

CareerSuccess

for administrative & office professionals

Volume 32 Issue 3

**SAYING
NO
is harder
than you
THINK**

**WHY
didn't you
get that
PROMOTION**

**Time
management
is a
WASTE OF
TIME**

**TELL TALE
signs that
you are
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PLUS

**PA SUMMIT
PA OF THE YEAR
REVIEW**

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Ed's memo



The year is dragging on to its end, isn't it!

We are all more than ready for the festive season.

It's been a year of sorts – ups and downs galore in South Africa but winning the rugby World Cup washed our souls and made us feel whole and great again!

We want to thank you all for your friendship and loyalty and have been part of all our 2019 moments.

We want you to be part of our 2020 moments... all of them! And remember Kyle Chandler's wise advice;

Sunny hugs

Ana-Maria



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BUSINESS LESSONS WE CAN ALL LEARN FROM THE SPRINGBOKS

The Springboks' almighty triumph at the 2019 Rugby World Cup has given everyone in South Africa a massive boost. The joy was palpable – almost making it hard to get back to work on Monday.

The Boks' world cup campaign wasn't just successful – it was record-breaking and awe-inspiring, both on and off the pitch. So, what can us mere mortals sitting at our desks Monday to Friday learn from coach Rassie Erasmus and the Bokke?

Learn from your mistakes

The Bokke had a rough start, losing to New Zealand 23-13 in their World Cup Pool B opener in Yokohama. But they didn't let it get them down for too long. "That first defeat was a great lesson for us," Erasmus said. "The whole week was terrible, the entire buildup, and that taught us a lot about how we should handle the quarter-finals, semi-finals and final."

We all make mistakes at work. But don't ignore them – instead, debrief as a team after something's gone wrong. Analyse it, figure it out and use the lessons learnt.

Put it into perspective

When work is tough, it's easy to feel like it's the most important thing in the world. But it shouldn't feel like life or death, so it's worth taking time to put it into perspective.

Erasmus has said that, after the loss to the All Blacks, the team started talking about pressure. "In South Africa, pressure is not having a job. Pressure is one of your close relatives murdered. Because South Africa has a lot of problems, we started talking about how rugby shouldn't be something that puts pressure on you. It should be something that creates hope. But you can't create hope just by talking about it. Hope is not something you say in a beautiful tweet, hope is when you play well. Hope is when people watch the game on a Saturday, and they have a BBQ. They feel good about themselves, and no matter your political differences, or your belief differences, for those 80 minutes, you all agree. It is not our responsibility as players to create that hope, it is our privilege. The moment you see it that way,

it becomes one hell of a privilege. That was the way we approached this whole World Cup campaign." Gives you chills, doesn't it?

Spread your bets across your team

For the last four games in the tournament, Erasmus split the reserve bench – the so-called 'bomb squad' – between six forwards and two backs, rather than the conventional five and three. In layman's terms, the team spread the physical load across more people. This became evident in the scrums, and the amount of energy the team still had at the end of the 80-minute game.

While you might not be getting into too many scrums at work (one would hope) the point of spreading the heavy load across the team still stands. If you're pitching for new business or generating ideas for a client, get everyone involved and spread the workload – even if only two will be doing the pitching or dealing with the client. It'll lighten the load across the team and make everyone feel a part of it.

Stay focused on the end-goal

According to The Guardian, as a young coach Erasmus noted: "It has been scientifically proven that at the end of a game more oxygen is being used to keep tired bodies moving than their brains thinking clearly. I believe that it is

at this critical stage that a game is won and lost." This partly explains the logic behind the bomb squad lineup, but it also shows that Erasmus thinks about the end of the game right from the beginning. It can be easy to get caught up in the smaller tasks you need to do to reach your end goal, but you need to keep your overall objective in sight. At TopLine Comms, for PR campaigns, we always start with objectives (usually generating awareness or increasing leads), rather than pieces of coverage we need to get. It keeps us on track to hit those bigger goals.

Believe in what you do

Erasmus has made clear all tournament his love for the game. He truly believes that rugby has the power to unite a nation – and he's right. Ultimately, it's much easier to do your job when you understand what you're doing and why it makes a difference. It's essential to have a purpose – if you don't feel you have a purpose at work, try and figure it out. Speak to your superiors and try to map out the chain effect of what you do in your job. Once you truly believe that what you do is worthwhile, you'll have much more interest in pursuing it.

Source: Katie Chodosh is a Content Consultant at digital PR and SEO agency TopLine Comms and video production agency TopLine Film, based in Cape Town.



