

Empowering
Administrative
Professionals
and the People
They Support
Since 1990!



EDUCATION
COURSE
CATALOG

800-STAR-139 | OfficeDynamics.com



Taking Administrative Training From Optional to Essential



In the realm of training and professional development, the administrative community can be an overlooked entity. That paradox has always struck me since administrative teams are the very glue that holds busy and ever-changing workplaces together. They carry a heavy load in order to ensure their executive can focus on key business initiatives and decisions. They provide critical support and strategic thinking that serve to further the mission, vision, and values of exceptional organizations. Outstanding assistants possess the ability to shift gears quickly, keep all the proverbial balls in the air, and adapt to ongoing workplace changes, all with skill and excellence.

So, why does their training and development tend to fall incredibly low on many businesses' list of priorities?

Assistants need ongoing training and development. In fact, they thrive on it. Their growth serves not only to expand their skills and capacity, but it also has an incredible bonus that cannot be overlooked: Their professional training and development helps sustain the success of their leader. When an assistant's path toward education and growth is stagnant, the executive also suffers. Without both leaders and assistants making forward progress, strategic partnerships can't form and frustration builds.

There's a simple solution, though, and it's one that led me to build a company dedicated to developing and educating assistants and the people they support.

High-performing companies understand the importance of developing their executive and administrative staff to meet the increasing demands of today's workplace. They view training their assistants as an investment, not an expense. They understand that providing key growth and development training to their administrative staff is good business that leads to top-talent retention. They believe, as do I, that when a company invests in on-trend professional development for their administrative community, the entire company wins.

This inaugural comprehensive course catalog provides an overview of the ways in which Office Dynamics can become your success partner. We promise it will prove to be the investment you need for 2023 and beyond.

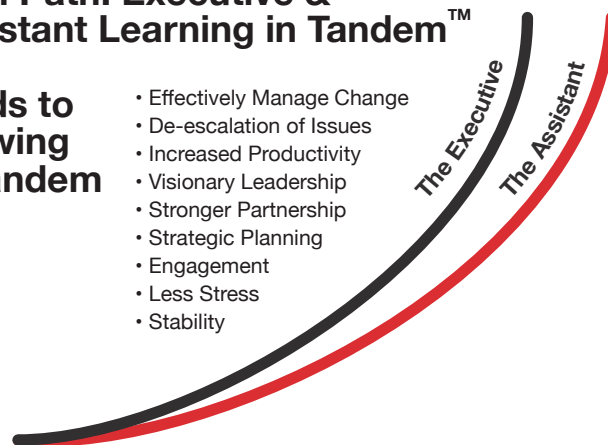


Joan Burge
Founder and CEO
Office Dynamics International

Ideal Path: Executive & Assistant Learning in Tandem™

Leads to Growing in Tandem

- Effectively Manage Change
- De-escalation of Issues
- Increased Productivity
- Visionary Leadership
- Stronger Partnership
- Strategic Planning
- Engagement
- Less Stress
- Stability



Why Choose Office Dynamics as Your **#1 Administrative On-Trend Professional Development Partner?**



**We've
Worked
with Over...**

300,000

**Administrative
Professionals**



400

**Executive/
Assistant Teams**



100

**Fortune 500
Companies**

Office Dynamics was the first company focused on providing training specific to administrative assistants. Founded in 1990, we have met the needs and expectations of thousands of administrative professionals and client organizations by creating educational programs, conferences, books, online learning, and consulting services that help them achieve dynamic career and business success. Our key to success has been in matching the right offering to the needs, objectives, goals, and expected outcomes of our clients and potential clients.

Office Dynamics' quest to provide extraordinary life- and career-changing educational programs, along with our passionate support of the administrative profession has earned the respect of elite clients. We are proud to partner with the world's best-known companies, institutions, and organizations. To have earned a reputation for excellence among those who define its meaning is, to us, proof of success. Learn more at <https://bit.ly/3Qv8xcu>

Visionary, Creator, and Master Trainer: Joan Burge

Office Dynamics Founder and CEO, Joan Burge, is known as the pioneer of the administrative training industry. After spending 20 years in the administrative profession herself, Joan has spent the last three decades defining what training and development look like for administrative assistants. Her passion and expertise have made an indelible imprint on thousands of administrative professionals worldwide by creating a renewed focus on excellence in the workplace. Joan is an accomplished author, professional speaker, consultant, and corporate trainer. Learn more about Joan here <https://bit.ly/3bZn3tR>

Our Elite Training Team

The Office Dynamics training team is unparalleled in the industry. Each member was handpicked and trained by Founder Joan Burge herself. They deliver solutions with high-energy and high-impact and have a proven track record. When you work with an Office Dynamics trainer, you can be assured they have been carefully selected to align with your organization's culture, vision, and objectives.

