



INTRODUCING
THE **SECOND**
GENERATION



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Star Achievement Series® 2023

The ultimate administrative training course for the new workplace era is now available!

Created to address the changing attitudes of administrative professionals and leaders alike, this course is a game changer applicable to every industry. Building on the incredible success of the original Star Achievement Series®, which had been updated 16 times over its 32-year history, the Second Generation is deeper, more intimate, and more robust than ever before.

But don't just take our word for it - Star Achievement Series® attendees are raving about the Second Generation. Some describe it as sophisticated, with fresh perspectives that take their learning to a whole new level. Others praise its strategic approach and its ability to go deep into the most important issues facing today's assistants.

The perfect choice for any administrative professional looking to stay ahead of the curve.

The Second Generation combines timeless principles from the original Series with new, leading-edge thinking. Attending this course will help you turn potential talent into demonstrable competence and equip you to move beyond task work to higher-level functions. You will gain critical and strategic thinking skills and learn to “roll with the punches and emerge standing.”

The Second Generation course offers . . .

- **Brand new workbook content** that will generate top-level performance through robust topics such as working in a world of uncertainty; strategic vs. tactical thinking; the partnership of soft skills and technical skills; working together in a virtual/remote world; setting boundaries; becoming an information flow manager; holistic outlooks, to name just a few!
- **Individual and assistant/leader assessments** to efficiently pinpoint strengths and areas for growth.
- **Proven strategies** that will help you excel in any work environment (full time in-office, remote, virtual, or hybrid).
- **Deep dive learning activities** providing rich, engaging learner experiences and case studies that encourage participants to delve into and explore new concepts. Purposely created to engage learners with opportunities to practice newly learned skills. Star activities are fresh, dynamic, and modern.
- **Focused flow and contemporary styling** encourage learners to easily engage with the material and deep dive into learning objectives.

THE STAR ACHIEVEMENT SERIES® IS A **PHILOSOPHY-BASED,** CAREER-SPECIFIC TRAINING PROGRAM

for administrative and executive assistants, secretaries, and administrative support staff. Star Achievement teaches assistants a way of thinking . . . being . . . and performing to elicit life-long success.

THE MAGIC FORMULA

It is the unique combination of four components that make the Star Achievement program powerful and life-changing.



ATTITUDE

Achieving and sustaining a positive attitude about your employer, your co-workers, your clients, and yourself.



SKILL

Developing new and enhancing current intangible skills that are vital to workplace success.



TEAMWORK

Being a part of and contributing to various team relationships, both internal and external to the organization.



STRATEGY

Setting goals and cultivating enriching relationships to actualize your professional self.

PARTICIPANTS WALK AWAY WITH:

- ✓ Long-term behavioral changes.
- ✓ Considerably elevated standard of performance.
- ✓ More self-confidence.
- ✓ Comprehension of work from an executive's perspective.
- ✓ A more proactive, self-starting attitude.
- ✓ An integration of the organization's big-picture view into work style.
- ✓ Enhanced communication abilities.
- ✓ Increased individual productivity and effectiveness.
- ✓ Decreased stress levels and increased personal job satisfaction.
- ✓ The ability to anticipate and meet the demands of today's changing workplace.
- ✓ New critical and strategic thinking skills.
- ✓ Renewed excitement about the administrative profession.
- ✓ Improved collaborative skills and enhanced business strategies.

STRUCTURE

There are 3 Levels of learning, each presenting a more demanding set of challenges and requiring greater proficiency in skill acquisition. Each Level consists of 4 Modules to coincide with the 4 components (attitude, skill, teamwork, and strategy).

LEVEL I

Be A Star Achiever™
Star-Achieving Techniques™
Building A Star Partnership™
Reaching Stardom™

LEVEL II

Be A Shining Star™
Give A Stellar Performance™
Stellar Collaborator™
Future-Focused Star Performer™

LEVEL III

Star-Achieving Attitude™
Be A Stellar Ambassador™
Coaching A Star Team™
Mastering A Stellar Career™



CEAP AND CBS DESIGNATION

After completing Level I and Level II, candidates become eligible to apply for the Certified Executive Administrative Professional (CEAP) designation. Candidates who then complete Level III can apply for the Certified Business Skills (CBS) designation.

STAR ACHIEVEMENT AS A SUCCESSION PLANNING TOOL

Just as organizations have succession plans for upcoming managers who will someday fill the senior level positions, they should have a similar plan in place for senior level executive assistant positions. High-powered executives need talented, well-qualified, trained executive and administrative assistants. Star Achievement ensures your emerging administrative professionals will be ready to fill those openings and possess the advanced skills necessary to do the job well.

STAR ACHIEVEMENT AS A RETENTION TOOL

Retaining top talent in today's competitive job market is challenging as skilled and experienced workers receive multiple job offers and have greater flexibility in choosing where to work. Consequently, employers must adopt retention strategies, such as investing in training for administrative staff, to demonstrate commitment, enhance job satisfaction, provide opportunities for career advancement, and gain a competitive edge.

HOW IS STAR ACHIEVEMENT SERIES DIFFERENT?

PHILOSOPHY-BASED:

The Star Philosophy is woven throughout each module. When participants understand and embrace the philosophy, they use it long after the training is over – benefiting themselves and your business.

HIGH-ENERGY CURRICULUM AND INTERACTIVE SESSIONS:

The Star Achievement Series® focuses on innovative methods of teaching – including role-playing, presentations, exercises, timed activities, puzzle assembly, value auction, group discussions, and more. Attendees remain engaged and energized throughout the series.

TIME-TESTED:

With a 30+ proven track record that's been evaluated by thousands of assistants, training and development directors, human resource experts, managers, and high-level executives, the Star Achievement Series® has stood the test of time.

WELL BEYOND TRADITIONAL, "BASIC SKILLS" TRAINING:

The goal of the Series is to prepare administrative and support staff for real-world, modern office challenges.

RESEARCH-BASED:

This is a competency-driven curriculum written from Joan's personal experiences and ongoing research.

DESIGNED SPECIFICALLY FOR ADMINISTRATIVE STAFF AND OTHER SUPPORT PROFESSIONALS:

The Star Achievement Series® audience has always been administrative professionals. That has allowed it to lead the profession through shifts and transformations because the target audience has never changed.



STAR ACHIEVEMENT CREATOR AND MASTER TRAINER

The Star Achievement Series® was the brainchild of Joan Burge, founder and CEO of Office Dynamics, who used her renowned expertise on workplace effectiveness and administrative excellence to develop a course that is simply beyond compare. Her 50 years of experience in the field adds tremendous value and credibility to the program, assuring buy-in from participants. Her unique experience working as an administrative assistant and as an executive has given her incredible insight that enables administrative professionals to shift their thinking and attitudes.