



The 2nd
**EXECUTIVE ASSISTANTS'
& SECRETARIES'**
Summit

July 23-24 via zoom



CONFERENCE OVERVIEW

AN INTENSIVE TWO-DAY BOOTCAMP FOR EXECUTIVE ASSISTANTS AND SECRETARIES

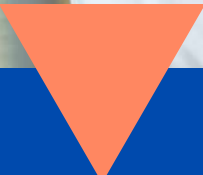
The increasingly complex working environment has caused a natural evolution in the role of the Executive Assistant and Secretary. Apart from technical skills, she is expected to possess sharp decision making, impeccable time management, exceptional interpersonal relations, and a worth emulating personal image. Given the complicated demands of the role and the crucial contribution of her position in the organization, she needs to constantly sharpen her saw to allow for meaningful, strategic and impactful contribution to the company she serves.

The 2nd Executive Assistants' and Secretaries' Summit aims to enhance both the functional and soft skills of the EA, recognizing them as leaders in their companies. The need to upskill and retool is apparent for this highly important role, to achieve seamless back-office support and exemplary service delivery to the organization's key decision makers.





THE SUMMIT AT A GLANCE



Session 1: Conflict Resolution and Anger Management: Techniques for Managing Relationships for Seasoned Executive Assistants and Secretaries

Session 2: Motivating People for Peak Productivity: Winning and Influencing Techniques for EAs and Secretaries

Session 3: Counseling Skills for Executive Assistants and Secretaries: Constructive and Empowering Approaches for Resolving Behavioral and Performance Issues

Session 4: Managing Effective Meetings: Practicing Communication, Problem solving and Decision Making Processes

Session 5: Composing Effective Business Letters, Memos, and E-mails: Tools and Techniques for Executive Assistants and Secretaries

Session 6: The Powers of Success: Principles of Intrapersonal, Interpersonal, and Organizational Effectiveness for EAs and Secretaries

Session 7: Presenting Your Best Professional Image as Leader: Making a Lasting Positive Impact

Session 8: Stress Management Techniques: Learning How to Effectively Handle Adversity, Frustration and Anger

Session 9: Making High Impact Business Presentations



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SESSION 1: CONFLICT RESOLUTION AND ANGER MANAGEMENT: TECHNIQUES FOR MANAGING RELATIONSHIPS FOR SEASONED EXECUTIVE ASSISTANTS AND SECRETARIES

The ability to manage relationships, particularly to manage conflicts, is a very important skill for seasoned Executive Assistants and Secretaries. Anger Management is definitely a part of Conflict Management since anger comes out of the seeming “conflict” within organizations. The ability to deal with conflict and anger requires excellent interpersonal relationship skills. An Executive Assistant with good conflict management skills has “the ability to mediate conflict, to handle disturbances under psychological stress.” It is paramount then, to develop this set of skills by learning from others outside and within the organization, through cognition and modeling. Conflict within the organization may not be totally eliminated, but it can be greatly reduced. This learning session therefore intends to share knowledge and techniques in conflict management.

Roots of Most Conflicts (personal and organizational) resulting to feelings of Anger
Interpersonal Skills
Diplomacy and Tact
Source of Aggressive (and Passive) Behavior
Emotion and Escalation of Conflicts
Role of Listening and Empathy in De-escalating Conflicts
Anger and Conflict Management Skills



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SESSION 2: MOTIVATING PEOPLE FOR PEAK PRODUCTIVITY: WINNING AND INFLUENCING TECHNIQUES FOR EAS AND SECRETARIES

Developing Positive and Productive Relationship with People
The 9 Principles of Winning and Influencing People
The Mirror Principle
The Charisma Principle
The Exchange Principle
The Gardening Principles
The Elevator Principle
The Number 10 Principle
The Bed Rock Principle
The High Road Principle
The Carrot Principle
Dynamic Motivation Strategies to Bring Out the Best Performance of Your People



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SESSION 3: COUNSELING SKILLS FOR EXECUTIVE ASSISTANTS AND SECRETARIES: CONSTRUCTIVE AND EMPOWERING APPROACHES FOR RESOLVING BEHAVIORAL AND PERFORMANCE ISSUES

This learning session is specifically designed to help Executive Assistants and Secretaries improve their counseling competencies and increase the productivity of the people that they manage and interface with. The session defines the key principles and critical success factors in counseling and identify and practice the key steps, tools, and techniques in effective counseling.

