

# Speakers You Need<sup>®</sup>

## Office Professionals Certificate Program<sup>®</sup>



## INVEST IN YOUR ESSENTIAL OFFICE STAFF.

Adept leaders like you know the reality. In today's workplace, sticking to the tasks listed in a job description is not enough. To enjoy long-term success, employees must be indispensable—positioned to grow and transition from role to role as the situation calls for it.

**Develop talent inside your organization. Show your employees how much you value them and recognize their potential by investing in their professional development.**

SyN's Office Professionals (OP) Certificate Program will equip these key contributors with the knowledge and skills they need to succeed ... today and in the future.

This uniquely flexible program consists of eight comprehensive modules, or full-day courses, based on core competencies. They cover:

- Professionalism
- Leadership
- Team Building
- Business Writing
- Management Skills
- Communication Skills
- Interpersonal Skills
- Lifelong Learning

You can benefit from the entire skill-building curriculum by offering all eight modules. Employees who complete five or more will be awarded an Office Professional Certificate of Excellence. Post-training assessments will measure each employee's progress, helping to identify who rises to the top, and who requires more one-on-one attention.

Each course includes customized workbooks, group and individual activities, and discussions that will leave participants with a practical Action Plan they can use to transfer the learning to the workplace right away!

SyN's training is backed by a 100% money-back guarantee. If you don't see the value ... if you can't pinpoint the results ... your training is FREE.

### SyN Office Professionals Certificate Program

Eight In-Depth Training Modules for:

- Administrative Assistants
- Assistant Directors
- Office Clerks
- Facility Managers
- HR Administrators
- Secretaries
- Office Managers
- Receptionists
- Staff Assistants
- Client Relations Managers
- Program Managers
- Executive Assistants
- Project Coordinators
- And so many more!



**Contact Us For More Information**

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## Management:

### What's in it for you? *Results!*

A cost-effective career development program for employees pays off in many ways:

- Professional staff
- Cooperative workplace
- Lower turnover rates
- Higher productivity
- Better morale
- Collaboration
- Increase in profit
- High potential leaders
- A strategically targeted succession plan
- And more!

### Two Delivery Options

**SyN Subject Matter Experts Facilitate:** Sit back and relax. Our Content Specialists will tailor the modules you choose to your organization's unique culture, needs, and concerns. Then, our professional trainers will deliver all modules directly to your office professionals at a time and place of your choosing.

**SyN Subject Matter Experts Train Your Trainers:** Take control. License the Program, and our professional trainers will come to your organization to train your HR leaders on how to effectively deliver each module. This option provides greater flexibility, i.e., your trainers can offer each module as many times as they choose, to as many present—and future—employees as needed.

You'll have a program designed specifically for office professionals, but adapted for your staff and needs. The results will astound you ... employees will expand their roles and contribute more. They will have the skills they need for you to successfully compete in today's competitive marketplace. The winners—your organization, your work team, and your customers!

**Share the following descriptions of the eight modules with your career-oriented office professionals to show them what this innovative program can do for them!**

## MODULE 1

### THE ULTIMATE BRAND: PROFESSIONALISM

What kind of first impressions do you leave in a business setting? This session will allow you to assess yourself on how you come across to others. How to choose the right words. Be a good listener. Be flexible when dealing with change. Better balance work and home life.

Take an in-depth look at how you can project a positive image by creating a professional and personal brand. Learn tips for exuding confidence, demanding respect, and demonstrating proper professional etiquette.

Through activities and discussions, explore uncomfortable workplace scenarios that challenge your ability to behave professionally. You'll learn to see yourself the way others see you and identify areas for improvement. Because how you present yourself can get you promoted, or stuck in a dead-end job.