**WE DON'T
JUST TRAIN.
WE INSPIRE.
WE MOTIVATE.
WE CHANGE
LIVES!**

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Our Audiences

Over the last 30 years, Office Dynamics has been fortunate to work with hundreds of thousands of individuals from a variety of industries and a wide range of business sizes. Our audience is incredibly diverse and includes people with varying levels of education and experience.

Our audience includes:

Administrative Professionals

From executive and administrative assistants to office managers and customer service reps, from secretaries to project administrators and Chiefs of Staff, we have worked with every role that falls within the administrative industry. We passionately believe that administrative professionals who experience transformative training can embrace this career path and provide crucial support and innovation to company leaders.

Executives

Company leaders multiply their success when they invest in professional training and development. Coaching and mentoring can be especially important to company leaders. We have helped countless leaders including senior managers, directors, department heads, and C-suite executives reach their goals by helping them understand how to maximize the potential of their administrative team.

Executive and Assistant Partnerships

When executives and their assistants attend training together, they increase their productivity as a team and transform from co-workers to strategic partners. When these partners learn how to optimize their communication skills, trust each other, and understand and appreciate what their partners face in the workplace, they become so much more than two people who work together. We've seen executive and administrative teams become company trailblazers, transforming the culture of their organization.

Businesses and Professional Organizations

We've also undertaken company- and organization-wide initiatives and participated in special events, providing motivational speaking, coaching, and training to groups from a variety of business verticals. Companies and organizations seek us out because of our ability to develop interpersonal and intrapersonal skills.

Course Types

Certification/Designation Programs for Administrative Professionals



Star Achievement Series®

Designation Offered: CEAP (Certified Executive Administrative Professional)

The Star Achievement Series® is our elite flagship training program specifically designed for executive assistants, administrative assistants, and management support staff. Star Achievement is an all-encompassing, whole-person response to the “silo” of modern life. Star Achievement shows how to put the many confusing puzzle pieces together to achieve balance, gain success, maintain a good attitude, unlock leadership potential, and embody good ethics and values.



World Class Assistant

Designation Offered: CWCA (Certified 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.”



Executive Support Series

Designation Offered: CESP (Certified Executive Strategic Partner)

This comprehensive online series teaches the skills and nuances that will transform assistants into the successful partners that executives yearn to have! This video-based course covers 16 main topic areas. Learners also receive resources, including downloadable eBooks, checklists, assessments, and the Executives & Assistants Working in Partnership Guide. Attendees gain confidence and competence while mastering key skills.

Coaching for Executives and Assistants

We offer one-on-one coaching and executive/assistant partnership coaching. Our coaching involves pre-session assessments, a pre-session consultation with Joan Burge or one of our elite coaches, a customized plan to achieve goals and outcomes, in-depth coaching sessions, written action plans, and 30-, 60-, and 90-day follow-up calls.

Annual Conferences



Annual Conference for Administrative Excellence

Labeled as the administrative “Event of Distinction” for more than 30 years, this prestigious event offers life-changing strategies and sound guidance to elevate attitudes and advance a growth mindset. Offered in-person and via livestream, this is consistently the can’t-miss event of the industry year after year.



Enlighten

In 2022, our virtual conference was born from the need for a mid-year reignition. The brainchild of administrative training legend Joan Burge, Founder and CEO of Office Dynamics, this multi-track, live, virtual training event shines a light on the skills and training administrative assistants need to finish their year strong.

Mastermind Group

Based on Joan Burge's book, Give Yourself Permission to Live a BIG Life, our exclusive mastermind group embarks on a journey through 12, 90-minute sessions based on the crucial concepts presented in Joan's book. The course covers the Five Pillars: Career, Family, Financial, Spiritual, and Wellness. Each member receives a copy of Joan's book, self-reflection assessments, and personal attention from Joan Burge.

