



THE MANAGEMENT SCHOOL LONDON



- International Senior Secretaries & Directors' Personal Assistants' Course
- Senior Secretarial Computing Course

THE MANAGEMENT SCHOOL TRAINING CENTRE, LONDON

13th - 24th Feb, 2012, 16th - 27th April, 2012, 14th - 25th May, 2012, 2nd - 13th July, 2012, 10th - 21st Sept, 2012, 19th - 30th Nov, 2012
11th - 22nd Feb, 2013, 15th - 26th April, 2013, 13th - 24th May, 2013, 1st - 12th July, 2013, 9th - 20th Sept, 2013, 28th Oct, - 8th Nov, 2013

Attend the most highly rated course for Senior Secretaries & Personal Assistants.

Learn the application of high-tech, high touch and on-line functions of the executive secretary.

Share world wide, top level, secretarial experience.

Appreciate the wider administrative roles of the Personal Assistants.

Recognise the importance of Office Management and Communication.



The Management School London - *The Global Pace Setter in Quality Human Resource Development & Learning*

David Stringer



General Manager,
The Management
School London

Prof Barry Warrington



Senior Management
Consultant, Author
and Trainer.

Rachel Smart



Senior Secretaries
Consultant.

Craig Murphy



Senior IT
Consultant.

Dr John Black



Senior International
Management
Consultant.

The Management School London

Alperton House, Bridgewater Road, London HA0 1EH, England

Tel: +44 (0)208 782 8990 Fax: +44(0)208 782 8991

E-mail: exctraining@themanagementschool.com, website: www.themanagementschool.com

INTRODUCTION

The International Senior Secretaries' and Directors' Personal Assistants' Course & Senior Secretarial Computing Course will be held at the Management School Training Centre, London in 13th - 24th Feb, 2012, 16th - 27th April, 2012, 14th - 25th May, 2012, 2nd - 13th July, 2012, 10th - 21st Sept, 2012, 29th Oct, - 9th Nov, 2012 and 11th - 22nd Feb, 2013, 15th - 26th April, 2013, 13th - 24th May, 2013, 1st - 12th July, 2013, 9th - 20th Sept, 2013, 28th Oct, - 8th Nov, 2013. The programme will follow the pattern of the many successful courses run by The Management School, London.

The two-week course will provide an exceptional opportunity for senior secretaries and personal assistants to upgrade their knowledge of modern developments over a wide range of subjects open to applicants from all over the world, it will be under the personal supervision of David Stringer, the Course Director who has wide experience in management development & training.

ABOUT THE COURSE

The International Senior Secretaries and Directors' Personal Assistant's Course & Senior Secretarial Computing Course aim to help participants both to develop their skills and expertise and to improve the quality of their work and their roles within their organisations. Particular attention will be paid to enhancing each participant's potential for development. Care has been taken to make the programme relevant to working conditions.

Attendance on this course will be global and it will enable a secretary or personal assistant to learn how to function more effectively in the office and understand the application of new technology. Participation is an important part of this practical course. The programme combines, practical sessions, group work, lectures, discussions and visits.

Over 90 per cent of all the office activity is communication in one or another of its forms. The secretary or personal assistant is the focus for communication between top level management and the rest of the organisation. The course recognises this and addresses the issue.

WHO SHOULD ATTEND?

The course programme is designed to meet the needs of personal assistants and senior secretaries, who work with chief executives, directors, heads of department and senior managers in both the public and private sectors. Such people probably spend part of their time on typing or shorthand, but they are likely to be personal assistants in the fullest possible sense. They also have responsibility for office administration. In many cases they may be taking on, or hoping to take on, additional management functions.

The course recognises the importance of the role of such people and the contribution they bring to decision making.

COURSE OBJECTIVES

After completing the course participants should be able to:

- Appreciate the developing role of the personal assistant or secretary in an organisation.
- Understand more readily the nature of management and the functions of the management team.
- Recognise the importance of communication and improve their own communication skills.
- Exercise delegation and supervisory skills.
- Appraise their own performance and that of their subordinates.
- Recognise the impact of information technology and be able to use it efficiently.

