



WCA

WORLD CLASS ASSISTANT™

Certification and Designation Course



Atlanta, GA

March 5 - 7, 2019

Executive Conference Center,
1170 Peachtree Street, NE,
3rd Floor, Atlanta, GA

Las Vegas, NV

March 27 - 29, 2019

Red Rock Country Club,
2250 Red Springs Drive,
Las Vegas, NV

Washington D.C.

April 9 - 11, 2019

Executive Conference Center,
2345 Crystal Drive, Suite 200,
Arlington, VA

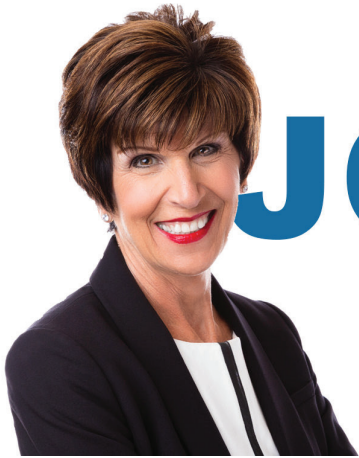
Chicago, IL

May 7 - 9, 2019

The Summit,
205 N. Michigan Avenue,
10th Floor, Chicago, IL

JOAN BURGE IS THE REAL DEAL!

Administrative Training Pioneer, Visionary, and Catalyst for Change
Creator and Master Trainer of the World Class Assistant™ Course



JOAN BURGE

LAS VEGAS

Joan Burge is the real deal. Joan is well-known as the groundbreaking pioneer of the administrative training industry. After working 20 years as an administrative assistant and C-Suite executive assistant, Joan identified a gap in the level of training and information being provided to administrative professionals.

In 1990, Joan created a business in an untapped niche, overcoming monumental obstacles involving corporations' and managers' attitudes, prejudices and stereotypes about executive assistants and administrative professionals. Joan dedicated herself to inspiring excellence and encouraging administrative professionals to reach for the stars! Her company, Office Dynamics International, is a global industry leader that offers a broad range of solutions and provides high-performance, sophisticated executive and administrative assistant training and coaching.

The World Class Assistant course, created in 2006, is the brainchild of Joan Burge. Over the years, Joan has fine-tuned, polished and elevated this course to meet the demands of today's high-level executive assistants. Her unique style of teaching inspires excellence and behavior change in assistants leading to their success in the workplace.



JULIE REED

ATLANTA • WASHINGTON D.C. • CHICAGO

Julie Reed is an exceptional facilitator who exudes confidence and energy. Julie knows what it takes to be a World Class Assistant as evidenced in her outstanding career in the administrative profession for 20 years, most recently working with the President and CEO of Huntington Bank. Julie implemented Office Dynamics' Star Achievement Series® for the administrative staff, a cultural movement that changed the perception of the role at Huntington, gaining the participants a seat at the table, and not to just take the notes!

WORLD CLASS ASSISTANT

"Of all the programs offered by other training companies that I've attended, World Class Assistant™ was much more comprehensive and intense. This program is head and shoulders above the rest!" – Jennie

WHY ATTEND WORLD CLASS ASSISTANT?

The World Class Assistant certification and curriculum-based designation program is a time-tested, industry-proven powerhouse of learning. Designed to polish administrative professionals for upward mobility and current-level stellar performance, this course was the first to recognize assistants as "strategic business partners."

- Gain the confidence and skills needed to impact your company's success.
- Expand your influence.
- Cultivate stronger partnerships with leaders and co-workers.
- Develop an admirable professional reputation and gain greater visibility.
- Learn specific strategies that lead to improved performance.
- Experience rapid personal and professional growth.
- Get that special edge needed to stay two steps ahead in today's competitive business world.

WHY RECEIVE CERTIFICATION AND A PROFESSIONAL DESIGNATION?

Office Dynamics International was the first to offer a curriculum-based designation; meaning the only way to receive this special designation is to attend the course and meet certain objectives.

- Demonstrates to your executive, employer, and others that you are committed to your profession.
- Can open doors for professional advancement.
- Gives you a competitive edge.
- Sets you apart as a strong performer.
- Validates personal initiative and leadership skills.



JOIN AN ELITE GROUP

Only 600 assistants around the world have achieved the Certified World Class Assistant designation (CWCA). You will be part of an elite group of high-achieving assistants who are proud to place the CWCA after their name, on their business cards, LinkedIn profile, resume, and in their signature line.

"I've attended many administrative training programs, but this is by far the most focused, detailed and informative one. I feel that I've stepped up to a new level in my career by attending this program."

– Johanna Viteri, CWCA

WORLD CLASS ASSISTANT

COURSE CURRICULUM AND LEARNING OUTCOMES

BUILDING A STRATEGIC PARTNERSHIP

One of the greatest benefits of building a strategic partnership is that you will see precisely how all the pieces of the puzzle fit together. Instead of sitting on the sidelines, you're part of the process. Learn the differences between a partnership and a strategic partnership.