On-Demand Learning

Conferences On Demand

Can't attend our conference live? Don't worry! You can still learn from world-renowned experts and industry-leading speakers. Our on-demand conference replays are a convenient, cost-effective alternative that fulfills your desire for professional training and development. Office Dynamics produces beautifully crafted, professionally edited videos of each session from their legendary in-person events.

Single Courses

Ranging from 20 – 60 minutes in length, these are focused on a single topic and packed with useful strategies that provide on-the-spot implementation.

Trainer Certification

Looking to develop an in-house expert? We will certify one or more of your employees to teach our most in-depth courses:

Star Achievement Series®, our flagship course

World Class Assistant

Executives and Assistants Working in Partnership

Master Trainer Licenses

A Master Trainer License is available for the Star Achievement Series®. These licenses are customized to your organization depending on the number of people to be licensed over a period of time.

Webinars



Live Webinars

Featuring Joan Burge, pioneer of the administrative training industry, who unwraps new ways of doing things and shares best practices in these free webinars. Joan also invites guest speakers who will enlighten and challenge you, meet you where you are, and get you to where you want to be.

Recorded Webinars

We record our impactful webinars, so if you weren't able to attend live, you can still watch later and soak up all of the incredibly valuable information shared.

Micro-Webinars

Short on time? Our micro-webinars are the perfect learning solution. Recorded by Joan Burge, these webinars provide usable tips within a half hour. You can purchase them individually or buy the entire bundle.

"It never fails to amaze me how with each webinar I'm continually learning – relearning – things relative to my job... I've been an EA for over 20 years and continue to always learn from Joan's webinars! And I always am reinvigorated, re-enthused, re-energized, reminded of why I love what I do! Thank you!" — Susan K.

Delivery Methods

Every single program we offer is one of true substance. We know that administrative assistants need robust educational opportunities in order to support their leaders and succeed in their roles. We also acknowledge that everyone has different learning styles. That's why we've focused on creating content that utilizes different delivery methods so that everyone can find the right-fit education they need in one place.



In-Person

Office Dynamics places immense value on in-person learning and development. We believe in-person learning provides transformative properties for attendees and can connect administrative assistants with a larger network of professionals. We have learned a great deal over 32 years of conducting 90% of our training in person. This is where we really shine and bring a great deal of value. Our in-person delivery method can be at:

- your office
- a leadership retreat
- an employee meetup
- or venue of your choice.

We're also happy to serve as your keynote speaker at your next event.



Blended Learning

Does your organization want to limit the time employees are away from their work but not have them miss any critical learning content? Blended learning strategically combines educational materials, online learning or in-person learning to create one platform that connects with attendees. Office Dynamics uses a blended learning approach for some of our in-depth training courses. Attendees receive comprehensive workbooks (digital or hard copy) with pre-class assignments. We utilize the in-person instruction to drill-down on specific topics that are best learned face-to-face, require skill practice, and benefit from immediate feedback from facilitators and peers.



Virtual Learning

From live, virtual instructor-led training and events to on-demand learning opportunities, Office Dynamics is an industry frontrunner in virtual learning. Our Annual Conference for Administrative Excellence can be live-streamed to individuals or entire businesses, allowing teams to learn in real time and feel like they're in the room. Too, our virtual courses are engaging, challenging, and swift-paced. Whether you choose a customized or pre-crafted program, the training is live and in real-time, and our instructors weave in concepts relevant to current trends and situations. In addition, we have a huge library of on-demand, virtual learning, including pre-recorded webinars and online courses.



Learning at Sea

Revolutionized in 2017, Office Dynamics was the first to take learning for executive assistants to the sea. Your team embarks on a cruise ship that provides fun and relaxation along with an immersive training and development experience. While they are in this unique setting, attendees experience heightened levels of creative thinking and innovation. We can create this custom, immersive experience for your management or administrative team.

Topic Areas

Stand-Alone Topics

At Office Dynamics, we have been creating learning content since 1990, allowing us to offer a wide range of topics. Our team regularly reviews content and updates materials to stay current with workplace trends. Companies can take advantage of our breadth of experience and create a custom learning experience for their team, focusing on the critical areas they'd like to develop.