COURSE CONTENT

Phase 1 - Secretarial Skills

- The Secretary's and Personal Assistant's roles and functions.
- Supervisory functions, delegation of duties and decision making.
- Business communication: oral, written, visual and efficient audio dictation.
- Telephone selling and telemarketing.
- Meetings, conferences and report writing.
- Business letter writing.
- Public speaking and efficient audio dictation.
- Security in the work place.

Phase 2 - New Approaches to Office Administration



Dorothy Basson
Wisdom Management
Search Pty Ltd
South Africa

I felt truly privileged and honoured to attend the 'International Senior Secretaries and Director's Personal Assistants Course on 23 September - 11 October 2002.' The arrangements were all done very professionally. I was most surprised at the professional way everything was organised and sent all over the world. The subjects covered were

relevant to our day to day activities and as a result we are still benefitting from the expert knowledge we acquired. The lecturers were all very well equipped to handle their allocated subjects and in many instances motivated us and made us believe that we are in fact the most important people in the organisation. We have acquired the application of high-tech, high touch and online functions of the executive. We have

- Principles and practice of office administration.
- Office administration and management.

Phase 3 - Office Automation, information technology

Application of information technology in secretarial functions.

- Introduction to desktop publishing systems, database management and spreadsheets.
- The executive secretary and the Internet.
- Hardware and software systems for the office of the future.

Phase 4 - People at Work

- Managing conflict and stress at work.
- Organisation of people at work and new trends in office management.
- Interpersonal relations.

Phase 5 - Introduction to Management

- Total Quality Management for executive secretaries.
- Principles and practice of management.
- Personal effectiveness, choosing your own management style.
- Managing people & interpersonal relations.
- Development and appraisal of internal and external communication.
- Public Relations for secretaries.
- Managing customers: the essentials of marketing.
- Managing finance: financial planning, keeping records.
- Managing information: organising files, budgets and promotional materials.

Phase 6 - Principles and practice of Marketing.

- Customer care
- Customer relations and total customer satisfaction.

To Register

Course Method

The course methodology is a combination of high-tech instruction, high touch, on-line exercises. Formal lectures, Case Studies, discussions and "hands on" training. This combination ensures that high levels of interest are maintained throughout and the skills and techniques learnt are remembered in more detail. Registration forms are available at www.themanagementschool.com

Course Fees

£3,950 (Three thousand, Nine Hundred & Fifty pounds sterling) per delegate. Fee covers tuition, tuition materials, lunch ticket and all visits associated with the course. Delegates are responsible for their accommodation & travel. Cheque should be made payable to:

The Management School, London sent to:

Rolien Van Heerden

Training & Development Co-ordinator,

The Management School, London,

Alperton House, Bridgewater Road, London, England HA0 1EH

Tel: +44 (0)208 782 8990 Fax: +44(0) 208 782 8991

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Website: www.themanagementschool.com

Accommodation

Participants are responsible for arranging their own accommodation. If required, The Management School, London will be able to put participants in touch with hotel booking services. The School take no responsibility for any arrangements which participants might subsequently make.

Visas

Participants requiring visas should advise The Management School, London who will contact the British Authorities in support of their visa application. Participants are advised to start processing their visas at least two months before the course starting date. Participants will receive a letter of acceptance from the school to accompany their visa application.

