial and Business Awareness for the Senior PA

Dramatically increase your contribution to your organisation's success

### Who is it for?

Ideal for experienced PAs seeking to develop their commercial awareness and strategic thinking to improve confidence and engagement with senior managers.

### What is it about?

This interactive one-day course will give you an understanding of the critical issues affecting your organisation and how being commercially aware can increase overall business performance and your career prospects.

You will learn how to analyse the commercial environment in which you work and draw conclusions about how this affects change and the identity of your organisation.

### What will I get out of it?

- The ability to recognise the issues facing your organisation at a strategic level
- A comprehensive knowledge of strategic analysis tools
- The confidence to discuss strategic matters with senior managers
- A practical ability to demonstrate key commercial skills and business acumen to broaden your role and level of responsibility
- Understanding of your organisation's vision and brand and how to communicate this to employees
- **Free chocolates supplied by Hotel Chocolat**

**HOTEL**  
**Chocolat.**  
BRITISH COCOA GROWER & CHOCOLATIER

### Course overview

- Understanding your organisation
  - Its role, purpose and culture
  - Stakeholder analysis: who are the key players?
- Introduction to strategy
  - What is strategy and how does it drive an organisation?
  - Where are we now – SWOTs and PESTLE analysis
  - Where do we want to be? How to define 'success' and the role of mission statement
- Making sense of your organisation's brand
  - The importance of understanding and identifying with your brand
  - Creating a brand identity and values
  - Communicating this to key stakeholders
  - **Case study activity – 'The Hotel Chocolat Story: Branding from the Inside Out'**
- Managing change
  - Why do organisations need to change?
  - How to communicate change from grassroots to board level
  - Supporting your colleagues through change
  - Case study activity
- This course is mapped to QCF unit 'Commercial and Business Awareness for Senior Administration Staff'

### You may also like:

Strategic commercial awareness p43. Managing stakeholders p63. Introduction to marketing p105.

<b>Duration &amp; cost</b>	2 days, £899 + VAT
<b>London</b>	<b>Sep:</b> 8-9 <b>Nov:</b> 10-11 <b>Jan:</b> 30-31
<b>Code</b>	CBA2



Awarded by the Institute of Administrative Management



## Effective Office Management

Create a stimulating and productive work environment through effective management of tasks, teams and individuals

### Who is it for?

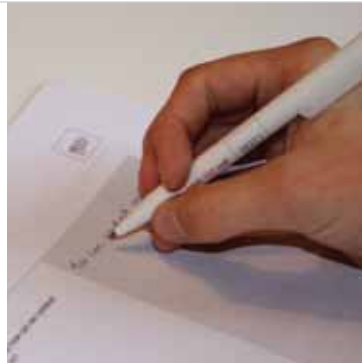
Relevant for anyone who deals with the day-to-day running of an office, including office managers, PAs and secretaries or administrative personnel.

### What is it about?

An efficiently run office is rarely remarked upon or celebrated, but an inefficient workplace can be the cause of much stress. This course will help you develop an assertive and organised approach to managing people and processes in your office to facilitate harmonious and productive working. It includes key management skills and planning techniques to improve information flow and achieve objectives.

### What will I get out of it?

- Understanding of the range of responsibilities and skills required by the office manager
- Various approaches to use when dealing with the management of tasks, teams and individuals
- Techniques to plan and manage workload effectively and achieve objectives
- A checklist of systems and procedures to aid the smooth running of the office
- Assertive communication and problem-solving skills



### Course overview

- Understand the role and responsibilities of an office manager
- Work with others effectively
- Use action plans
- Decide goals and set priorities for the office
- Learn measurement techniques for clerical work
- Deal successfully with stress
- Plan and oversee projects properly
- Assign responsibilities to your team and allocate resources
- Measure your results and evaluate them against objectives
- Resolve conflicts in the office
- Learn to solve problems and make decisions systematically
- Define the problem and think creatively to find a solution
- This course is mapped to QCF unit 'Effective Office Management'

### You may also like:

Introduction to purchasing p42.  
Managing successful projects p62.  
Successful budgeting p68.

**Duration & cost** 2 days, £899 + VAT

**London** **Oct:** 19-20 **Dec:** 8-9 **Feb:** 6-7 **Mar:** 29-30

**Code** EOM



Awarded by the Institute of Administrative Management



## Legal Secretaries Diploma

Awarded by the Institute of Legal Secretaries & PAs

### Who is it for?

The Legal Secretaries Diploma will provide you with the legal knowledge and practical skills you need to become a successful Legal Secretary or PA.

### What is it about?

Legal Secretaries and PAs are in great demand. This programme will provide you with a comprehensive introduction to key areas of law and core legal secretarial procedures. While studying you will receive free student membership of the Institute and full support in your studies and career. This qualification is widely recognised by law firms and it is accredited by the National Association of Licensed Paralegals.