Here is a sampling of our most-requested topic areas:

- Assertiveness
- Attitude
- Business Etiquette and Protocol
- Career Management
- Change
- Communication
- Collaboration
- Conflict Resolution
- Creativity
- Emotional Intelligence
- Executive Support
- Goal Setting
- Leadership
- Persuasion
- Presentation
- Problem Solving
- Self-Management
- Strategic Partnership
- Teamwork
- Time, Task, and Energy Management
- Work/Home Life Integration



Series

Our powerful series' target a particular area of focus, going deep, over several session modules. Our newest series lineup includes:

- Survival Tactics for Administrative Professionals During Chaotic Times
- Significant Power Skills (NEW FOR 2022!)

Custom Solutions

Our team is happy to customize our pre-crafted programs or design training specific to your needs. We take time to learn about your organization's goals, values, and culture so we can tailor our enrichment solutions to meet their specific needs. Learn more here: officedynamics.com/onsite-training



Certificates **and** Certifications

Over the last few decades, we've seen more organizations require or at least encourage members of their administrative teams to become certified and seek out certification opportunities. We applaud businesses who undertake these initiatives and who realize the value in investing in high-level training for their administrative teams. Office Dynamics offers both certificate programs and the more intensive, curriculum-based certification and designation programs.

Certificate Programs are learning experiences that result in confirmation of curriculum completion.

Office Dynamics offers
more than 100 certificate programs
on topics that span the entire administrative
profession and professional success.

Curriculum-Based Certification/Designation can only be obtained by completing a particular curriculum designed by Office Dynamics. These require a significant commitment from attendees. Live courses must be attended, knowledge must be gained and, most importantly, the attendee must be able to demonstrate the growth in their skills and expansion of their knowledge. We believe there is more value in curriculum-based certifications and designations because they require more than studying and test taking. We offer three highly specialized courses:

Instructor-Led Course **The Star Achievement Series®** **World Class Assistant**



Video-Based Course **Executive Support Series™**



Choosing What's **Right for You**

Over the last three decades, we've witnessed the industry we started grow and evolve, providing assistants with countless opportunities for training and development. While having lots of options can provide benefits, we've also heard from assistants that it's easy to get lost in the sea of training programs offered for administrative professionals. Knowing who provides real, substantive, administrative-focused training is the key.

Office Dynamics was the trailblazer in this industry, and our Founder and her elite training team all know what it's like to walk in your shoes. Whether you're new to the profession, midway through your career, or a seasoned executive assistant, Office Dynamics has the resources and extensive experience to help you grow, develop, and achieve your career goals.

We understand that making a time and financial investment is a serious decision for administrative professionals who want to get it right. The clearer you are on your development goals, the better chance you have of reaching them and seeing real change.

To get started, here are some things for you to consider:

- What do you hope to accomplish? Are you simply looking to perform better or are you after a transformation?
- Is it important that you obtain a professional designation?
- What obstacles do you hope to overcome?
- What career moves do you hope to make as a result of developing yourself professionally?
- Is your company willing to provide the financial backing to support your professional growth and development?
- What financial investment are you willing to make in your development?
- Is your executive or manager supportive of your professional development?
- What's your learning style? Auditory? Visual? Kinesthetic?
- Do you prefer group or individual learning, or both?
- Do you prefer in-person or online training? Are you open to a combination of the two?
- Do you want to learn from top administrative industry experts?

**Don't know where to start? No problem.
Office Dynamics knows how to develop
a training plan that's right for you!**

We can teach you how to get started. Just give us a call, and we can provide the guidance you need!
We'll take the time to learn more about you, find out what your needs and your goals are,
and provide you with a roadmap towards success.

Choosing What's Right for Your Organization

We understand the heavy responsibility of finding training and educational opportunities that are right for your organization. You want to make the most of your budget and ensure that you see a significant return on your investment. Your mission is to provide on-trend professional growth, training, and development to an entire team, department, or organization. That's a critical mission, and one that we take seriously. Corporate University Directors, Training Directors, Human Resources Managers, and other key decision makers often come to us seeking information on what programs would help their company reach its goals and objectives.

