

**A 10-WEEK SELF-MANAGED, WRITTEN, DISTANCE LEARNING COURSE**

**Start 4 October 2010 • End 10 December 2010**

**Alternatively start anytime or download it**

# The Successful PA

Gain key management skills needed to fulfil this demanding role in just 10 modules over 10 weeks (approximately 3-4 hours per week)



## THIS COURSE WILL:

- **Illustrate** key financial techniques to increase your knowledge and boost your confidence when discussing financial aspects with colleagues
- **Provide** the skills to manage conflict and deal with difficult colleagues more effectively
- **Confirm** the basics of employment law and best practice that you need to know
- **Highlight** the key marketing and PR techniques and give you the essential project management skills to complete the task successfully
- **Increase** your value as a pro-active contributor to the management team
- **Expand** your awareness of how business works and is conducted
- **Enhance** your interpersonal and people management skills

## Designed for:

PAs, Secretaries, Office Managers, Executive Assistants and Team Assistants wanting to make a quantum leap in career development

[www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning)

**Save up to 50%**

SEE INSIDE FOR DETAILS...

# Overview

## Why choose the 'Successful PA' distance learning course?

**As a professional PA or secretary, you're involved in so many different aspects of the organisation. If you're not taking action yourself, then you're working closely with functional specialists who are.** Either way, you need to be sure of your ground and be confident working successfully with executives across the company at all levels. Falconbury's distance learning course for PAs and secretaries has been designed to give you a sound understanding of the principles of each of the key areas of the organisation.

## What this distance learning course offers you:

- 1 Flexibility** – learn at a pace and place of your own choosing
- 2 Manageable** weekly instalments and self-assessment progress questions
- 3 No need** for time away from the office
- 4 Reduced expenditure** – no hotel fees, travel costs or time out of the office
- 5 Access** to the professional advisers and authors of the courses
- 6 Certificate** on course completion
- 7 Guideline answers** for self-assessment questions
- 8 Optional online assessment** upon completion of the course

## Structured to fit into your working day

The course is designed to fit around your current commitments with each module requiring an average study time of up to 3 to 4 hours. It offers the flexibility of studying at work, at home or on the move, whilst having access to confidential help and support from the experts.

## Online final assessment

Upon completion of the course there is an OPTIONAL final assessment in the form of an online multiple-choice paper. This is evaluated by the Academy of Distance Learning in Business training faculty.

**'It was very informative and covered a wide range of topics'** EMMA DAVIES, EXECUTIVE ASSISTANT, SOLVAY HEALTHCARE

### THE FALCONBURY TRAINING PARTNERSHIP SCHEME

**With our Training Partnership Scheme you will get great savings:  
Enrol 2 get 1 free, enrol 6 get 3 free, enrol 10 get 5 free.**

For more information on the substantial discounts offered by our Training Partnership Scheme please visit our website:

[www.falconbury.co.uk/public/content/training-partnership-scheme](http://www.falconbury.co.uk/public/content/training-partnership-scheme)

## Need it for your whole team?

This course can provide fantastic value for training and developing your whole team. If you are interested in a corporate multi-participant deal or licence agreement please contact **Ehi Alonge** on **+44 (0)20 7729 6677** or email [ehi.alonge@falconbury.co.uk](mailto:ehi.alonge@falconbury.co.uk)



# Course content

## Module 1

### TIME MANAGEMENT

- Develop a sense of personal time
- Identify your long-term goals
- Make mid-term plans
- Plan your day
- Streamline office work
- Meetings that are effective and run to time
- Delegate effectively
- Manage your stress levels and health

## Module 2

### COMMUNICATION SKILLS

- What is communication?
- Listening properly
- Reading and absorbing
- Writing: the art of powerful messages
- Arguing and discussing constructively
- Speaking and presenting with confidence
- One-to-one interviews
- Managing meetings
- Communication within your organisation
- Briefings

## Module 3

### CONFLICT RESOLUTION

- Managing conflict
- Dealing with difficult situations
- The techniques of assertiveness
- Motivation:
  - Adair's 8 rules
  - Maslow
  - McGregor
  - Hierzberg
  - Three-circles model
- Getting the best from others

## Module 4

### EMPLOYMENT LAW – PART 1

- Absence
- Appraisals
- Bullying
- Contracts
- Data protection
- Discipline
- First aid

## Module 5

### EMPLOYMENT LAW – PART 2

- Handbook
- Job description
- Leave
- Notice boards
- Recruitment
- Training

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## Module 6 FINANCE

- Balance sheet
- Profit and loss
- Cash
- Records
- Concepts
- Interpretation
- Mastering the basics of financial management

## Module 7 MARKETING AND PR

- Developing a strategic focus
- Product life cycle
- The effectiveness and efficiency grid
- The law of supply and demand
- Understanding your customers and their needs
- Building a dialogue with your customers
- What is PR and what can it achieve for you?
- The role of the PR officer
- Costing PR on a small budget
- New product launches
- Choosing a PR company
- Crisis management