#### Course Objectives:

- Recognize the important role of the office professional
- Identify the characteristics of an ideal professional
- Assess your current skills and where you could improve
- Project an image that commands respect and instills confidence
- Effectively manage yourself
- Show credibility through proper business etiquette
- Demonstrate flexibility; adapt to change
- Balance a successful career and fulfilling personal life
- Prepare for new and expanded responsibilities



The ultimate office professional is one who looks ahead and grooms himself/herself for new roles and responsibilities. To stay savvy, subscribe to RSS feeds on topics of interest to your exec and pass along relevant blogs, articles, book reviews, and other items that will position you as an important source of information and allow you to better understand and discuss business issues.



Office professionals often work on projects with virtual teams. Colleagues can be in the next building or halfway around the world. One tip for creating a strong virtual team is to personalize whenever possible. Opt for video interactions, celebrate birthdays and successes, include a personal component each time you interact.

# SUCCESSFULLY WORKING WITH OTHERS

Getting the job done takes teamwork. To work well with others, one must possess the four components of Emotional Intelligence: self-awareness, self-management, social awareness, and relationship management.

This module will look at how your personality, attitudes, and beliefs are affecting your ability to work well with others. Learn to influence, rather than demand. Avoid conflict by taking an interest, not a side. And manage your emotions under pressure.

In small groups, participants will simulate in-house and virtual teams to learn better collaboration. Each participant will complete a Personal Action Plan to help apply skills gained in this session to current job responsibilities.

### **Course Objectives:**

- Identify the benefits of working with others
- Challenge assumptions of self and others
- Apply four elements of Emotional Intelligence
- Develop collaborative alliances with bosses, coworkers, and customers
- Select tools to adapt to your particular workplace environment
- Learn to turn a conflict into a win-win
- Build time-management and prioritization skills
- Effectively manage a team
- Practice good customer service skills
- Develop a Personal Action Plan to strengthen your work relationships



Office professionals are frequently called upon to apply what we used to consider “management skills” – like delegation, negotiation, conflict resolution. Find managers who are good role models and observe how they handle the tough situations. Ask for their suggestions when you run into problems. Let them know that you are actively developing the same skills they need on the job. They just might think of you the next time they have a position where these skills are needed.

## MODULE 3

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# ESSENTIAL MANAGEMENT SKILLS FOR THE OFFICE PROFESSIONAL

Stop counting trees and start seeing the forest! Looking at the big picture will allow you to embrace your organization's mission, identify its goals, and lead your team to exceed them.

In this course, you'll develop critical-thinking and decision-making skills that allow you to work through problems as a team and develop innovative solutions. You'll also learn when to delegate work, versus tackling it yourself, and how to provide constructive feedback that allows your team to continuously improve.

Through experiential activities and exercises, you'll learn how your behavior affects your team's productivity.

### Course Objectives:

- See the big picture and think strategically
- Understand roles; create better relationships with managers
- Prioritize tasks; manage projects; hold the team accountable
- Control emotions under pressure
- Accept and apply criticism; give constructive, effective feedback
- Apply critical-thinking techniques; improve decision-making skills
- Delegate to produce results
- Negotiate for win-win outcomes
- Work effectively within teams
- Be more effective in meetings





Today's workplace can have four or more generations working side by side. Get to know and admire someone from each generation so that you can go to them when you need assistance. Ask questions about their experiences and expectations. Learn how to better interact and work with them – using the best qualities of each generation. The more groups you can relate to, the more indispensable you will become.