Our Founder and CEO, Joan Burge, will become your partner, taking the time to understand your business as a whole, including key elements like:

- Expected outcomes as a result of the training
- Audience make up, years of experience, titles, years in the field
- Company culture, mission, vision, and values
- Broad-based and administrative-specific competencies

That whole picture view provides Joan with the ability to match you to the right program and resources from our extensive offerings. We've built our clientele carefully, over time, exceeding their expectations by learning about their goals, values, and cultures so we can tailor our extensive learning and enrichment solutions to meet their specific needs.

Want to Change Your Corporate Culture?

If your organization is after a big transformation in its culture, our Star Achievement Series® can provide the change you're after. The Star Achievement Series® helps both administrative professionals and their leaders view the role of assistant as a true profession. This shift is absolutely critical and has been wildly impactful to the organizations who have embraced the Star Achievement Series® approach. We can do it for your company too! Learn more about our success stories here:

Cisco Case Study: <https://bit.ly/3QQ3enL>

Novant Health Case Study: <https://bit.ly/3QLa4e5>



Nationwide®



"Joan Burge has honed her talent for scouting out a company's core competencies, learning them, and then tailoring her program to incorporate her teachings with relevant company objectives. I have found her to be polished, professional, gracious, and extremely focused on helping companies accomplish their business goals by enhancing associate performance."

—**Bonnie Hathcock**, *Former Sr. VP and Chief HR, Humana Inc.*

Other Educational Tools and Resources

In addition to our vast program and training offerings included in this course catalog, Office Dynamics also features a robust library of other resources, including weekly inspirations, articles, and a powerful Success Store.



Blogs

The Office Dynamics blog page features a wide range of articles that focus on a variety of topics. This free resource provides both executives and assistants with powerful insight, actionable takeaways, and steady doses of inspiration. Check out the blogs here: officedynamics.com/blog



Books

Our Founder and CEO, Joan Burge, has authored five groundbreaking books for administrative professionals including Amazon best sellers. Her administrative-career “bibles” continue to be favorites among executive and administrative assistants worldwide. Just released in 2022, *The Executive’s Competitive Edge*, has already made waves in the industry. <http://bit.ly/3wgZCTu>



Monday Motivators

Energize your mind and drop those Monday blues! Subscribe to our Monday Motivators. Monday Motivators is a weekly note offering practical ways to create a new mindset, change behaviors, develop positive relationships, and thrive in the workplace with energy, effectiveness, and excellence. Sign up here: officedynamics.com/monday-motivators



eBooks

The Success Store also features an entire library of eBooks for administrative assistants. These downloadable resources are both approachable and powerful. Featuring activities designed to promote growth, self-awareness, and skill development, they are an incredible asset for assistants who hunger for constant forward progress. <http://bit.ly/3iLL4rV>



Free Webinars

Be a Trailblazer by participating in Office Dynamics’ free monthly webinars where we will unwrap new ways of doing things, how to be innovative, share best practices and resources, expand your mind, and challenge you to be the best. You will learn from Joan Burge, the pioneer of the administrative training industry. Joan will also invite guest speakers who will meet you where you are and get you to where you want to be. officedynamics.com/webinars



Curriculum-Based Designation Courses

Star Achievement Series®

World Class Assistant™

Executive Support Series™

Brief Overview

The Star Achievement Series is Office Dynamics' flagship training program. This philosophy-based, career specific course sets the standards for stellar performance. This course helps to transform assistants and effect long-lasting change.

WCA 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.

This groundbreaking Series teaches the skills and nuances that help assistants grow into successful business partners that executives yearn to have. This Series focuses on what it takes to master executive support.

Main Differences

Strategically designed course creates culture change.

Concepts and activities get more difficult and challenging as participants move through the Levels.

Philosophy-based teachings provide effective strategies and concepts.

4 core components are the foundation on which all topics are built: skill, attitude, teamwork, and strategy.

30-year proven track record with 16 updates since its inception.

High demand amongst Fortune 500 companies.

Curriculum-based designation program.

Focuses on advanced competencies for executive and administrative assistants including strategic partnering, emotional intelligence, persuasion skills, resiliency, and more.

Participants create a Development Plan as they go through the course.

One-stop-shop resource that allows assistants a self-paced learning option.

Focuses on every facet of working in tandem with an executive including how to provide the best administrative support, employ tactical strategies, and use a cognitive approach.