## Module 8 PUBLIC SPEAKING

- Preparation
- Delivery
- Tricks of the trade

## Module 9 NEGOTIATION TECHNIQUES

- First steps and different approaches to negotiation
- Creative bargaining
- Dealing with pressure
- Influence and power
- Dealing with conflict
- Assertive and effective

## Module 10 PROJECT MANAGEMENT

- Early stages
- Planning
- Project in progress
- Follow through

**'All the modules were very useful  
and I can see myself using the  
information in my daily job'**

ELIZABETH LEE, PA TO REGIONAL VP, QUEST SOFTWARE UK LTD

# Course Contributors

**John Adair** is widely acknowledged as one of the most significant influences on management and leadership development in both business and military spheres. He became the world's first Professor of Leadership Studies at the University of Surrey and is known internationally as a consultant. His many successful books, including *Inspiring leadership* and *The John Adair Handbook of Management and Leadership* have sold hundreds of thousands of copies worldwide.

**Barrie Pearson** is Chief Executive of Realization, which delivers world class coaching and mentoring to entrepreneurs and chief executives to help them groom their business to realise the maximum value before initiating their exit. He has written twelve books and has presented seminars on corporate finance in the UK and as far a field as Europe, New Zealand and the Far East.

**Graham Roberts-Phelps** is a highly experienced trainer and consultant, specialising in sales management, with clients in many parts of the world. He is the author of many best-selling books including *Customer Relationship Management*, *Companies Don't Succeed – People Do!* and *Working Smarter*.

**Greville Janner QC**, is an eminent and highly experienced speaker who has written over 60 books, mainly on employment and industrial relations law and presentational skills and public speaking. He is the Founder and President of the JSB Group, which has successfully trained many thousands in the art and skills of speechmaking and communication.

**David Martin** FCIS, FCIPD, FioD runs his own successful consultancy – Buddenbrook. He is a regular seminar speaker throughout the UK and has written over 35 books. He is the author of Gee's updating manuals *Employment Letters and Procedures* and *Model Employment Policies and Handbooks*.

**Ian Ruskin-Brown** is a highly experienced marketing consultant. For fourteen years he was course director for the Chartered Institute of Marketing on their courses for marketing in the service sector. He designed, wrote and piloted the in-company training courses on marketing and selling their consultancy services for The IBM Marketing University, ICL Training and Kodak Health Imaging.

**Ralph Tiffin** is managing partner of a successful accountancy and consultancy practice. He has a wealth of experience of organisations throughout the world. He is author of several books including *The Complete Guide to International Financial Reporting Standards*.

**Cathy Lake** is an experienced professional writer, having written on a range of business management topics for middle and senior level executives. Her knowledge of project management is based on a wide experience of successfully managing multiple projects for a number of clients.

**Jim Dunn** started TPS, his own PR consultancy, which is one of the UK's leading PR consultancies, handling a range of household-name clients in the travel, leisure, entertainment, property, financial and general consumer PR accounts, before selling it to the Shandwick Group.

**Stephen Brookson** qualified as a Chartered Accountant with Peat Marwick and, after a period with Grand Metropolitan plc, joined a leading organisation specialising in the provision of training for chartered accountants. During this time he gained extensive experience writing and presenting programmes on accountancy and taxation. He then joined Ernst and Young for a number of years as a consultant, leaving to set up his own consultancy working in the public and private sectors, both in the UK and overseas.

**Julie Lewthwaite** is a senior consultant at Project North East, a local enterprise and economic agency.

**'Excellent, worth doing'**

ANNE GUNNING, SENIOR PERSONAL SECRETARY,  
LABOUR RELATIONS AGENCY

1  
2  
3

### Three ways to take this course

- 1** Start on 4 October and receive one module every week for 10 weeks
- 2** Start the course at anytime and receive all the modules all in one go
- 3** Go to **[www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning)** and enrol to receive the course as pdf downloads immediately upon payment

## THE SUCCESSFUL PA

10 WEEKLY MODULES

Start 4 October 2010 • End 10 December 2010

Ref: 1488

Start anytime • Download it: [www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning)

Please quote your Partnership Number to receive your reduced rate

### IT IS IMPORTANT TO FILL OUT ALL THE INFORMATION BELOW

For more than three participants please photocopy the form as needed

1st participant's details Full Price		Download now! SAVE £155/€200		Partnership Price SAVE £388/€488	
<input type="checkbox"/> £975	<input type="checkbox"/> €1225	<input type="checkbox"/> £780 + VAT	<input type="checkbox"/> €975 + VAT	<input type="checkbox"/> £487	<input type="checkbox"/> €612

Mr/Mrs/Ms (surname) \_\_\_\_\_  
 First names \_\_\_\_\_  
 Job title \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Email

2nd participant's details SAVE 15%		Download now! SAVE 15%		Partnership Price SAVE £388/€488	
<input type="checkbox"/> £828.75	<input type="checkbox"/> €1041.25	<input type="checkbox"/> £663 + VAT	<input type="checkbox"/> €828.75 + VAT	<input type="checkbox"/> £487	<input type="checkbox"/> €612