- Build an exceptional level of trust.
- Help your executive maintain a competitive edge.
- Understand the role of chemistry in building strong partnerships.
- Get engaged in the scope of your executive's work.
- Be more involved in decision making.

THE ASSISTANT AS A "CENTER OF INFLUENCE"

Administrative Assistants are the center of influence and should be utilized as such. They are flow managers and help facilitate progress. An assistant has the power to keep things moving at an optimal pace provided there is a constant stream of information flowing back and forth between an executive and assistant.

- Be a conduit for keeping information moving.
- Gain a more holistic point of view of your executive's work.
- Develop the ability to anticipate needs.
- Act as an alter ego for your executive.
- Create interdependence between you and your executive.

LEVERAGE COMMUNICATION FOR BUSINESS SUCCESS

Establishing rapport is critical to successful business relationships. While everyone retains competency in leading-edge information technology tools, too many ignore interpersonal communication skills.

- Select the appropriate medium for maximum impact.
- Be influential; understand communication styles.
- Bridge the multi-generational differences by altering communications.
- Tactfully voice your opinions.
- The power of persuasion skills: Why? When? How?

BE TOMORROW-FOCUSED

To truly become a World Class Assistant you must learn to anticipate the future today. What is on the horizon of your leader's calendar? What new projects will need to be implemented to keep your organization competitive? How do you become more valuable to your executive by planning the next step and the three steps that follow?

- Develop front-brain thinking; be a visionary thinker.
- Seek opportunities and propose solutions.
- Identify and perfect approaches that guarantee future success.
- Ask the right questions to help you forecast future events, projects, and tasks.
- Block potential problems.

WORLD CLASS ASSISTANT

CREATE YOUR SIGNATURE BRAND

You reflect your organization and yourself. You are a calling card. How do you want to be perceived? Professionalism isn't a particular business "uniform" nor is it just savvy technical skills! World Class Assistants are poised, polished, and professional.

- Wield the power of a professional image.
- Cognitively choose to present your signature trademark.
- Refine your overall professional image as a leader.
- Learn which visual distractions hold enormous negative power.
- Explore how to create a signature trademark.

EXUDE EXECUTIVE PRESENCE

What is executive presence and why should an administrative professional care? You will learn the answers to these questions when you attend the World Class Assistant course. You will learn how to project gravitas—confidence, poise under pressure, and decisiveness.

- Be taken more seriously.
- Become a welcome, visible presence commanding respect.
- Exhibit executive presence through body language.
- Deliver information in headlines.
- Communicate with passion and energy.

DEMONSTRATE YOUR VALUE THROUGH A CAREER PORTFOLIO

The Career Portfolio is NOT about job hunting. It is a professional journal created to detail how You Inc. has capably and measurably demonstrated professional contributions to your organization and leader's overall successes. You will build your own Career Portfolio in a hands-on exercise designed to spur your creativity.

- Discover new ways to promote your valuable skills and build alliances.
- Market yourself with pizzazz.
- Find out where and when to use a Career Portfolio.
- Show your leader your proactive and creative capabilities.
- Show people what you are capable of doing.

GROW THE RESILIENCE SKILLSET

There is one must-have skill you need to thrive in today's workplace—the ability to be resilient. Building resilience is important in your administrative career because there will be turmoil, upheaval, and unwanted change throughout the years.

- Bounce back faster after a setback.
- Take daily workplace changes in stride.
- Move in tandem with your executive.
- Exhibit nimbleness as you adapt to change.
- Generate innovative solutions to problems.



WORLD CLASS ASSISTANT

UNDERSTAND AND APPLY EMOTIONAL INTELLIGENCE

Daniel Goleman, author of *Working with Emotional Intelligence* says, "Emotional intelligence is the ability to sense, understand and effectively apply the power and acumen of emotions as a source of human energy, information, connection, and influence." A World Class Assistant needs to know when and how to use emotional intelligence while managing day-to-day situations.

- Learn the 4 Dimensions of EI: Self-Awareness, Self-Management, Social Awareness, and Social Skill.
- Recognize how feelings affect performance and relationships.
- Understand other perspectives.
- Apply the acumen of emotions.
- Step forward to lead as needed.

ADMINOLOGY®: ART + SCIENCE = SUCCESS

Adminology combines the Art + Science of the administrative profession to achieve maximum success by incorporating and leveraging your time and talents. Created by administrative visionary, Joan Burge, Adminology addresses critical time competencies blended with new skills and attitudes.

- Optimize your effectiveness.
- Grasp the holistic approach.
- Increase your effectiveness by working with precision.
- Implement your skill processes at mastery level.
- Be prepared for the future.

360-DEGREE AWARENESS

Professionalism is a 360-degree awareness of the impact that your behavior, words, and actions have on the people you support, as well as your overall effectiveness. Professionalism is accepting responsibility for your actions because it affects how others view your employer, your executive and, ultimately, your performance.

