



# The Executive Secretary and The PA Masterclass

Enhancing Your Potential to Boost Professional Development



Monday & Tuesday  
8 & 9 Oct 2012  
Concorde Hotel  
Kuala Lumpur

Attend both workshops  
and  
**SAVE**  
**RM200!**

## INTRODUCTION

The Secretary / Personal Assistant is often called the “intermediary multi-skilled worker” within the organization – a role not to be treated lightly. Secretaries are essential members of their team as their role and designation forces them to develop very special skills and the high levels of service delivery they need to provide ensures the achievement of organizational objectives.

This programme is a series of 2 workshops and it highlights the importance of this role within a company and aims to provide the skills with which the effective secretary can contribute fully to an organisations success.

## WORKSHOP CONTENT

**Day 1 :**  
**Monday, 8 October 2012 9:00am - 5:00pm**  
**WORKSHOP A**

### **The Reinvention of Self for the Executive Secretary and Personal Assistant**

- Establishing your personality
- You and your career : What's next for the Executive Secretary
- Understanding self-managed development and why it is necessary
- Realizing your strengths and weaknesses

### **Projecting an Image of Self Confidence and Professionalism**

- Developing a strong professional image
- Creating positive first impressions through body language
- Understanding how high self esteem reflects on you and your work
- Effectively building your confidence to enhance credibility
- Professionally representing your manager

### **Effectively Managing your Boss**

- Identifying the communication styles of your boss
- Understanding how your boss arrives at decisions
- Successfully adapting and restructuring your methods of work
- Practical ways of addressing your concerns with your boss
- Cultivating and enhancing the professional relationship between you and your boss

## KEY BENEFITS

- Gain understanding on effectively managing conflict
- Learn to successfully manage your boss
- Develop effective communication skills
- Enhance your professional image
- Identify and hone career growth opportunities
- Comprehend the importance of work life balance

## WHO SHOULD ATTEND

- Personal Assistants
- Executive Secretaries
- Confidential Secretaries
- Departmental Secretaries
- Senior & Junior Secretaries
- HR Assistants

### **Successfully Communicating with Confidence**

- Building a professional relationship with your boss through successful communication
- Effectively using active listening to improve your comprehension
- Understanding the importance of body language during communication
- Minimizing conflict through effective communication skills
- Dealing with difficult people in the organization through professional communication
- Negotiating, Influencing, Persuading and Delegating – How important is it to your role?

### **Developing Interpersonal Skills: Dealing with People**

- The Courtesy Challenge – the importance of good manners
- Staying positive in a negative working environment
- Building professional relationships with the boss, peers and other staff
- Effectively dealing with office politics, gossip and power play - working towards professionalism

### **Achieving Work Life Balance**

- Why is work life balance important
- Successfully balancing personal and professional priorities
- Effectively managing time and stress in the workplace

### **Coping with Fast Paced Environment**

- Beating procrastination
- Handling multiple projects and bosses

## Discovering your Motivation

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- Developing an action plan
- Learning from best practices

### Day 2 :

Tuesday, 9 October 2012 9:00am - 5:00pm

### WORKSHOP B

## Your Persona Principle – How To Develop A Corporate Image

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- Making the image work for you
- Impact of your appearance in business
- What message does your appearance send?
- Body language : how to master the use of body language and read other's body

## Professional Grooming & Attire

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- Skin care – proper shave regimen, stress, diet, travel hazards to the skin, body odour
- Hair care – styles, textures and face shapes
- Clothing that adds to your clout
- Colour theory – effective colour application for business wardrobes.
- Wardrobe development – achieving your optimal visual image, correct coordination and styling techniques, correct sizing and fit of clothing to body proportion, age and appropriateness of dress, accessorizing techniques etc

## Understanding Your Personality

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- Self –Assessment – Creating self-awareness
- Self assurance, self –esteem and self-confidence - “A How-To”
- How to develop a positive mind-set and attitude

## Powerful First Impressions - How to Meet And Greet

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- The art of making an impressive first greeting
- Dealing with cultural differences
- Handshakes that never fail
- Handling business cards with flair
- Making business and social introductions with confidence and poise

## Office Courtesies That Increase Your Clout

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- Mastering mutual manners
- Sensitivity about smoking
- The golden rule of business
- Rules for professional behaviour
- The meaning of ethical practices in the corporate world
- What is right and wrong in doing business
- When to bend the rules

## Courtesy Challenge - The True Test of Diplomacy

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- How to deal with bosses, peers, subordinates and clients
- Self-expression in communication
- Dealing with gender sensitivity, inequalities and differences
- Dealing effectively with out-of-bounds behaviour
- Romance on the job – the right thing not to do
- Your work attitude

## Social Etiquette In The Business Context

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- How to entertain clients
- Making small talks
- What makes a good host
- What makes a good guest
- Protocol: entertaining VIPs

## Dining With Flair

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- The business lunch/dinner – why?
- Keys to proper planning for a business lunch/dinner
- Difference between Asian and Western table manners
- Handling difficult foods
- Behaviour at the table

## Event Management and Organisation Techniques

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- Understanding the type of Event in question and deciding on one
- Deciding on the Event Management Framework
- Developing a plan of execution
- The Why's and the How's
- Planning events with timeliness and milestones
- Creating the appropriate lists
- Organising the people and the committee – Who is doing what?
- Tips and strategies for party planning

