

COLLABORATE, CREATE & CONNECT: EXPAND YOUR INFLUENCE

We've entered a new era in the workplace, where ideation is rewarded over mere production* and collaboration is the new norm. Office Dynamics International – always at the forefront of the Administrative Profession – brings you a conference theme like no other. Learn the winning competencies necessary in today's hyper-sonic, hyper-connected world and you'll substantively enhance your already-winning performance by far.

Break the Mold in 2014 for . . .

- Yourself
- The Administrative Profession**
- How executives and executive administrative professionals operate

"The corporate ladder is gone. Meet the capability portfolio. It's about creating a rich portfolio of capabilities that will make you more valuable and capable." (Success Magazine January 2014).

To cope with the rapid changes and challenges you face as an Administrative Professional, you need to add Collaboration, Creativity and Connectivity to your proficiency portfolio.

Collaboration is not the same as teamwork. Connectivity is not networking. And creativity does not only take place in the graphics department.

(*Excerpt from Focus On How You Connect by Daniel Goleman, award-winning author of Emotional Intelligence.)

You Will Learn How To...

- Tactfully handle "Power Plays"
- Overcome personality conflicts
- Boost productivity
- Motivate administrative peers who are non-team players
- Trust your peers
- Create "peer" synergy
- Revolutionize the administrative profession in your organization
- Be original and solve challenging problems
- Create authentic connections at work
- Balance collaboration and individual effort
- Discover your creative talents
- Expand sense of time in the creative zone
- Realize creativity is important to professional success
- Break through common creativity blocks
- Adapt to conflicting work styles
- Genuinely connect with people
- Remain unforgettable

COLLABORATE

Collaboration brings holistic energy. Instead of working in silos, which seems to be the case for many administrative assistants, you should seek to work with your administrative peers. Consider working with them as being well-rounded, full, universal, complete, all-inclusive, and whole. Doesn't that just make you feel better and stronger when you read what is possible? Instead of you trying to figure everything out on your own, wasting precious time and energy, you could be increasing your productivity and experiencing better outcomes. That should motivate you to increase your hope quotient by respecting the diversity of your team mates and leveraging the power of teaming together.

Collaboration is about coming together and putting your best ideas into the service of something bigger than yourself. Coming together is better than fighting for your own agenda. When you are trying to create change, whether in a process or for the administrative community in your organization, it is much easier to be persuasive when there is a group. There is strength in unity. Whether there are two administrative professionals in your office or 200, joining forces with your administrative peers will contribute to greater success for your organization.

Benefits of Collaboration

- **Less duplication**
- **Sparks creative parts of your brain**
- **Gain ideas related to work projects**
- **Savings to the company**
- **Learn simplification techniques**
- **Gain a new perspective**
- **Add freshness to your ho-hum routine**
- **Share technical shortcuts**
- **Builds authentic relationships**
- **Get the job done faster**
- **Less stress**
- **More robust and effective outcomes**
- **Leads to innovative approaches to projects**
- **New processes to accomplish key tasks**
- **Shared ideas on varied responsibilities**
- **Ability to keep up with the fast global pace**
- **Taps into abilities that go beyond job descriptions**
- **More creativity**
- **Wider array of techniques are available**
- **Fun!**

CREATE

Often times you work for people who are creative—the management team. Most leaders in your organization got where they are today because they demonstrated some form of creativity. Almost daily, they have to access creativity for problem solving, leading a meeting and even when traveling. Creativity resides in all of us; it just unfolds in different ways.

Therefore, why would anything less be expected of the people who support the management team—you and every administrative and executive assistant in your organization? When you bring a different element to the workplace vs. just status quo, you will be viewed as a leader. When your executive sees you generating ingenuity in your job performance, more interesting (and sometimes fun) work will be given to you; doors will open that would not open for a mediocre administrative performer. Knowing how to creatively streamline your executive's emails or workload, manage her or his incredibly busy schedule, or coordinate that big annual meeting, will increase your value and be rewarded with fulfilling assignments. Great ideas are rewarded.

Creativity is a catalyst to an organization's success and extends far beyond the management team. It is critical to all business regardless of industry type. All employees are expected to actively engage being resourceful. It is up to every administrative assistant (and titles thereof) to help their organization be successful. This is a highly-admired trait that you can develop.