### What will I get out of it?

- Free Student Membership of the Institute, giving you professional development and career advice
- Full tutor support via phone and email
- A recognised qualification for your CV
- The knowledge, skills and confidence to support your legal team at the highest level
- A great foundation for advancement in the legal field
- Additional training to supplement your learning experience
- Students are automatically upgraded to Affiliate Members of the Institute after passing the qualification

### Course overview

- General legal secretary procedures
- A guide to the internet
- A glossary of legal terminology
  - **Unit 1:** The English legal system
  - **Unit 2:** The law of contract & tort
  - **Unit 3:** Civil litigation
  - **Unit 4:** Land law & conveyancing
  - **Unit 5:** Wills, probate and administration
- Legal text processing
- The production of legal documents, deeds and letters
- The completion of legal forms
- A tour of the Royal Courts of Justice in London (optional)

### Coursework and assessment

There are no examinations for the Legal Secretaries Diploma. You are required to complete two elements: Multiple-choice achievement tests at the end of each unit to show your knowledge of law, and a portfolio of your coursework, after you have finished the full programme. Upon passing the Legal Secretaries Diploma course, you will receive a Diploma Certificate from the Institute of Legal Secretaries and PAs.

### Choice and flexibility

The Legal Secretaries Diploma course is delivered at Regents College, Regents Park, London, NW1. **It is held from 6:15 pm to 9:15 pm every Wednesday for twelve weeks from January 18th.** The rest of your training will take place at Reed Learning's venue in Central London.

**Option 1** **Soft Skills package:** Legal Secretaries Diploma plus any one day course from our portfolio  
Total course cost £1,100 + VAT

**Option 2** **IT package:** Legal Secretaries Diploma plus two one-day IT courses from our portfolio  
Total course cost £1,000 + VAT

**Option 3** **Distance Learning package:** Legal Secretaries Diploma plus Microsoft Office Skills suite (Word, Excel & Outlook)  
Total course cost £825 + VAT



Accredited by the Institute of Legal Secretaries and PAs



## More courses

Where no dates are shown the course runs in-house or on request.  
Call us on 0800 170 7777 or visit [reedlearning.co.uk/PA](http://reedlearning.co.uk/PA) to find out more

### The Team Secretary 1 day, £479 + VAT

This course teaches the time management, prioritisation and organisational skills that any team secretary needs. Just as importantly, it covers the diplomacy and communication skills that will help keep any team happy and productive.

**Dates** Sep: 13 Nov: 4  
Jan: 10 Mar: 5

**Code** TSEC

### Getting Organised 1 day, £479 + VAT

PAs often have to juggle many responsibilities. There are hundreds of tools that can help you manage your time more effectively, but this course helps each delegate find an individual approach that's right for them, freeing up time for the most critical tasks.

**Dates** Sep: 12 Oct: 18 Nov: 21  
Jan: 13 Feb: 27

**Code** GO

### The Corporate Receptionist 1 day, £479 + VAT

This course will teach delegates to present the right image for their organisation through effective communication and customer care. It shows how to build rapport through appropriate tone and demeanour and handle complaints or difficult people.

**Dates** Oct: 28 Jan: 9 Feb: 28

**Code** RS

### The New Office Professional

This one day programme covers everything the modern and proactive office professional needs to know in order to make an effective contribution to their organisation. It's ideal for anyone starting out in an office-based role who needs an overview of best practice.

**Duration** 1 day

### The VA Business Mastery course

This course will suit experienced PAs and Secretaries who are seeking a new direction and wishing to pursue a career as a Virtual PA. This course has been designed by industry experts to provide the tools and theory needed to start and run a successful VA business. For more information, see [reedlearning.co.uk/VACT](http://reedlearning.co.uk/VACT)

# You may also like:

### Professional Presentation Skills 2 days, £899 + VAT

An interactive workshop on presenting persuasively and confidently.

Turn to page 13

### Report Writing for Business 1 day, £479 + VAT

Create compelling and persuasive business documents.

Turn to page 20

### Managing Upwards 1 day, £499 + VAT

Learn to manage your manager for a more effective working relationship.

Turn to page 27

### The Art of Being Brilliant 1 day, £479 + VAT

Key techniques to communicate and influence.

Turn to page 18

### Negotiation Skills 1 day, £479 + VAT

Master the art of negotiation in every situation.

Turn to page 23

### Emotional Intelligence 1 day, £499 + VAT

Build strong working relationships through control of your reactions.

Turn to page 26

"The trainer was one of the best I have had – delivered the subject very well and made it easy to understand."

Tara Wright, npower