



## **The Senior Secretary Development Program**

23 – 27 November 2026  
Casablanca (Morocco)



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**Ref:** 1144\_270247 **Date:** 23 – 27 November 2026 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

### Introduction

The role of a senior secretary is pivotal, providing an essential bridge and fostering a dynamic partnership with senior management. Holding such a position requires understanding the complexities and pressures associated with management and the capacity to think in unison with the executive team.

This senior secretary development course heightened synchronicity is instrumental in bolstering performance, securing exemplary results, and earning the esteem of supervisors and the executive cadre.

Recognizing that you have already demonstrated these capabilities, the senior secretary development program is designed to refine and enhance your skills, ensuring that you continue to excel in this influential role.

### Understanding the Role of a Senior Secretary

As a senior secretary, the intertwining of secretaryship and management studies becomes evident as it requires a robust set of office secretary skills.

This illustrious position goes beyond traditional administrative functions, encompassing responsibilities that influence the heart of executive operations.

Our senior secretary course is tailored to imbue participants with tactical and strategic insights necessary for navigating the intricacies of this high-level role.

### Targeted Groups

- Office managers.
- Team leaders.
- Administrators.
- Secretaries.
- Support staff.
- Personal assistants PAs.

## Course Objectives

By the culmination of this senior secretary course, participants will be primed to:

- Elevate the management of self, subordinates, colleagues, and superiors.
- Hone the competencies and managerial facets of their position.
- Amplify confidence, assertiveness, and communication prowess.
- Skillfully navigate stress and pressure in a continually evolving work climate.
- Decode personality traits and their impacts on interpersonal dynamics.
- Formulate astute and productive decisions.
- Forge stronger connections across a diverse range of professional contacts.
- Negotiate with enhanced finesse and conviction.
- Utilize a compendium of time management tools with adept precision.
- Augment memory retention capabilities.
- Ignite motivation within oneself and amongst colleagues.
- Critically assess performance metrics to identify and seize opportunities for continual professional growth.

## Targeted Competencies

- Administrative acumen.
- Mastery of time management.
- Unwavering self-confidence.
- Versatile communication skills.
- Stress management strategies.
- Innovative problem-solving.
- Negotiation acumen.
- Inspiring and motivating others.

## Course Content

### Unit 1: Defining and Developing the Role

- Exploring the potent partnership between the Executive PA and management.
- Dissecting the roles, responsibilities, and authority, dispelling biases and prejudice.
- Identifying ways of broadening your role and creating opportunities to increase your responsibilities.
- Expanding the scope and enhancing duties within your role.
- Cultivating managerial skills and planning for progressive development.
- Overcoming obstacles that impede success.
- Insight into personal and others' personalities and related behaviors.

### Unit 2: Effective Communication

- Interacting with others and networking for success.
- Getting yourself seen and heard.
- Developing and advancing your relationship with your manager/director.
- Improving your communication skills.
- Negotiating, influencing, persuading, and delegating.
- Individual, team, and group exercise on Consensus.

### Unit 3: Developing Confidence

- Embracing initiative and sound judgment.
- Constructive approaches to declining requests.
- Problem-solving and decision-making methodologies.
- Understanding team dynamics and enhancing interpersonal interactions.
- Video presentation skills.
- Individual and team exercise on tantric and color blind.

### Unit 4: Developing and Improving Key Skills

- Boosting personal confidence and assertive communication.
- Implementing practical time management strategies.
- Concentrating, thinking, listening, and making decisions under pressure
- Perfected focus under pressure and conflict management techniques.
- Improving your memory.
- Video conflict management.

## Unit 5: Getting Results

- Benefiting from essential motivation techniques.
- Motivating yourself, your subordinates, and your boss
- Achieving results through others.
- Managing stress and pressure that comes with change and challenge.
- Measuring your performance based on objectives, standards, and responsibilities set and achieved.
- Preparing for your development.
- Action planning.