International Attendance

The Management School, London has developed a global reputation for quality and value. Previous courses have attracted delegates from countries throughout the world, including Angola, Bahrain, Britain, Brunei, Cameroon, Czech Republic, Egypt, Estonia, Finland, Gambia, Hong Kong, Hungary, India, Kenya, Kuwait, Malaysia, Mauritius, Mozambique, New Zealand, Nigeria, Oman, Poland, The Philippines, Saudi

importance of Office Management Communication and Interpersonal Relationships. The high tea at one of London's most prestigious Hotels was one of the most pleasurable events I have attended. We were treated so well by the staff of The Management School London and this is a course that I still recommend to all of my colleagues and friends. It is an experience NEVER to be missed. The experience I derived from the course enabled me to truly achieve my professional and personal goals. This course gave me the 'can do' attitude which has had a major impact on all decisions I make in both my professional and private life. I often think of the wonderful time I had in London and all of the good friends that I made whilst attending the course. I wish every lecturer the very best and if there is ever a chance for me to attend any further courses I will grab the opportunity with both hands.

Senior Secretarial Computing Course

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COURSE OBJECTIVES

After completing this course, delegates will be able to:

- Appreciate the application of high-tech, high touch and on-line functions of the executive secretaries.
- Be exposed to international executive secretarial practice.
- Appreciate the wider administrative roles of the personal assistant or secretary in an organisation.
- Understand the functions of management and the role of the management team.
- Recognise the importance of communication and improve their own communication skills.
- Appreciate the capabilities of modern information technology.
- Discuss the impact of the electronic office.

Course Programme

This intensive, specialist course will help Secretaries in the individual's performance to the mutual benefit of participants and employers. The course provides participants with the experience and information to help them perform their duties more confidently and more effectively. Practical activities using case studies, group work, oral presentations and hands on Computer Sessions – allow development of existing skills to enhance future performance.

Information Technology: 1

- Advanced application of information technology to secretarial duties.
- Advanced Word Processing and Desktop Publishing.
- Spreadsheets and database.
- E-mail, internet.
- Networks (LAN and WANs).
- Managing data – accuracy, import and export, backup.
- Faxes from your computer.

Advanced Executive Secretarial Skills.

- The roles of high-tech executive secretaries.
- Target setting and executive secretarial functions.
- Administrative & supervisory functions for top secretaries.
- Time management for executive secretaries.
- Maintaining diaries and schedules.
- Running meetings and conferences.
- Storing and managing information.
- Researching, locating and selecting the information that is needed.
- Security and confidentiality.
- Managing the boss.

Computer Appreciation: 2

- Operating system.
- Types of operating system.
- Mode of operations.
- External commands.
- Ms-DOS.
- How to start a typical computer.
- Internal commands.
- Printer.

Introduction to Management:

- Appreciating management practice.
- Management style and secretarial support.
- Interface with customer – essentials of marketing, customer satisfaction, customer relations and public relations.
- The operating environment and the executive secretary.
- Total quality management for secretaries.

Computer Appreciation: 3

- Word processing package.
- Word perfect.
- Moving, copying between pages, insertions, deletions, search and replace, centring, spell checking, thesaurus.
- Set and amend layout.
- Amend layout, spacing, margin changes, line spacing, alteration, right margin.

Communication Skills for Executive Secretaries

- Business communication – spoken, written and visual.
- Note taking and report writing.
- Public speaking.
- Listening skills and mediation.
- Dealing with people.
- Managing conflict.
- Telephone selling & marketing – telemarketing.
- Researching, locating and selecting the information that is needed.

Computer Appreciation: 4

- Word processing.
- Use of contents and indexing facilities.
- Reception, paragraph, numbering.
- Use of maths facilities to add, subtract and multiply.
- Use of line drawing facilities.
- Merging documents/mail merging.
- Printing documents.

Human Relations at Work:

- Appreciation of human relations management.
- Teamwork and discipline.
- Interpersonal relations.

Computer Appreciation: 5

- Applications.
- Data base.
- Video text.
- Desktop publishing.
- Spreadsheet.
- Faxes.
- Teleconferencing.

The Supervisory Functions:

- The roles of the management team.
- Supervisory functions.
- Organising meetings and conferences.
- Work method.
- Delegation of duties.
- Note taking and summarising.
- Reception of visitors.
- Interviewing technique.
- Business correspondence.
- Report.