## MODULE 4

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### INTERPERSONAL SKILLS: MAKING THE CONNECTION

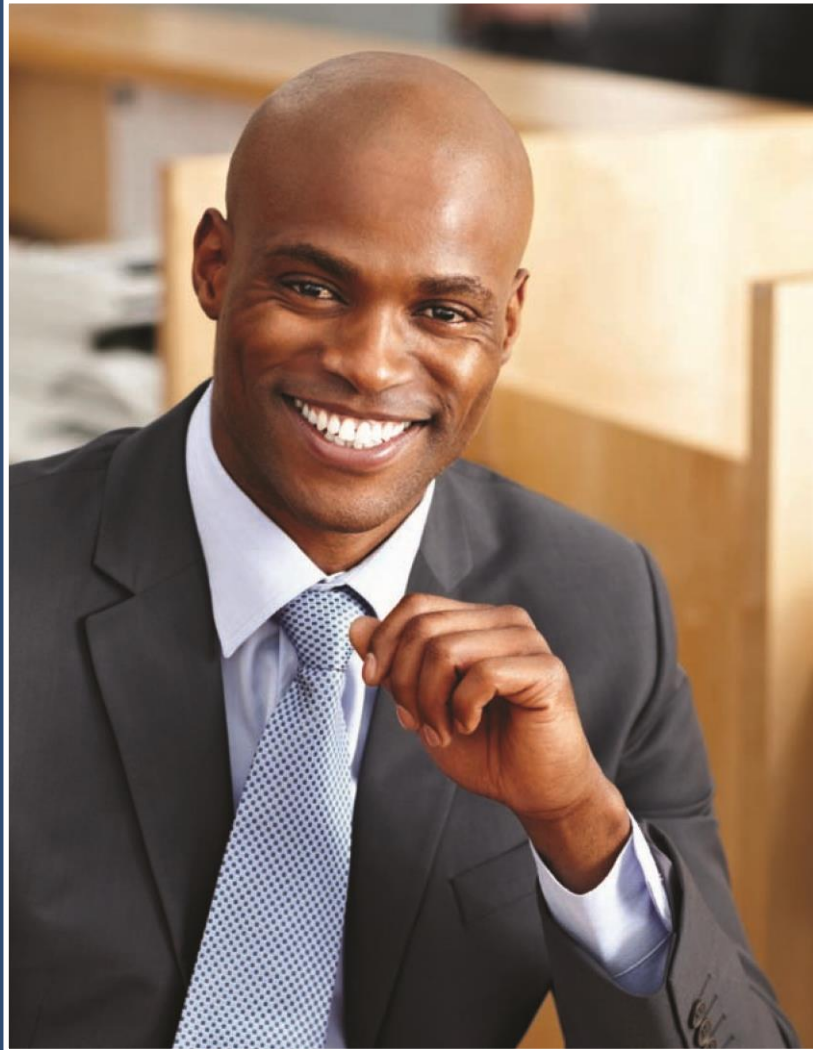
When it comes to communicating effectively, factors like age, culture, customs, language, and differing expectations can present real challenges. You have to learn to accommodate others and overcome negative stereotypes in order to build connections.

This course will help you identify your own communication style, then discuss how you should approach people of different styles and diverse backgrounds. This ability to meet others halfway will allow you to build strong connections that lead to increased productivity and profitability.

Effective communication takes place when all parties' needs can be discussed and negotiated in a respectful way. This creates a platform where diversity can be valued, in every form.

#### **Course Objectives:**

- Understand the communication process, different communication styles, and how to get your message across
- Effectively delegate, collaborate, and manage people to get more done
- Demonstrate an assertive—rather than aggressive—style
- Sharpen listening and questioning skills
- Improve networking and business etiquette
- Examine cultural diversity, how it affects communication, and ways to create a cohesive team
- Explore how generational differences affect values, preferences for work and supervision, learning styles, and more
- Recognize diversity in the workplace
- Accept differences and build on commonalities



Employers are looking for people who are willing to step outside their comfort zones and lead – work teams, projects, community campaigns, new initiatives. Volunteer for assignments that require you to learn new skills and work with people outside your area. The only way you become a leader is giving yourself a chance to do your best, showcase your talents, and interact with movers and shakers – just like you!

## MODULE 5

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# LEADERSHIP FOR OFFICE PROFESSIONALS

We've all heard the saying, "lead by example." This is sound advice, as leadership is, in its most basic form, the art of influence.

So how do you become an influencer? The key is to build credibility and trust with your team. Present yourself, and your work, with confidence. Show others that you are competent and goal-oriented. Step up in difficult situations and motivate others to succeed.