- Building Rapport and Relationship
- Showing Respect and Positive Regard
- Listening Actively
- Facilitating Problem Solving and Decision Making Processes
- Understanding Performance Problem
- Using A Constructive Approach
- Steps in Conducting a Counseling Session to Improve Employee Performance
- Understanding Work Habits and Behavior Problem
- Signs of Poor Work Habits
- Steps in Conducting Counseling to Improve Work Habits and Employee Behavior



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SESSION 4: MANAGING EFFECTIVE MEETINGS: PRACTICING COMMUNICATION, PROBLEM SOLVING AND DECISION MAKING PROCESSES

This learning session is designed to help Executive Assistants and Secretaries develop competencies in leading, facilitating, and, participating in meetings.



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Participants shall learn the key steps involve in effectively planning, opening, conducting, and closing meetings; and facilitate communication, problem-solving, and decision-making processes during meetings.

- Overcoming Barriers to Effective Communication
- Ensuring Objective and Factual Problem Analysis
- Drawing Out Creative Solutions and Ideas
- Arriving at Group Consensus

SESSION 5: COMPOSING EFFECTIVE BUSINESS LETTERS, MEMOS, AND E-MAILS: TOOLS AND TECHNIQUES FOR EXECUTIVE ASSISTANTS AND SECRETARIES

This learning session is specifically designed to help Executive Assistants and Secretaries learn fundamental business writing tools and techniques in composing effective business letters, memos, and electronic mail messages. Participants will be taught how to organize and compose different types of business messages following the standards of effective writing; and apply the fundamental business writing tools and techniques in preparing and writing effective business letter, memo, and electronic mail messages.

Key Steps and Techniques in Business Writing
Writing Business Letters, Memos, and Emails: Components & Guidelines
Dateline
Inside Address
Salutation
Body/Message
Complimentary Closing
Signature
Electronic Mail Etiquette & Practices



SESSION 6: THE POWERS OF SUCCESS: PRINCIPLES OF INTRAPERSONAL, INTERPERSONAL, AND ORGANIZATIONAL EFFECTIVENESS FOR EAS AND SECRETARIES

People are the most important assets of every organization. Effective people make up an effective organization. This learning session aims to empower Executive Assistants and Secretaries with the powers of success, that will enable them to achieve intrapersonal, interpersonal, and organizational effectiveness. In addition, they may learn strategies to effectively achieve their goals, meet challenges, solve problems, lead and participate in teams, and help the organization achieve bottomline results.

Power of Success 1: The Power of Proactivity

Power of Success 2: The Power of Personal Vision

Power of Success 3: The Power of Personal Management

Power of Success 4: The Power of Win-Win Relationships



Power of Success 5: The Power of Empathy
Power of Success 6: The Power of Synergy
Power of Success 7: The Power of Self-Renewal

SESSION 7: PRESENTING YOUR BEST PROFESSIONAL IMAGE AS LEADER: MAKING A LASTING POSITIVE IMPACT

This learning session is designed to enable leaders to enhance their total personality, and project a positive and professional corporate image. They will be taught principles for developing positive and proactive attitudes, self-confidence, and a winning personality. Moreover, they will be able to renew their enthusiasm and passion for work and increase their level of positive energies. Leaders will develop a professional and confident image in their grooming, wardrobe, and visual communication; and create a positive impact and communicate effectively with clients, bosses, and colleagues.

Key Steps in Developing a Positive Self-Image

Transforming Limiting to Empowering Beliefs and Increasing Levels of Positive Energies

Creating the Ideal You: The Power of Personal Visioning

Empowering Yourself for Success Through Positive Affirmation

The Three Commandments of Interpersonal Communication

Professional Grooming: Hair Care & Styling, Facial Care and Make-Up, Body and Skin Care

The Professional Wardrobe: Professional Dressing, Shoes, Jewelry, and Accessories



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SESSION 8: STRESS MANAGEMENT TECHNIQUES: LEARNING HOW TO EFFECTIVELY HANDLE ADVERSITY, FRUSTRATION AND ANGER

This learning session aims to empower the participants with practical tools and techniques to effectively manage their personal and work-related stress. They will be made aware of their stress levels and sources of stress, and identify and practice the different physical, mental, emotional, and behavioral techniques for effectively coping with stress. Ultimately, leaders may develop their ability to manage adversity, frustration, and anger effectively