We have an amazing presenter from Cirque Du Soleil who will bring you into the world of creativity, imagination and ingenuity. Through our annual teambuilding activity, you will learn to harness this incredible workplace tool.

Creativity . . .

- **Is a strategic competency**
- **Makes your job easier**
- **Relieves boredom**
- **Is a winning competency**
- **Improves communications**
- **Enhances relationships**
- **Builds strong teams**
- **Increases your energy**
- **Helps you solve problems**
- **And makes going to work more fun**

CONNECT

Connectivity goes beyond networking; it is far more than handing out your business card or having hundreds of followers on your Facebook page. It is about truly connecting with people; showing a sincere interest in them and being your authentic self. Personal relationships have a specific place in the business world.

Administrative assistants, executive assistants, administrators and secretaries have to make things happen all day. They must be the conduit to achieving their executive's goals. If you have not made those sincere connections with people at all levels in the organization, it will be very difficult for you to successfully get your job done and gain support of your goals and mission. If you need a rush job from the copy center or need assistance from the mail room, you will be able to persuade that person to help you if you have shown an interest in them.

Technology is not going away nor should it. It provides numerous benefits and allows us to link up with people anywhere and anytime. However, we need to have more engaging conversations when using the technical tools. True connectivity means when you have met someone via LinkedIn, you have conversations throughout the year with that person that go beyond, "Hi. Hope all is well."

You should also get to know everyone because you don't know today what your needs will be a year or three years from now. Make an ally in every person you meet. Build your own invisible "office Facebook" of alliances. "Friend" everyone you can to expand your invisible network of influence and alliances. Once you gain an ally and nurture each relationship into full bloom, you will always have that person available to you. You never know how someone you meet today might influence your career or help you in the future.

It is very easy to build connections and be remembered when you support other people's goals, send them information that supports a project they are working on, and send them a congratulatory e-mail or sympathy card.

Executives expect their executive or administrative assistant to be an excellent liaison; to build good relationships with all the stakeholders inside and outside the organization. You sometimes act as an agent on your executive's behalf, sharing information and giving directions.

Connectivity is about:

- **Rich, real-time relationships**
- **Being genuine**
- **Authenticity**
- **Openness**
- **Being a great listener**
- **Caring**
- **Showing an interest in others**
- **Send a hand-written note or thank you**

EXPAND YOUR INFLUENCE

The real narrative is that administrative professionals, as a community or career group, are still not taken as seriously as they should be within the context of an organization. It is only by administrative professionals coming together better, supporting each other, changing behaviors, taking assertive action, that they will change the perceptions of their chosen career in the workplace.

Look at collaboration, creativity and connectivity with two views:

Connectivity is about:

1. These highly-requested, winning competencies will help you as an individual. If you embrace them and develop these areas, they will become a part of your reputation. If you lack growing in these areas, that will also be a part of your reputation and will work against you.
2. Developing all three competencies will advance the administrative profession in your organization, maximize your executive's productivity and change your corporate culture. You work with a leader and operate as the right hand to that person.
 - Are you a free-thinking being who contributes or are you waiting to be told how to operate?
 - How would your organization change if you and your administrative peers behaved influentially?
 - How would your life change for the better?

EXPERIENTIAL AND ENGAGING: That's the Office Dynamics style. We have been in the administrative training industry for 23 years and know how to engage learners, encourage creativity, inspire excellence, provide skill practice, and have fun! We provide innovative learning activities that expand your thinking and are specifically designed for the executive administrative assistant professional.

NEED WE SAY MORE? REGISTER TODAY.
EARLY EARLY BIRD ENDS MARCH 31, 2014 | \$1,295.00
EARLY BIRD AVAILABLE FROM APRIL 1 - JULY 1 | \$1,395
FULL REGISTRATION | \$1,495

****IYOTSA ---** On the 30th anniversary of the Year of the Secretary, the Administrative Profession is being celebrated worldwide by declaring 2014 the International Year of the Secretary and Assistant. IYOTSA runs from the January 1 to December 31, 2014.

The vision for this year-long event is to change the world for Assistants across the globe so they are recognized for the work that they do. Not just an inward exercise in self-congratulation but for businesses, associations, trainers, and companies that support this sector to campaign for the recognition of this role as a profession.