

# WEBINAR

## Why Assistants Should Consider Certification

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*with*

Joan Burge

Founder and CEO, Office Dynamics International

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## Why Assistants Should Consider Certification by Joan Burge, founder & CEO, Office Dynamics

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*Completion of Certificate Programs, Certifications and Designation are industry marks of excellence. They are immediately recognizable and say, “I take my career seriously.”*

**An Administrative Certificate, Certification, or Designation will not guarantee:**

- S\_\_\_\_\_
- P\_\_\_\_\_
- R\_\_\_\_\_
- That you will be a s\_\_\_\_\_ assistant
- A m\_\_\_\_\_ position

<b>Certificate of Attendance</b>	<b>Certificate Program</b>	<b>Certification</b>	<b>Professional Designation</b>	<b>Curriculum-Based Designation</b>
Given at the completion of many continuing education courses to validate attendance.	Results from an educational process.	Results from an assessment process.	Results from passing an exam. Competency- & knowledge-based. Aspirant is tested on competencies, knowledge, and application.	Results from participating in a specific educational, curriculum-based program. A quiz, essay or test is usually involved.
	For newcomers and experienced professionals.	Typically requires some amount of professional experience.	Typically requires some amount of professional experience.	Typically requires some amount of experience in the topic area or profession.
	Indicates completion of a course or series of courses with a specific focus.	Indicates competency as measured against a set of standards, usually by application or exam.	Indicates competency as measured against a set of standards, usually by application or exam.	Indicates competency as measured against a set of standards that are identified in the curriculum.
	Usually listed on a resume detailing education; may issue a document to hang on the wall.	Typically results in a designation to use after one's name; may result in a document to hang on wall.	Is a credential or designation to use after one's name. Individual should receive an official document or certificate of proof.	Results in a curriculum-based credential or designation. A small percentage of people have access to this designation.
	Is the end result; demonstrates knowledge of course content at the end of a set period of time.	Has ongoing requirements in order to maintain; holder must demonstrate he/she continues to meet requirements.	Has ongoing requirements in order to maintain; holder must demonstrate he/she continues to meet requirements.	Does not necessarily have ongoing requirements. Aspirant usually has to demonstrate the skills learned.
	Typically not associated with the degree-granting program of a university.	Often formal training or education is not provided; the aspirant undertakes a test or series of tests in order to prove her knowledge.	Formal training is often provided. Aspirant undertakes a test or series of tests in order to prove knowledge.	Formal training in the specific curriculum is required. Aspirant must complete the entire class or sessions outlined.

**Benefits:**

- 1. C\_\_\_\_\_ – attaining certification demonstrates to your employer and yourself that you are committed as a professional.
- 2. Career A\_\_\_\_\_ – Certification gives you a competitive edge for hiring and promotion.
- 3. Professional C\_\_\_\_\_ – Obtaining designation proves you have valuable knowledge in the business topics covered.
- 4. S\_\_\_\_\_ – A profile study shows that designation holders earn an average of over \$2,000.00 more per year than those who do not have certifications.

Employers Placing More Emphasis on formal education

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## What certifications can administrative professionals get?”

1. Community college programs offer a variety: Associates Degree of Office Management; Office Administrator Program (Office Accounting); Administrative Assistant online program
2. The Association of Administrative Assistants is a Canadian chartered non-profit professional organization. Association members are encouraged to obtain the Qualified Administrative Assistant (Q.A.A.) designation. The Qualified Administrative Assistant Program consists of three compulsory courses and four elective courses offered at eighteen post-secondary institutions across Canada.
3. International Association of Administrative Professionals offers the (CAP) Certified Administrative Professional and the (OM) Organization Management specialty certification.
4. AMA Certificate of Excellence: The Certificate is awarded to the participant who successfully completes three qualifying seminars within 24 months.
5. ASAP PACE includes live training, online learning and self-study courses. 5 competency areas: communication, technologies, project management, management skills and career development.
6. Office Dynamics offers two Certificate Programs with a **Curriculum** Based Designation.
  - a. Our flagship program is our Star Achievement Series®, which is only taught on site; extensive 8 full-day workshops; letter from executive stating behavior changes; complete *Star In Action* essay. (CEAP Certified designation) ‘Certified Executive Administrative Professional’ Certified
  - b. World Class Assistant™ program held in Las Vegas: 4 full-day workshops for Part 1 and Part 2; covers more than 12 competency areas; aspirants for CWCA Certified designation must pass a live classroom quiz.

NOTE: Both programs are live, hands-on classes with ample opportunity to practice newly-learned skills. Participants receive immediate feedback from peers, Office Dynamics facilitator, or Joan Burge, administrative expert. After the course, the Office Dynamics staff is always available to support graduates in their goals.

**Due Diligence:**

1. About yourself
  - a. Your career aspirations
  - b. How do you like to learn? How do you best learn?
  - c. Family commitments
  - d. Financial situation
  - e. Time away from work
  - f. What new skills do you need to acquire?
  
2. About the program you choose
  - a. Will the certificate program lead to the acquisition of the skills you want to develop?
  - b. How will earning this particular certificate benefit me?
  - c. Is the program content validated by experts? (VERY IMPORTANT)
  - d. How will my new skills and knowledge be assessed in order to earn the certificate?



## What Happens After You Receive A Certificate Or Certification?

1. E\_\_\_\_\_ c\_\_\_\_\_ your credentials or accomplishments to others (especially if you interviewing or trying to get a promotion).
2. Place your c\_\_\_\_\_ in a nice frame and d\_\_\_\_\_ at your work station.
3. Place a copy of your certificate(s) in your career p\_\_\_\_\_.
4. Make sure H\_\_\_\_\_ R\_\_\_\_\_ has a copy of your accomplishments. (digital or otherwise)
5. Show your manager how you're a\_\_\_\_\_ in an area of study tie into your current role. Explain what you learned and how you will a\_\_\_\_\_ that to your role and team relationship.





# *Exclusive Offer!*

Register For World Class Assistant™ And Receive

- ★ Free One Hour Coaching With Joan Burge | **\$250 Value**
- ★ Mastering Self-Leadership Online Class | **\$249 Value**
- ★ Managing Your Executive's Day | **\$99 Value**



Designation In 4 days | Class Materials | Hotel Accommodations

Lunches Including Private Dining On The Terrace | Professional Development Plan | Monday Motivators™

30-Day Professional Development Plan Follow-Up With Joan Burge