



**A 2-day Workshop for
“Professional Assistants Creating Excellence” with
‘S&S in2training’
Sharon Severn (FInstAM, Six Sigma Green Belt) and
Sue France (FInstAM, FCIPD, INLPTA)**

This training is unique in more ways than one!

- **You set part of the agenda and we cover what you want to discuss so we can help you solve your problems and maximize your efficiency and effectiveness**
- **The workshop includes cutting edge scientific information on how to maximize your brain for excellence from neuroscience findings**
- **It includes Behavioural Profiling using TetraMap which will enable you to immediately return to your workplace with a tool that will help you solve misunderstandings and conflict by better understanding yourself and others**
- **Our style is interactive and experiential learning with time to discover and learn from each other as well as from us**

Special Offer: We are offering £50 per person off the special offer rate when 3 people sign up together.

Collectively, Sharon and Sue have more than 60 years of practical authentic experience of being high level professional Assistants and can bring your workshop to life with anecdotes, proven tips, tools and techniques to help you in your everyday role. Sue and Sharon are passionate about learning, and can truly understand you, your role, your needs and your wants and have the experience and ability to advise on best practice from their continuing life-long wisdom and learning.



Day One

Getting to know your colleagues with Sharon and Sue

Neuroscience – maximize your brain for excellence

- Confidence building and maintaining
- Understanding and maximizing your brain's potential
- The other 2 brains we need to 'listen' to
- A tool to overcome the 'fear' factor
- Tips, tools and techniques for your everyday role taking your brain into mind

“Here’s my Heart”

After partaking in “Here’s my Heart,” you will achieve:

- Self-awareness
- Presentation skills
- Ambition and goals
- Personal Action Plan
- A massive boost in confidence

Advanced communication skills with Neuro Linguistic Programming (NLP) and neuroscience

- How can NLP help you in your relationships and persuasiveness
- Understanding and using the right verbal and non verbal language
- Preferred thought-processing style
- Questioning and truly listening
- Influencing and persuasion with neuroscience in mind

TetraMap Behavioural profiling

TetraMap behavioural profiling improves communication and reduces conflict between individuals and teams. It enables understanding of your own and others behavioural styles, allowing you to respond in a way that reduces miscommunication and misunderstanding resulting in increased empathy and persuasive skills. It is based on MBTI, DISC & Colours but is simple and easy to learn for immediate use.

- Complete the TetraMap instrument and find out about your ‘elements’
- Improve communications and relationships
- Appreciate what each person brings to a situation
- Respond more appropriately to the behavior of others



- Choosing the right words and body language to influence and persuade
- Understand yourself, your boss and your colleagues
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“Here’s my Heart” Summary and Action log
Optional evening dinner and networking

Day Two

Morning session:

Challenges in the workplace - you set this part of the agenda – let us help you solve your problems!

- Problem solving pro-forma to help find the right solutions
- Dealing with difficult people and situations
- Conflict management and techniques
- Decision making tools – Fishbone diagram and 5 “why’s”
- Confidential live problem solving on delegates’ pressing problems and challenges
- Individual group problem solving and feedback

Afternoon session:

Thought mapping and Practical Process Mapping/Improvements

- 5S presentation
- Improving internal and external processes
- Eliminate Non Value Added (waste)
- How to save on cost for your company
- Retain customer satisfaction through Quality (your boss is your Customer too!)
- Learn how to impress your boss through countless improvement opportunities

Moving forward

- Reflecting on the 2 days
- Competency wheel
- Goal setting and Self Development Plan



The Trainers:



Sharon Severn FInstAM, Six Sigma Green Belt

Sharon began her career in 1974 at Barclays Bank International Limited in Nottingham, having completed a two-year Secretarial programme at Arnold and Carlton College. After leaving Barclays in 1995 Sharon worked for a small engineering company for 14 months which became a stepping stone to her next position as Secretary at Rolls-Royce plc, Engine Test Facility at Hucknall. In 2000 she moved on to Secretary/PA in Experimental Operations at Derby, then gained further promotion in 2002 supporting the Director of Operations, Civil Aerospace. In 2009 Sharon returned to Hucknall as PA to the Executive Vice President in Combustions & Casings. As a result of a re-organisation in 2013 Sharon moved to the Rotatives Supply Chain Unit in Derby. Sharon attained her Six Sigma Corporate Green Belt in 2008. The subject was “Creating Excellence” which was based around behaviour, attitude and raising the professional standard of Secretaries. Whilst at Rolls-Royce she coached, mentored and raised the professionalism of the secretarial population by arranging and facilitating secretarial workshops. Sharon also implemented several improvement initiatives, one of which she initiated and took an active role to develop a revised secretarial structure, and also implemented Secretarial Service Level Agreements. She was a STEM Ambassador and attended local schools and colleges in different types of learning activities.