Understanding the Sources of Stress
Stress Management Techniques
Deep Breathing & Progressive Muscle Relaxation Exercises
Active and Passive Meditation
Mind Programming and Visualization Exercises
Turning Negative Thoughts into Empowering Thoughts: Creating Positive Affirmations
Emotional Management Techniques: Managing Frustration and Anger



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SESSION 9: MAKING HIGH IMPACT BUSINESS PRESENTATIONS (A HANDS-ON SESSION)





THE 2ND EXECUTIVE ASSISTANTS' AND SECRETARIES' SUMMIT
THE 1ST OCCUPATIONAL SAFETY STANDARDS SUMMIT

WHAT YOU WILL GAIN

- Widen your network of referrals and business prospects
- Leverage on the abundant opportunities presented by business owners
- and colleagues with the same motivation
- Forge partnerships and joint ventures
- Explore client leads
- Build new, relevant connections
- Tap into advice and expertise of professionals from various industries
- Be visible and enhance your reputation of expertise and credence
- Create positive, uplifting influence
- Enhance your sense of confidence by carrying on meaningful conversations
- Gain satisfaction from giving other people sound business / professional
- advice
- Meet new friends

WHO YOU MAY NETWORK WITH

- Administrative & Back-office Support Subject Matter Experts
- Administrative & Back-office Support Specialists / Practitioners
- Owners of Established Businesses and Start-ups
- Line Managers Interested in the Administrative & Back-office Support Function
- Service Providers



APPROACH TO LEARNING

The 2nd Executive Assistants' and Secretaries' Summit espouses the power of the three R's: Reflection, Realization and Results in professional development. The training approach is learner-centered and emphasizes technical knowhow, critical analysis, and collaborative interaction.

The Executive Assistant holds a key role in robust organizations - learning must thus be instilled towards long-term impact. Positive, tangible results begin from inquiry and realization, driven by the passion to understand and excel. These insights are further incubated and turn into concrete ways of contributing to the company and its bottomline, through this function.

When strategic thinking and execution are seamless, this phase of reflection during the learning journey translates into strategic success.



WE LOOK FOR EXECUTIVE ASSISTANTS AND ADMIN PROFESSIONALS WITH A STRONG PASSION FOR LEARNING

The 2nd Executive Assistants' and Secretaries' Summit strongly espouses a learning environment of inquiry and participation. Delegates are highly encouraged to share their perspectives and experience to their colleagues and mentors, making learning rich and fulfilling for all involved. Moreover, speakers are asked to adopt an experiential and pragmatic approach to teaching, as there is truth to the adage that experience is the best teacher. Participants are immersed in the principles of participant-centered learning, collaboration, and wisdom in pragmatism.

The learning sessions of the conference were designed for Administrative and Back-office Support Professionals across levels and roles, from Individual Contributor or Specialist, through Supervisory to Managerial levels.



OUR DISTINGUISHED SUBJECT MATTER EXPERTS

Our subject matter experts are acknowledged experts in the field of Administrative Support. Speaker qualifications are stringently screened to ensure that participants learn only from the best in the field. Typical profiles are leading Admin Support consultants and conference speakers; Admin Support professionals with more than a decade of actual experience; executives or managers with solid corporate practice; and Partners of consulting organizations.

The consistent exposure to an environment of open exchange, novel ideas, constructive feedback, and expert content are meant to leave a lasting, indelible impact to Admin Support practitioners as they equip themselves to becoming future Leaders and Executives.



I AM INTERESTED IN JOINING THE CONFERENCE. HOW MAY I ENROLL?

The following are the Mechanics for Enrollment:

- 1) Check the program overview, plenary session outlines, and rates as provided by your marketing consultant.
- 2) Accomplish the registration form and email to the marketing representative from whom the promotional material or email has been received.
- 3) An invoice shall be emailed to you, with payment instructions and deposit details. Kindly note that both Indu Inferentia Management Consultancy Inc. and IAM Training Services may issue invoices and official receipts for the learning event.
- 4) Send a copy of the proof of payment to your marketing representative's email.
- 5) Read the participants' guidelines which are sent a week before the training date.
- 6) Call your marketing representative for any special concern you might have before the conference dates.





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