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dared to dream of. Thanks to you, I now feel more in control of my personal, professional and religious life. The most amazing thing is that the timing was so perfect. I believe the Almighty God used you to let me know that I can be proud to be 'brilliant, gorgeous, talented and fabulous'.

Before now, when I had to speak in public, I felt like nobody was interested anyway so I thought I had to get it done as fast as possible. Now, I still remain brief but I take time to enjoy the effect my delivery has on my audience. I now happily let my light shine.

I received my certificate with great joy. My score encouraged me a lot as it made a positive impact on my new boss and earned me the respect of my colleagues.

Thank you for being you and keep up the good work.

Nadou Lawson
ECOWAS Executive
Secretariat
Abuja, Nigeria

I am rarely impressed by anyone but I have to say that I feel highly privilege to have met you. You have a truly inspiring personality. You are so 'brilliant, gorgeous, talented and fabulous'. Jacqueline, you can't imagine how much you turned my life around.

Your course on Communication Excellence has had such an impact on me that I have never

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The Faculty



Professor Barry Warrington, BSc, Msc.Sc, DipM, MCIM
Barry has had over 25 years experience of undertaking Marketing, Management Research and Management Development in both the commercial and academic environments, including a period as Head of the Business Studies Department at Teesside University. Since 1990 he has been heading a Management Development and Marketing Consultancy organisation. He has authored in the areas of Strategy and Marketing and in 1997 he was awarded a Visiting Professorship at the University of Lincolnshire and Humberside. He is a frequent contributor to conferences and seminars.



Craig Murphy, B.Sc
Craig Murphy graduated university with an Honours degree in Biochemistry and Genetics and spent 10 years in management in a large National FMCG corporation. During this time he gained a PGDip in Multimedia and Computing and gained an interest in teaching. He set up his own training and ICT consultancy company in 1998 and after fulfilling all the necessary exam and teaching certifications he became a Microsoft Master Instructor in 2000. Over the last 8 years he has gained recognition as a Microsoft Certified Trainer and an Adobe Certified Instructor working with a diverse client base from Large Multinational firms, several councils, and many SME's.



Dr John Black PhD, MA, B.Soc, Sc
John was Reader in Human Resource Management and Director of the Japanese Management Research Unit at the Wolverhampton Business School. John's career has been split almost equally between industry and education, including a spell with Texaco UK. Before his retirement he has written and published extensively in the field of Human Resource Management and Labour Relations. He has also been Visiting Fellow in Industrial and Labour Relations at Cornell University in USA. His current research interests are Management Control and the impact of cross-cultural influences on Human Resource Management. He is a frequent presenter at Conferences and Seminars.



Rachel Smart, MBA, PhD
Trained as a designer for five years, was director of a leading London architecture practice and completed a Master's in Business Administration at Durham University Business School. In 2000 she set up a management consultancy providing strategy and operational advice for design and architecture businesses. She is well versed in company administration at all levels from strategy, finances and human resource management to marketing. Rachel is a Master's level lecturer at a number of universities and provides professional practice seminars to a wide variety of professional organisations. Rachel's PhD was completed at Birkbeck, School of Management and Organizational Psychology, University of London researching entrepreneurial strategy in design companies.



Maralyn Lewis, BSc, PGCE
Maralyn has over 30 years experience of managing and delivering training and informal education in the local authority and charity sectors. On completion of a degree in Marine Zoology, she lectured for a year in the University College of Cape Coast, Ghana and then returned to study in the UK to become a qualified teacher. After working as a youth tutor and teacher for two years, she became the Assistant Community Education for Essex County Council. After ten years, she gained promotion to Deputy County Youth Officer for Kent County Council where she managed a staff team of over a thousand employees, organised vocational training courses involving three thousand participants and initiated an extensive programme of international exchanges.