Mr/Mrs/Ms (surname) \_\_\_\_\_  
 First names \_\_\_\_\_  
 Job title \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Email

3rd participant's details FREE		Download now! SAVE 15%		Partnership Price SAVE £388/€488	
<input type="checkbox"/> £FREE	<input type="checkbox"/> €FREE	<input type="checkbox"/> £663 + VAT	<input type="checkbox"/> €828.75 + VAT	<input type="checkbox"/> £487	<input type="checkbox"/> €612

Mr/Mrs/Ms (surname) \_\_\_\_\_  
 First names \_\_\_\_\_  
 Job title \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Email

### Contact details (ALL INVOICES WILL BE ADDRESSED TO THIS CONTACT)\*

**NOTE:** Enrolments received within 7 working days of the start date may experience a delay in receiving the first Module.

Mr/Mrs/Ms (surname) \_\_\_\_\_  
 First names \_\_\_\_\_  
 Job title \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Email

### Organisation details

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_ Country \_\_\_\_\_  
 Tel \_\_\_\_\_ Fax \_\_\_\_\_

### Payment details

**NB Please note that payment must be made in advance of the course, Falconbury reserves the right to refuse the release of modules if payment has not been received.**

- I enclose a cheque made payable to Falconbury Ltd  PO Number \_\_\_\_\_
- I would like to pay by bank transfer (BACS) payment:
- In GBP Sterling (£) to Nat West Sort Code 60-04-16 • Account No. 30212820
- In Euros (€) to Nat West Sort Code 60-04-16 • Account No. 90618831  
 IBAN No. GB78NWBK60721190618831

VAT NUMBER FOR EU COUNTRIES ONLY

Please charge my credit card  Mastercard  Visa

Card no.

Expires  Security number (last three digits on signature strip)

Alternatively book via our secure booking form on our website or call us with your card details.

Cardholder name \_\_\_\_\_

Signature \_\_\_\_\_

\* Contact details above must be those of the cardholder

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## 5 WAYS TO ENROL

WEB [www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning)  
 E-MAIL [distancelearning@falconbury.co.uk](mailto:distancelearning@falconbury.co.uk)  
 FAX +44 (0)20 7729 6110  
 TEL +44 (0)20 7729 6677  
 POST Falconbury Ltd, 10-12 Rivington Street  
 London EC2A 3DU, UK

### THE FEE INCLUDES

- 10 weekly, mailed, distance learning course module booklets with self-aid progress questions
- Certificate of participation on completion of the course
- A ring binder to hold the module booklets
- An email contact address for on-going support and advice from the course contributors throughout the course
- Guideline answers to self-assessment questions
- Optional online marked final assessment

### HOW TO REGISTER AND PAY

An invoice and enrolment confirmation will be sent within 7 days, please contact us if you have not heard anything after that time.

Payments may be made by credit card, by bank transfer (for bank account details please see payment details section of enrolment form) or cheque made payable to Falconbury Ltd and posted to the address above. Any questions please contact **customer services on +44 (0)20 7729 6677.**

### MULTIPLE ENROLMENT DISCOUNTS

A multiple enrolment discount of 15% is available on the 2nd and subsequent participant if booked at the same time from the same organisation. This discount can apply to any online discount but, unless otherwise stated, this may not be used in conjunction with any other offer or the Falconbury Training Partnership Scheme.

### ALWAYS READ THE SMALL PRINT

#### CANCELLATIONS AND TRANSFER:

- Once we have received your enrolment form the place(s) are confirmed.
- Up to 28 days before the course**
- Cancellation – 10% administration fee
  - Transfers – Free of charge
  - Substitute delegates – Free of charge
- 27 to 14 days before the course**
- Cancellations – 100% fee
  - Transfers – 10% fee
  - Substitute delegates – Free of charge
- 13 to 0 days before the course**
- Cancellations – 100% fee
  - Transfers – 100% fee
  - Substitute delegates – Free of charge
- A maximum of one transfer is allowed. After the transfer no cancellation can be accepted and the full invoiced fee will be charged. Transfers are subject to payment of the difference on higher value courses. No substitute may be made after the start of the course.

#### PARTNERSHIP CONDITIONS

The Falconbury Training Partnership Scheme cannot be used in conjunction with any other discount offer, including multiple booking discounts, unless otherwise stated or negotiated.

#### PLEASE NOTE

- It may be necessary, for reasons beyond the control of Falconbury, to alter the line-up of authors or course content. However, every effort will be made to adhere to the published syllabus
- Every effort will be made to distribute the materials according to the schedule. However, certain unforeseen circumstances may delay the despatch of materials

#### DATA PROTECTION

The personal information provided by you on this form will be held on a database. Sometimes your details may be made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose please write to: The Database Manager, Falconbury Ltd, 10-12 Rivington Street, London EC2A 3DY, UK.

Falconbury registered address: Acre House, 11-15 Williams Road, London, NW1 3ER. Company No. 3937398