When you become an influencer, you'll be able to enlist others to turn your vision into a reality. In this session, you'll learn about the importance of expanding comfort zones, taking risks, and developing talents.

### **Course Objectives:**

- Define effective leadership and assess your potential to lead
- Examine core beliefs and values
- Apply Social Intelligence to build credibility and instill respect
- Motivate yourself and your team
- Become a successful role model, coach, and mentor
- Resolve team conflict; reduce negative behaviors; get buy-in
- Understand risk and how to assess the pros and cons
- Overcome resistance to change
- Build confidence leading a team
- Set goals and promote successes



There are many kinds of written communication today – letters, email, twitter, reports, blogs, newsletters, and more. A top-notch office professional must be able to effectively write for each of these media. And grammar and rules change over time. This means that each of us must learn how to get our message across in new ways, using new vehicles. It's back to the classroom – only this time, it will be way more fun!

## MODULE 6

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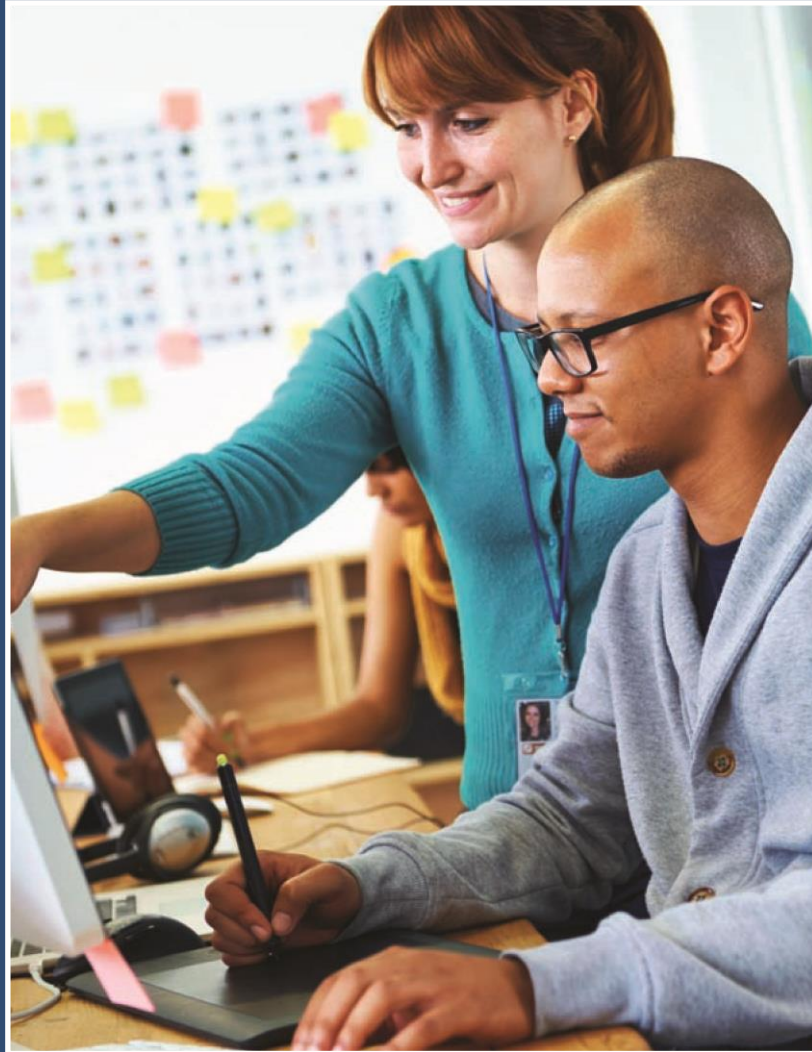
### EFFECTIVE WRITING FOR RESULTS

According to employers, the number-one proficiency lacking in new-hires is good writing skills. With upwards of 90% of business communication now taking place by email, writing has become a must-have skill.