Provides the opportunity to become a top-tier executive assistant regardless of experience.

Course Length/ Format

For on-site delivery, the program offers 3 levels of learning. Each Level has 4 full-day classes, referred to as Modules.

For Live Virtual delivery, the program offers 2 levels of learning comprised of 4 Modules per level.

For both options, each Level builds upon the skills and concepts taught in the previous Level. Level I must be completed before advancing to Level II and so on.

3 days of training for in-person class.

Live virtual delivery uses a blended learning approach including pre class assignments and 6 two-hour live sessions with an Office Dynamics' trainer.

48 educational videos totaling 10 hours of viewing. Students have 3 months to complete the course. (Can extend viewing by 30 days for \$50.)

| | Star Achievement Series® | World Class Assistant™ | Executive Support Series™ |
|---|--|---|---|
| Workbooks Include | Comprehensive hard copy workbooks for each module range from 52 – 80 pages in length. | Hard copy 88-page workbook. | None |
| Additional Materials/Resources | Web-based companion pages for each Module contain links to videos, blogs, articles, and vlogs. | Articles | Downloadable eBooks, checklists, tip sheets, charts, Administrative Competency Assessment, and Leader vs. Manager Continuum |
| Professional Designation | CEAP (Certified Executive Administrative Professional) | CWCA (Certified World Class Assistant) | CESP (Certified Executive Strategic Partner) |
| Requirements for Professional Designation | <ul style="list-style-type: none"> • Demonstrate skills obtained during the live classes • Attend all Modules in Level I and Level II • Complete a Star in Action essay | <ul style="list-style-type: none"> • Demonstrate skills obtained during the live classes • Attend the entire course • Pass a quiz | <ul style="list-style-type: none"> • View entire Series • Obtain 85% or higher on the test |
| Training Delivery | On-site or Live Virtual | On-site, Public Venue, or Live Virtual | Online recorded sessions |
| Trainer Certification | Yes Available as a separate course and license | No | No |
| Additional Information | On-site delivery info: officedynamics.com/star-achievement-series/ Virtual delivery info: officedynamics.com/star-achievement-seriesvirtual/ | On-site: Call for details. Virtual delivery info: officedynamics.com/world-class-assistant/ | officedynamics.com/the-executive-support-series/ |

“Over the years that my Executive Assistant has been involved with Office Dynamics, **an already-competent EA has become even more valuable** to me and, more importantly, to our company.”

—**Sandy LaMantia** Former CEO | Shure Inc.

“**Not only has the Star Achievement Series® program been an asset to my assistant, but it has also served as a valuable tool in my own growth and development.** I have learned to better understand where our roles intersect and how we can make ourselves a more cohesive team.”

—**Susan Brooks** RN BBA | Director of Talent Acquisition & Employment | Novant Health

“Joan Burge and the Office Dynamics team **provide recognized, relevant training for assistants, but it is also universal for all professionals.** With a great deal of personal experience in the field, Joan is a real champion for the field and all of us in this position.”

—**Briana Cortaberria** Executive Assistant

“The MSX team is very pleased with the progress that has been made through the relationship we have established with Office Dynamics. **The results have been exceptional and valued by the leadership team** and the individuals who have benefited greatly by this training opportunity.”

—**Christine Steinhebel** Former Director HR | MSX International

“The Star Achievement Series® and my assistant’s involvement in the program have had a significant impact on how she operates. It also **has an ongoing positive multiplying impact on my whole team.**”

—**Phil Harris, Sr.** Director, CIBU, Engineering | Cisco

“The value of Joan’s 50 years of experience in the field sitting on both sides of the desk shone through every chapter of this course. **I have yet to find a trainer in the administrative professional industry who is more knowledgeable and well-rounded as Joan.**”

—**Paula Thibodeau** CEAP, CWCA, ACEA

“Joan Burge, founder & CEO of Office Dynamics, embodies the word professional and brings a blend of tremendous approachability with a strong, positive point of view on what’s possible. She has a laser-focus on **driving administrative professionals to peak performance - pushing them to develop skills I’ve yet to see being taught to “non-administrative” professionals in such a clear, easy-to-put-to-use way.**”

—**Aimee Lucas** Customer Experience & Employee Engagement Researcher, Trainer | CCXP



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