



Professional Development
for Executive Assistants/
Personal Assistants and
Administration Professionals

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to plan your professional
development training today

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ASSOCIATION OF
ADMINISTRATIVE
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NEW ZEALAND INC

Te Kawarangi

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Bright Star
TRAINING

Masterclass for EAs, PAs and Office Managers

Instructor:
Natalie Baker



Auckland

12 & 13
July 2011
Sebel Hotel

Wellington

26 & 27
July 2011
Amora Hotel

Price
\$2095

Delegation and Decision Making for Maximum Results

- Cultivating management thinking in administration roles
- Active listening and successful questioning

Communication, Influence and Interpersonal Techniques

- Using positive non-verbal and assertive language techniques
- Matching powerful questioning and delivery approaches

Creating Co-Operative Relationships and Outstanding Teamwork

- Dealing with unproductive and inappropriate behaviour styles
- Achieving 'buy-in' for your suggestions/ideas - building rapport

Dealing with Conflict in the Workplace

- Spotting conflict in its early stages
- Learning how to express your disagreement with tact and confidence

Successful Techniques for Managing your Manager

- Cultivating a trusting relationship between you and your manager
- Increasing your productivity with effective project management methodologies

Leadership Roles for Executive Assistants

- Determining which leadership attributes you already possess

Networking Towards Growing your Role

- Developing your networking skills to benefit your manager and organisation

Project Management for EAs & PAs

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To register online visit
www.brightstar.co.nz
Phone (09) 912 3616

Instructor:
Rod Gill



Wellington

12 July 2011
Museum Hotel

Auckland

6 July 2011
Sebel Hotel

Price
\$1295

Introduction: Challenging our Thinking and Learning

- Challenging our thinking about projects, diversity, teamwork and leadership
- Understanding collaborative behaviours that can grow highly proactive and effective teams
- Beyond management - leadership for agile projects in living organisations

Project Fundamentals

- Customers, sponsors and other stakeholders – tools to get their buy-in
- The project management process – outputs are different from outcomes
- Projects' cross organisational boundaries – tools for avoiding matrix conflicts

Turning an Idea Into a Project

- Learning fast before deciding to start – doing a feasibility study
- Case Study: A business case that scopes a project to get approval or funding
- Tools for prioritising multiple projects

Planning a Project

- Develop a work breakdown and drawing an implementation roadmap
- Working out timelines and deadlines – identifying the critical path
- Risk and opportunity analysis - what is the probability and impact?

Controlling a Project

- Setting a baseline to monitor progress – milestones and budgets
- Implementation – new techniques to improve quality, time and cost
- One page/exception reporting - keeping it simple and effective
- Closing off a project
- Post project review : Recapturing project lessons
- Project evaluation – has it delivered the outcomes specified?

Event Management

Creating and Launching Outstanding Events

Instructor:

Nicky Clarke



Auckland

8 & 9
August 2011
Sebel Hotel

Wellington

17 & 18
August 2011
Museum Hotel

Pricing

Early Bird before
(20 June 2011)

\$1895

Standard after
(20 June 2011)

\$2095

Setting the Scene

- Why create an event?
- Generating positive experiences through meaningful creative expression

Conceptualising an Event

- The two sides of event management:
- Creativity and originality
- Practical and realistic

Marketing, Sponsorship and PR

- How to approach sponsors
- Social media
- Using PR to maximise publicity for your event

Assembling Requirements

- Formulating resource, equipment and services requirements for the event
- Making the most of your suppliers
- Negotiating for the best deals

Essential Event Tools you Can't Live Without

- WIP documents and timelines – making planning easy
- Run sheets – the event manager's bible

Strategies for Coping with Stress

- Looking after yourself physically and mentally
- Letting go of things beyond your control and getting in control of things you can

Auditing the Event Progress

- Monitoring and reviewing implementation of each activity/process
- Identifying what is going wrong and why – nip in the bud

Mistakes a.k.a 'Great moments' to Avoid (and how to avoid them)

- Common supplier mistakes
- Common client mistakes – how to keep them happy

Dealing with Crisis and Unforeseen Circumstances

- Preparing to hit the ground running

Measurement and Review

- Tying up the loose ends – invoicing, paying suppliers

Finance for EAs & PAs

Instructor:

Susan Hansen



Auckland

10 August 2011
Mercure Hotel

Wellington

3 August 2011
Amora Hotel

Pricing

Early Bird before
(15 June 2011)

\$1195

Standard after
(15 June 2011)

\$1295

The Accounting Process in Overview

- The accounting records: general or nominal ledger & trial balance
- Income vs. expenditure, assets vs. liabilities, capital vs. revenue expenditure
- P&L account vs. balance sheet: categorisations and their inter-relationships

The Driving Forces Behind Financial Information

- The users of financial information and meeting their different needs: the finance function, types of accountants, financial vs. management accounting and the treasury function
- Annual financial statements: why they are produced, contents, what you should look for and what is not revealed

Cash Flow and Cash Management

- Cash vs. profit: why profit does not tell the full story and the importance of cash
- Examining how cash flow statements indicate the stability, adaptability and long term potential of a company

Planning and Budgetary Control

- Purposes of budgets: the link between the strategic plan and the company culture
- Key budgeting techniques
- When, why and how you should use zero/priority based budgets
- Post-budgeting review: variance analysis - how and why it is performed

Costing - Essential Tools for Effective Management

- Understanding the differences between direct and indirect costs
- Overheads: allocation, apportionment and absorption
- Break-even analysis: ensuring fixed costs are covered
- Costing for control: standard costing

Dealing with Difficult People for EAs & PAs

New and In-demand for 2011!