## ABOUT THE WORKSHOP LEADERS

### Puan Sri T.D. Ampikaipakan

Principal Consultant/Corporate Training Consultant, Skill Builders

Puan Sri T.D. Ampikaipakan has thirty-two years of work experience as a teacher and trainer. Her career began in 1974, teaching Economics and English in a number of secondary schools both in Malaysia and in the United Kingdom. She then joined the South East Asian Central Banks (SEACEN) Research and Training Centre (affiliated to Bank Negara Malaysia). The scope of her training over the years have been very wide and varied ranging from Interpersonal Skills to Corporate Culture. Her clients, to name a few, are Intel Technology, Diethelm Malaysia Sdn Bhd, Bank Bumiputra-Commerce Bhd, KLCC Holdings, Unilever Malaysia and many others. As part of her social service her expertise is also extended gratis to public seminars and workshops for students from the various Universities, Colleges and Government Schools in Malaysia. She is also one of the trustees of the Yayasan Raja Muda Selangor. Apart from consultancy and training, Puan Sri Ampikaipakan is a columnist with Star Publications from 1991 till 2007. Her column “Winning Ways” (formerly called Social Etiquette) in Section 2 delves into issues on social and business ethics and etiquette. In 1995, she co-authored a book entitled “GET IT RIGHT – CORPORATE CONDUCT”. She has been featured in TV programmes over RTM, TV3 and Astro respectively. Puan Sri Ampikaipakan holds a Masters Degree in Economics and a Diploma in Education. She is also a qualified competency based trainer.

### Dalila Fazalur Rehman

Corporate Training Consultant

Dalila Fazalur Rehman is a consultant for Skill Builders. She has more than 20 years in the training profession. She has been certified and licensed by Dr. Scott Parry of Training House, USA as a “Catalytic Instructor” for Managerial Assessment of Proficiency (MAP) and Managing to Excel series. She has her own training and consultancy firm and prior to that, she was a Deputy Training Manager and Head of Personal and Management Training of a local commercial bank. She designed, conducted and facilitated customised training programmes in Image Building, Customer Service, Motivation and Teambuilding, Fitness, Supervisory and Management Development. She held responsible positions as Secretary and Treasurer to the Sports Club and various management committees. She was the Programme Manager for the Bank's Deposit Mobilisation Campaign. Prior to that she was the Membership and Examination Coordinator with Institut Bank-Bank Malaysia. Her winning personality and passion for training has enabled her to build close rapport with participants and make the learning process interesting for the learners. She has also been one of the main trainers for Skill Builders particularly in the areas of social and business etiquette, leadership, customer service and teambuilding.

### Registration Fee Details (tick where applicable)

- One Workshop **RM850** per Workshop  Workshop A  Workshop B  
 Attend 2 Workshops **RM750** per Workshop (Save RM200!)

Closing date of registration: 5 October 2012

### Delegate Details

#### Delegate 1

Mr / Ms / Mrs: \_\_\_\_\_  
Position: \_\_\_\_\_  
Department: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

#### Delegate 2

Mr / Ms / Mrs: \_\_\_\_\_  
Position: \_\_\_\_\_  
Department: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

#### Delegate 3

Mr / Ms / Mrs: \_\_\_\_\_  
Position: \_\_\_\_\_  
Department: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### Approving Managers Details

Mr / Ms / Mrs: \_\_\_\_\_  
Position: \_\_\_\_\_  
Department: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Company Stamp: \_\_\_\_\_

### Venue Details

Concorde Hotel Kuala Lumpur  
2 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia  
Tel : 60-3-2144 2200  
Fax : 60-3-2144 1628

### Payment Methods

- Cheque  
(Please make cheque payable to **JSK Events Sdn Bhd**)  
 Telegraphic Transfer

Account Name	JSK Events Sdn Bhd
Name of Bank	HSBC Bank Malaysia Berhad
Account Number	352 – 490775 - 101
SWIFT Code	HBMBMYKL
Address	Ground Floor Wisma UEP, Jalan USJ 10/1A, 47620 Subang Jaya, Selangor DE Malaysia

### Ways To Register

To register for the course, fax, email or mail this entire page to:

**Fax:** (603) 5621 0280 **Tel:** (603) 5879 6554

**Email:** [info@jskevents.com](mailto:info@jskevents.com)

**Mail:** JSK Events Sdn Bhd, No 139, JLN SS 17/1A, 47500  
Subang Jaya, Petaling Jaya, Selangor DE Malaysia

#### Terms & Conditions:

- 1) Registrations will be confirmed upon receipt of your completed Registration Forms
- 1) Full payment must be made before the date of the seminar.
- 3) If you are unable to attend the cost, a substitute delegate is welcome at no extra cost.
- 4) For cancellations received in writing more than 7 working days prior to the course, a full refund will be made. Regretfully, no refund can be made for cancellations less than 7 working days from the date of the course and the amount remains payable. A complete set of course documentation will be given.
- 5) All speakers and topics are correct at the time of printing. JSK Events Sdn Bhd reserves the right to substitute speakers and cancel or alter the content and timing and venue of the program for reasons beyond its control.
- 6) Where group discounts are applicable, delegates must sign up collectively.
- 7) For payments on or after the day of the event, a Letter of Undertaking (LOU) must be provided.

**Group Discount  
Applicable!**

**3 and above entitled to 5% discount! 6 and above  
entitled to 10% discount!**

JSK/MKTG