Sharon left Rolls-Royce on 31st March 2015 to embark on her new career as Secretarial/PA/ Executive Assistant trainer and coach.

Former Chair of EUMA, East Midlands Branch and also Fellow of the Institute of Administrative Management, Sharon is also Branch Administrator to the Institute of Directors, Cambridgeshire Branch.



Sue France FInstAM, FCIPD, INLPTA

Sue France began her career in 1975 as a shorthand typist at Tootal Head Office, Manchester after attending a 2 year secretarial course where she gained her secretarial diploma at Pendleton College. Sue then spent 19 years at Arthur Andersen working her way up from Word Processing Operator, Supervisor, secretary, executive assistant to male and female Partners and Managers, Head of Department and finally Executive Assistant to the Managing Partner of Andersen Manchester Office. Sue attended Salford University for 3 years, 2 nights a week and gained her Post Graduate Diploma in Human Resource Management becoming a member of the Chartered Institute of Personnel & Development. Sue was promoted as UK Training Manager over 600 secretaries and in charge of technical training for all staff.

In 2002 Sue took voluntary redundancy and became Personal Assistant to Bill Docherty MBE (ex Andersen Partner), owner of 'Persuasion' training company. Bill was a motivational trainer and coach for Chief Executives and leaders. Sue and Bill presented together as boss and PA at worldwide Assistant conferences and Sue was also a coach and trainer for assistants for Persuasion's clients as well as Office Manager and Events Manager. Bill nominated Sue for The UK Times/DHL PA of the year which she was awarded in 2006. Sue left Persuasion in 2009 and set up her own training and development business for Assistants and Professional Office Administrators.

Sue is the author of "The Definitive Personal Assistant & Secretarial Handbook" 3rd edition launched August 2015 now with Neuroscience & "The Definitive Executive Assistant & Managerial Handbook". Sue is a renowned international trainer & coach. She is a Certified NLP Practitioner, Certified TetraMap® Behavioural Profiling practitioner; Certified Learning



and Development practitioner & Certified Coach. She is a Fellow of the CIPD and a Fellow of the Institute of Administrative Management. Sue is an editorial board member of Executive Secretary Magazine and regularly writes articles for this and other publications. Sue was the UK Chairperson for EUMA 2009-13. Sue is a neuroscience enthusiast and now includes neuroscience in all workshops.

Cost for the 2 day workshop:

Early Bird* Rate up to 2 months before the event: £450.00
£50 discount per person off the early bird rate when **3 or more** sign up together

*early bird bookers will also receive 2 signed copies each of the new 3rd Edition of The Definitive Personal Assistant & Secretarial Handbook now including neuroscience as well as a copy of The Definitive Executive Assistant & Managerial Handbook worth £16.99 each. Both of these books have been endorsed by the Institute of Administrative Management.

Between 0 and 2 months before the event the rate will be £550.00

Included in the price: TetraMap behavioural profiling booklet, TetraMap profiling instrument, a TetraMap Tetrahedron to take back to your workplace as an instant reminder of how to use TetraMap. Workbook of handouts including slide handouts. Refreshments on arrival, refreshments at 2 breaks and lunch for the 2 days.

Not included in the rate: Optional dinner with the speakers on the first evening will be at the delegate's own expense. Accommodation, if required is at the delegate's own expense, however we have managed to get special rates for our delegates.

Location and dates for 2016:

Tuesday 2 & Wednesday 3 February 2016 – Luton *

Tuesday 16 & Wednesday 17 February 2016 – Manchester **

Tuesday 17 & Wednesday 18 May – Luton*

Tuesday 24 & Wednesday 25 May - Manchester **



Tuesday 5 & Wednesday 6 July – Luton*

Tuesday 19 & Wednesday 20 July - Manchester **

***Location for Luton workshops:** Hampton by Hilton Luton Airport, 42-50 Kimpton Road, Luton, Bedfordshire LU2 0NB. This hotel is 1 mile away from Luton Airport and directly on site of the Luton Parkway Railway Station. There is also plenty of parking available with a small fee of £6 per day.

****Location for Manchester workshops:** Radisson Blu Hotel, Manchester Airport. Parking will be at a discounted rate of £9 a day. The train station, coach station and tram station are connected by a 5 minute covered walkway to the Radisson Blu.

Places are limited, please book now to avoid disappointment.

For booking and more information please contact: Sue France on +44 7747 118914 email sue@suefrance.com or Sharon Severn on +44 7958 619162 email shrnsev@aol.com