Instructor:

Penny Holden



Wellington

5 July 2011
Museum Hotel

Auckland

27 July 2011
Mercure Hotel

Price

\$1295

Personality Types

- Identify four core personality types, how to spot their behaviour and the extremes that make it challenging to deal with them
- Learn how to communicate successfully with different personalities
- How difficult people control you

Difficult Behaviour at Work

- Identify common types of difficult behaviour
- Explore the hidden drivers that create difficult behaviour and how to avoid triggering them
- Complaints, tantrums, personal attacks and non collaboration

"When dealing with people, remember you are not dealing with creatures of logic, but with creatures of emotion, creatures bristling with prejudice, and motivated by pride and vanity." Dale Carnegie

Simple, Easy-to-Apply Tools and Techniques

- Learn to use simple models that let you say what needs to be said
- Defusing escalating situations before they become critical
- Finding mutual solutions, common grounds, meeting halfway
- Isolating the problem from the person

Managing Yourself

- Make your body, mind and mouth work for you!
- Learn to manage your own reactions so you can stand your ground and be heard
- Create the right mindset
- Learn to use simple and highly effective behaviour skills

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Tackling Challenging Conversations for EAs & PAs

Instructor:

Penny Holden



Wellington

6 July 2011
Museum Hotel

Auckland

28 July 2011
Mercure Hotel

Price

\$1295

Overview of Conversations

- Why do some conversations lack focus
- How a focused and effective business conversation can give you the edge
- Keeping the conversation on course
- Assessing your conversational style preferences, strengths, weaknesses
- The key to any successful conversation

The Influencing Conversation

- The 5 mistakes to avoid
- What influencing really means
- Possible structures that keep you on track and influence
- Establishing clarity, objectives and expectations
- The role of giving and receiving feedback
- What it takes to build relationship and rapport
- Getting agreement and ownership
- Tricks and techniques to success

The Conflict Conversation

- The key to managing any conflict conversation
- Avoidance, passive behaviour, aggression and assertion
- How to avoid confrontation and conflict without avoiding the conversation
- The opening the conversation
- Structuring and controlling the conversation
- How to manoeuvre out of fuzzy and inconclusive confrontation conversation
- Timing, body language and non verbal cues
- Using the right language and tone
- Managing resistance
- The power of pause and silence
- Expectations and accountability – communicating and envisioning the end result
- Argument vs. Debate

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BRIGHT*STAR and the Admin Professional

Bright*Star has a range of courses specifically designed for the administrative professional, providing practical skills and expertise to meet the demands of their profession.

Practical and interactive, these professional development courses are taught by experienced industry professionals. To reinforce their learning experience, all participants are required to complete some practical and hands-on exercises which will be implemented throughout the course.

These series of professional development courses are designed to ensure that every participant has the greatest opportunity to learn and retain the key skills acquired in the course.

For 2 or more bookings, please call (09) 912 3610 to discuss group discounts.

Trainer Profiles



Penny Holden

Penny Holden has over 18 years in the field of learning and development as trainer, leader, manager, coach and programme designer. Operating in New Zealand, the UK and Australia, Penny has the enviable position of having trained in all sectors (private, government, corporate, NGOs) and across most industries. She brings this in-depth knowledge and experience to offer insightful, rigorous and highly practical and motivating training.



Nicky Clarke

Nicky has over a decade of event experience that has seen her organising parties in royal palaces, tour astronauts around the UK and host receptions in the London Houses of Parliament – and that was just in the UK. Since her return to New Zealand her range of events have included fundraising dinners with the All Blacks, awards nights for Hyundai, the non-profit Women Empowered weekends and the re-opening of Eden Park to 20,000 people last year. Overseas she has worked with the BBC, NASA, the Royal Geographic Society and the Montessori Schools Association, while here at home her clients have also included EnvironFuels, Crest Commercial Cleaning and the E! Channel.



Susan Hansen

Susan worked for a 'Big Four' firm from 1980 to 1985 in Cape Town and London. She then spent five years with Salomon Brothers, the Wall Street Investment Bank. She is a member of the New Zealand Institute of Chartered Accountants in Australia and South Africa and has an MBA from the University of Cape Town Graduate School of Business. She was Strategy Consultant to the Auckland Regional Services Trust and Project Manager on the feasibility study of the America's Cup Infrastructure. Following this she was Chief Executive of Viaduct Harbour Holdings Limited.



Rod Gill

Rod is an experienced trainer in project management and Microsoft Project. He specialises in delivering advanced workshops on best practices to show users how best to use Project to help solve project management problems such as scheduling time critical and resource constrained projects.



Natalie Baker

Born in Zimbabwe and lived most of her working life in Johannesburg, South Africa, Natalie Baker's work experience began at a law firm until 1998 when she changed sectors and joined Nedcor Investment Bank, Corporate Finance Division where she reported to the Divisional Head and a team of five Corporate Finance Consultants. Natalie took on the role of Executive PA to the Managing Director and his management team at New Zealand Sugar Limited in March 2007 until February 2008. She is currently a trainer and managing her own consultancy business.

Priority Booking Code

Customer Number

Professional Development
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- Interactivity: You can participate in discussion of day-to-day experiences and organisational problems in confidence
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Register on any two 2-day courses and **save \$500** off the full price. Or register on any two 1-day courses and **save \$250** off the full price. For larger bookings call (09) 912 3610 or email mike@brightstar.co.nz to discuss further in-house or group training options.

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