And the cost of miscommunication is high, which means bad writing can wind up costing an organization a lot of money. In order to achieve the desired result, you must be able to get your message across in a way that can be easily read and understood. This course is designed to help you improve your business writing skills so that every communication is clear, concise, grammatical, and error-free. From memos to letters, emails and reports, this session will share solid examples of quality writing, while giving you the opportunity to practice honing your writing skills.

#### **Course Objectives:**

- Identify the purpose of your writing
- Analyze your audience
- Provide clarity and visual appeal
- Deliver a concise and precise message
- Offer credibility with excellent grammar
- Write effective sentences and paragraphs with clear messages
- Use the appropriate tone
- Edit and proofread to deliver an error-free document
- Accept feedback in order to see your writing from other perspectives



Networking has taken on a whole new meaning. We've moved from after-work cocktail parties to interactive web sites like LinkedIn. Do you know the new rules for engagement? Which connections may be the most valuable and how to find them? And what to say after "hello"? SyN can help you create a professional presence in social media – and keep you from making mistakes that will get you in BIG career trouble later on.

## MODULE 7

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# COMMUNICATION SKILLS: RELATIONSHIP BUILDING

With the current advances in technology and an increasingly global marketplace, relationships with customers have become more personal. Today, business success depends on establishing, nurturing, maintaining, and reinvigorating relationships every step of the way.

In fact, in a recent study of employers, respondents said that they would hire the candidate with the best communication skills, ranking that even more important than technology skills. The workplace requires teamwork, collaboration, partnerships, alliances, and business networks to be successful – and profitable.

This session uses hands-on, experiential learning to teach you how to put yourself in another's shoes ... to allow a new perspective to result in new actions and innovative solutions. You'll learn how to listen effectively and pick up on nonverbal cues, allowing you to carry on any conversation, even the difficult ones, with confidence.

### Course Objectives:

- Effectively engage all types of individuals for better communication
- Listen actively; interpret non-verbal cues
- Develop empathy; build trust; restore lost trust
- Understand how emotions can affect behavior—for yourself and others
- Use Emotional Intelligence; handle difficult conversations; reduce conflict
- Practice small talk; get savvy on gender and cultural differences
- Learn the right time and way to network
- Learn how to manage a public and private image using social media





Lifelong learning is the name of the game. It can be going back to college for a degree, taking continuing education courses, signing up for seminars, enrolling in online classes, participating in webinars, or doing cross-training on the job. Find out which is the best avenue for you, in terms of financial commitment, time available, prerequisites, and your end game. It all starts with a Personal Development Career Plan, created by you and for you.

## MODULE 8

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# BECOMING A VALUE-ADDED OFFICE PROFESSIONAL

YOU are responsible for designing your own career destiny. You must constantly work to grow your skills in order to prepare for new and exciting roles.

This course will help you evaluate your career goals and reignite your passion, all while considering your needs and the future of your organization. You'll learn how to prepare for a performance review, identify ways to use employer feedback to make improvements, and discover how to create a career plan that guarantees success.

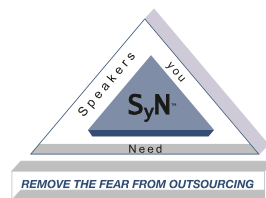
We'll help you match your skills to your employer's needs and goals to see where you may fit in the future. We'll also introduce you to unique resources to help you increase productivity and build new skills for a successful career as your organization continues to evolve.

### Course Objectives:

- Create a meaningful Personal Development Career Plan
- Assess continuing education needs
- Learn how to stay current with new technologies
- Use internal and external networks for an advantage
- Prepare for performance reviews; use feedback; open communication channels
- Capitalize on internal mobility; grow with the company
- Review activities for work-life significance and personal control
- Identify ways to promote accomplishments
- Learn to expand your skills as responsibilities increase

“Knowledge has to be improved, challenged, and increased constantly, or it vanishes.”

– Peter Drucker



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