In 1988, Maralyn was appointed as the UK Director of Operation for The Duke of Edinburgh's Award, a development scheme recruiting over 100,000 young people every year. In this high profile post, she managed partnership programmes with the corporate, education and charity sectors, organised major conferences and events involving members of the royal family spoke on behalf of the scheme at national conferences and steered the strategic operational development of the Award across the UK.

Throughout her career, Maralyn has been deeply committed to staff development and since 2000 she has worked as a freelance training and education consultant in both the charity and corporate sectors. She was commissioned by the Home Office to research citizenship initiatives across all government departments and has written a range of training manuals, evaluative reports and consultative documents on behalf of The Duke of Edinburgh's Award, Community Service Volunteers, The Changemakers Foundation and Carnegie Young People's Initiative for national publication.



Tracey Hicks
Tracey has over 25 years experience working with families, professionals who work with families, voluntary sector organisations and small businesses. She offers training, consultancy, coaching and public speaking.
Tracey is passionate about communication and the challenges of inter personal skills both at home with families and in the workplace, including team dynamics and bullying within the workplace. Tracey develops and delivers training to match

individual and organisational needs.

In 2000 Tracey founded and developed a community organisation. She set herself a challenge to make the project successful and wanted it to be managed by local people within 5 years. By offering support and training to parents and volunteers in a deprived community in Norwich this was achieved. Tracey left in 2005 and the project is still running today.

She is now the director of PLN training and consultancy in Norfolk. Through her work Tracey works in partnership with many other organisations nationally.

Tracey discovered the joy of education and training in her mid thirties and believes with passion how it has changed her life. Tracey believes with appropriate interactive learning opportunities, support and some fun we can enjoy the value and pleasure of learning and achieve our dreams and reach our true potential.

Tracey educational learning successes are A Post Compulsory Education and Master Practitioner in Neuro-Linguistic Programming (NLP).



David Stringer

David worked in three UK banking groups, in Retail Operations and Marketing before he was promoted to be Group Sales Training Manager. In this role, he was responsible for improving customer service and sales effectiveness at over 600 branches, with total of 8,000 staff.

He then became Assistant Training Manager of a Department with more than 120 people servicing a Financial Services Group of 13 businesses operating across a range of activities. He was personally responsible for people development across the Group's twelve subsidiary companies – including European operations – and designed as accreditation process for a training function against the ISO9000 quality standard. Following his work on Management Development, he became responsible for major culture change projects, including the introduction of the Group's "Vision and Values", designed to motivate and inspire all staff towards the goals, through excellent service. This work included driving the shift for many service departments from internal service providers to strategic business partners.

David moved into consultancy and training 16 years ago, following 3 months intensive work with the Forum Corporation of Boston, USA, since when he has enjoyed significant successes. He has been credited with stimulating major performance improvements for a number of clients. His clients and projects are wide-ranging in nature, including many blue chip companies in finance and commerce, oil and gas industries and government departments, across the world.

He produced the multi-media programme 'Coaching to Improve Performance' that formed the major part of 'The Manager's Role in Learning'. This program won joint first prize in the National Training Awards in the U.K. in 1993, selected from over 50,000 entries. First used in a Financial Services environment, it was established that sales performance improvements of over 140% were attributed to the effective introduction of coaching throughout the network.

David has also had wide involvement in media relations, including a number of published articles and radio broadcasts. With Bernard Wynne, he co-authored 'A Practical Guide to Understanding and Applying Competencies' (A Competency-Based Approach to Training and Development) (Financial Times Management Series/Pearson Publishing) and their article 'Measuring Team Leaders' was featured in 'TEAMS' magazine. He recorded a series of 40 programmes on management and self-improvement topics, which were repeated several times after their first broadcast.

David's latest project has involved designing and presenting a series of short courses, to improve leadership capability, for one of the world's leading banks.

David regularly runs programmes for The Management School, majoring in H.R. and People Development, Coaching & Mentoring, and Leadership.



Note: The Management School London reserves the right to make alterations to the course content, venues and speakers in the event of unforeseen Circumstances.