- Examine how you fit into the big picture.
- Impact your company's and leader's success every day.
- Create action plans to address items for future change.

WORLD CLASS ASSISTANT CHALLENGE™

The WCA Challenge is the finishing touch to your 3 day-intensive training. It will test your new-found skills and knowledge and create synergy with your classmates. This is also the finale to receiving your CWCA designation.



"I came with personal high expectation for this program. I left with personal high expectations of myself. The program is intense, interactive, but very fun!"

– Renee Gibbs, CWCA

WORLD CLASS ASSISTANT

AGENDA AT A GLANCE

Tuesday

| | |
|-------------------------|-------------|
| 7:30 – 8:00 a.m. | Breakfast |
| 8:00 – 10:00 a.m. | Training |
| 10:00 – 10:15 a.m. | Break |
| 10:15 a.m. – 12:00 p.m. | Training |
| 12:00 – 1:30 p.m. | Lunch break |
| 1:30 – 3:00 p.m. | Training |
| 3:00 – 3:15 p.m. | Break |
| 3:15 – 5:00 p.m. | Training |

Wednesday

| | |
|-------------------------|-------------|
| 7:30 – 8:00 a.m. | Breakfast |
| 8:00 – 10:00 a.m. | Training |
| 10:00 – 10:15 a.m. | Break |
| 10:15 a.m. – 12:00 p.m. | Training |
| 12:00 – 1:30 p.m. | Lunch break |
| 1:30 – 3:00 p.m. | Training |
| 3:00 – 3:15 p.m. | Break |

Thursday

| | |
|-------------------------|--------------------|
| 7:30 – 8:00 a.m. | Breakfast |
| 8:00 – 10:00 a.m. | Training |
| 10:00 – 10:15 a.m. | Break |
| 10:15 a.m. – 12:00 p.m. | Training |
| 12:00 – 1:30 p.m. | Lunch break |
| 1:30 – 4:00 p.m. | Training |
| 4:00 p.m. | Training Complete! |

“This is the course that is a game-changer in your administrative professional life!”

– Pamela Hickman, CWCA

“WCA gets to the very heart of what it means to be a successful, professional asset to one’s executive.”

– Elizabeth Blatchford, CWCA

WORLD CLASS ASSISTANT

CREATOR OF INNOVATIVE LEARNING ACTIVITIES

As a 28-year seasoned trainer and ATD (Association for Talent Development) member, Joan Burge has a distinct talent for engaging learners on a deep level. Her innovative teaching methods have been instilled in the Office Dynamics' Elite Trainers.

- Thoughtful individual assessments
- Stimulating table and group activities
- Rigorous skill practice
- Energizing team competitions
- Creative learning props
- Career-related case studies
- Robust hands-on projects

*"The interactive format was very beneficial. It's easier to retain information when you've experienced it in class."
- Ann Eling, CWCA*

QUALITY MATERIALS

Joan Burge carefully developed workshop materials that are relevant, modern, and informative. Packed with action steps, tips, and administrative expert advice, you will be able to immediately implement what you learned in your class.

CEUs PLUS CERTIFICATE OF DESIGNATION

Upon graduation from the course, you will receive 1.8 CEUs and your official CWCA certificate, beautifully-designed and ready for display.

YOU ARE IN EXCELLENT COMPANY

Our attendees come from these top organizations...

| | | | |
|-----------------------|-----------------|-------------------------------|---------------------|
| Battelle | Corning, Inc. | Intel Corp. | Shell Oil |
| Bob Evans Farms, Inc. | Duracell | Nationwide Insurance | Shure Inc. |
| Capital One | Home Depot | Pella Corporation | TIAA-CREF |
| Caterpillar, Inc. | Humana | Sandals Resorts International | Turner Broadcasting |
| Cisco | Huntington Bank | Sandia National Labs | Verizon |

WHAT'S INCLUDED

- 3 full days of live classroom training
- 3 catered breakfast meals
- 88 page comprehensive workbook for personal career growth and training
- Professional Development Plan
- 1.8 CEUs
- Your Certified World Class Assistant (CWCA) designation!

WORLD CLASS ASSISTANT



REGISTRATION: \$1,595

Atlanta, Washington D.C., Chicago

REGISTRATION: \$1,695

Las Vegas

SECURE YOUR SEAT NOW - SPACE IS LIMITED TO 25
CALL 1-800-STAR-139

Price does not include hotel or travel expenses.

BRING WCA ONSITE. CALL FOR DETAILS.

CANCELLATION POLICY

Should you be unable to attend for any reason, a full refund, less a \$400 cancellation fee, will be issued if we receive written notice 45 days prior to the course start date. After that time, all registrations and no-shows are subject to full workshop fee. A company/organization may substitute one attendee for another. Refund for credit cards will only be given as a credit, not a check, reimbursement. Should the workshop need to be postponed due to acts of nature or national disasters, the workshop will be rescheduled, not canceled. Office Dynamics reserves the right to replace the facilitator of this program with another Office Dynamics Certified Trainer.

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