

# WEBINAR

## Helping Your Manager Maintain A Competitive Edge

---

with

## Joan Burge

Founder and CEO, Office Dynamics International

---





In just a little more than two decades, Joan Burge built her company from a little desk in her living room to an international brand. Based on 20 years of experience as an administrative professional and more than 26 years as a trainer, author and coach to executive assistants and their executives, Joan is sharing with you her wisdom and principles. We hope you enjoy this webinar!

## **6 Ways to Get the Most from This Office Dynamics' Webinar**

- #1 Print this handout prior to the webinar start time and keep it in front of you throughout your webinar. Filling it out will help you stay focused and engaged.
- #2 During the session, write any additional questions you may have that are not covered in the webinar. There will be a Q&A session at the end of the webinar.
- #3 At the end of the session, highlight the top 3 – 5 learning points that you want to focus on right away.
- #4 Watch the replay of this webinar for reinforcement. There may have been ideas mentioned that you didn't hear due to work disruptions or watching the chat.
- #5 If appropriate, discuss ideas with your manager.
- #6 Keep this handout nearby so you can refer to it often. In fact, you might want to create a binder with webinar notes or handouts as a reference book.

# #1 Know Your Industry

- Know your competition. Learn how competing firms differ from your company and if they offer the same products or services.
- Know as much about your company as possible. You should be able to answer questions about products and services or at least know the appropriate person for referrals.
- Stay current on news and changes within your industry. You can do this by reading newspapers, magazines, and trade publications.
- Send links to articles that may be of interest to your boss.
- Be alert to the media. If you hear or see something relevant to your company, write down the station, time, and program, and pass it on to your leader.
- Google News
- Google Alerts
- Scan the Twitter feed on your company and industry. Follow the thought leaders and experts in your industry on social media.

**ACTION PLAN:** How else can you learn more about your industry? Jot some ideas below. Be creative and think beyond the typical.

---

---

---

---

---

---

---

---

---

---

## **#2 Be a Professional Agent of Your Company**

- Develop a pleasant telephone manner.
- Learn how to handle angry clients or customers tactfully.
- Create good feeling with everyone.
- Express a friendly attitude in all business dealings.
- Do not bring your bad moods to the office.
- Resist the temptation to gossip or complain.
- Learn to discuss specific problems with your leader or other appropriate management personnel.
- Be a source of events and news.
- Listen patiently.
- Be dependable.
- Value other people's time: being on time; ending on time.

## #3 Follow Up

With the constant flow of information in and out of the office, a leader must move on to the next project without a backward glance. You can support your leader by carrying out an effective, timely follow-up system.

- Monitor projects from beginning to end.
- Keep accurate records and files; tracks times for follow-up.
- Give your leader a status update on follow-up items. Don't wait until you're asked.
- Look into software that can help track projects and monitor to-do items.
- Make necessary reminder phone calls to people who owe your leader information.
- Utilize the electronic reminders on your smartphone, online calendars, etc. to keep yourself on track. There are electronic reminders for travel flight changes, hotel reservations, package tracking and so much more.



## #5 Be a Master of Time

- Monitor approaching deadlines.
- Maintain an organized calendar.
- Remind your leader of important meetings and appointments.
- Ask questions if you do not understand something.
- To discourage from stopping to talk, move guest chairs from your area.
- Set up times to meet with people so they don't interrupt your current work.
- Break up major projects into manageable segments.
- Don't sit to talk to people; stand at their desk.
- Gather necessary information and materials before jumping into a project.
- Manage requests based on the global location.
- Add buffer time.

## #6 Raise The Bar

Do not be satisfied with your level of performance, no matter how high it is. Keep raising the bar. Star performers constantly look for ways to improve what they do and raise their level of knowledge.

- Read a variety of materials to stay current. You should read everything from computer magazines to USA Today and the Wall Street Journal to trade magazines and newsletters.
- Look for creative ways to improve your present work process. Ask yourself questions like "How can I make this better?" "How can I save time?" "Cut costs?" Companies are constantly developing new products to make your life easier. Check them out.
- Do not settle for mediocrity. Strive for greatness.
- Set goals quarterly or monthly to raise the bar regularly.
- Attend seminars and workshops related to your career.
- Learn from your leader.
- Learn what your leader has to learn.
- Add "working on strategic partnership" to your professional development plan.
- Research business news.



## #7 Stay Current on Technology

- Keep up with new software and hardware.
  - You should have, or ask for, the same device your leader uses so that you can troubleshoot their questions, issues and requests effectively.
- Occasionally invite your local representative to your office to explain new products and demonstrate the latest in technology. This should be an ongoing process as the rate of change in technology accelerates.
- Learn as much as you can about the newest software programs available. Consider looking into software in the area of collaboration sites, desktop publishing, to-do lists, multi-media and project management.
- Learn how to improve your leader's presentations or how to produce a company newsletter.
- Master your word processing package. Take time to understand and practice the advanced functions that speed up your output.
- Talk to co-workers. Find out what software programs they use.

Helping your leader maintain a competitive edge is the way to build a successful team. It can pave the way to illuminating your executive's shining star and will be a great reflection on you.

## MORE FREE LEARNING OPPORTUNITIES FROM OFFICE DYNAMICS!

### ***Monday Motivators™***

This weekly e-note offers practical ways to create a new mindset, change behaviors, develop positive relationships and thrive in the workplace with energy, effectiveness and excellence. [OfficeDynamics.com/monday-motivators/](https://officedynamics.com/monday-motivators/)

### **Blog**

More than 1,000 blogs covering 30 categories will guide you through your administrative career. [OfficeDynamics.com/blog/](https://officedynamics.com/blog/)

### **Articles**

Learn everything from becoming a strategic partner with management to managing your career, powering up your attitude, dealing with office dragons and much more.

- Office Dynamics web site [OfficeDynamics.com/articles/](https://officedynamics.com/articles/)
- LinkedIn (LinkedIn.com/in/JoanBurge)
- *Turbocharge Your Career* [OfficeDynamics.com/assistants/](https://officedynamics.com/assistants/)

### **Educational Videos**

- Office Dynamics web site: Access more than 60 free educational videos for administrative professionals. [OfficeDynamics.com/educational-videos/](https://officedynamics.com/educational-videos/)
- YouTube Channel: Watch more than 150 educational videos by Joan Burge. [YouTube.com/OfficeDynamicsIntl](https://YouTube.com/OfficeDynamicsIntl)
- 4 Free Conference On Demand Videos. [OfficeDynamicsConference.com/free-conference-on-demand-videos/](https://officedynamicsconference.com/free-conference-on-demand-videos/)

### **Monthly Webinars**

Office Dynamics webinars provide convenient, cost-effective professional development for the modern administrative professional. Relax in the comfort of your home or office while learning directly from Joan Burge, founder and CEO of Office Dynamics. Our webinars address the most pressing issues facing administrative assistants and their executives, resulting in enhanced workplace performance and true administrative excellence." [OfficeDynamics.com/webinars/](https://officedynamics.com/webinars/)

### **Facebook Live**

This is a great place to learn. You can catch Joan Burge live and dialogue with her on the spot or watch the replay. Jasmine Freeman regularly appears with Joan to provide her perspective.

Also check out Office Dynamics books, online learning, *e-guides*, *Annual Conference for Administrative Excellence*, *Learning at Sea* course, conference on demand, and *World Class Assistant* Certification/Designation course. [OfficeDynamics.com](https://officedynamics.com)