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Time management IS ACTUALLY A WASTE OF TIME



A lot of us struggle with time management problems.
Unfortunately, we believe that time management
is a silver bullet.

Merely manage your time correctly, and you'll
be more productive.

You'll finally be able to spend quality time with your family
or start that hobby you've been putting off.

I hate to be the bearer of bad news. But, time
management won't solve all of your problems,
so says John Rampton

Here's how you should manage your efforts instead.

Time management may be a waste of time for the following reasons. If time management isn't working for you - then you'll want to try these options instead.

☒ Time management is turning us into stressed-out and unproductive zombies

"The quest for increased personal productivity - for making the best possible use of your limited time - is a dominant motif of our age," writes Oliver Burkeman in The Guardian. *"And yet the truth is that more often than not, techniques designed to enhance one's personal productivity seem to exacerbate the very anxieties they were meant to allay,"* continues Burkeman. *"The better you get at managing time, the less of it you feel that you have."*

Burkeman has a point. Time management can be traced back to the Industrial Revolution. One interesting fact to note is that the same advice about time management hasn't changed much since then.

How people work has drastically changed. For example, the suggestion to wake up earlier (when you already are doing that) or closing your office door to prevent distractions can be counterproductive. Those little tidbits of information will only help if you're a morning person or you have an office.

The point is this: When it comes to time management, we're fed the same advice over and over again. Even worse, it's suggested that there's a one-size-fits-all time management strategy. As a result, we blindly follow these time management tips that aren't always effective, which causes stress and decreased productivity.

The solution?

FIND YOUR OWN WAY TO WORK STYLE

Carson Tate, the author of the "Work Simply" strategy, recommends finding your own-personal-productivity style. You can then adjust your work style and find the right tools to fit your style.

Tate says that there are four major styles:

- **Prioritisers.** They want fact-based analysis and debate. They're also goal-oriented, consistent, and decisive.
- **Planners.** They thrive on details, as well as schedules and action plans.
- **Arrangers.** They want to be appreciated, and they love acknowledgment. They also like discussing questions and concerns.
- **Visualizers.** They are innovative and open-minded. But, they're not fans of excessive details.

☒ Time management is inhumane

"Time management may be a great system for a machine, but for the rest of us who are emotionally driven human beings - we need to take account for our energy levels," writes Mayo Oshin. *"Plus your willpower and self-control reduce with every choice you make throughout the day."*

Having your willpower or self-control reduce with the execution of many choices can be one of the main problems with time management. Time analysis and prioritization of tasks "fails to take into account these emotional, mental, and energetic factors that make us human," adds Oshin.

The solution?

SCHEDULE AROUND YOUR ENERGY LEVELS AND NOT YOUR TIME.

We all have different times of the day when we have the most energy and concentration. For some of us, that could be the first thing in the morning. For others, however, it could be midmorning or early afternoon. It depends on your ultradian rhythm (that occur throughout the day).

The ultradian rhythm means that we should work on the right tasks at the right time of day.) For example, I wrote this article in the morning, starting around 9 a.m. to be exact.

The reason? That's when I have the most creative energy.

continued on next page

continued from previous page

However, I'm in a lull after lunch. After lunch, I spend time on tasks or activities that require less brainpower, like conference calls, responding to emails and working other lighter jobs.

However, there are some ways that you can gain energy when you feel fatigued:

- Get more than seven hours of sleep each night.
- Eat nutritious foods and exercise to get the blood pumping.
- Disconnect and unplug so that you can rest and recharge.
- Lighten your cognitive load by making fewer decisions. For example, delegate and automate tedious tasks.
- Set realistic goals instead of wearing yourself thin, trying to achieve the impossible.

☒ Time management isn't interchangeable with productivity

"Being prolific is not about time management. There are a limited number of hours in the day, and focusing on time management makes us more aware of how many of those hours we waste," Adam Grant, a professor at The Wharton School of business and an organizational psychologist, writes in The New York Times.

"A better option is attention management: Prioritize the people and projects that matter, and it won't matter how long anything takes," he explains. "Attention management is the art of focusing on getting things done for the right reasons, in the right places and at the right moments."

"If productivity is your goal, you have to rely on willpower to push yourself to get a task done," adds Grant. To motivate yourself, Grant recommends paying more considerable attention "as to why you're excited about the project and who will benefit from it."

If you need help with prioritisation, Kayla Sloan in an article for Calendar has the following ideas you could try:

- **Start with a task list** and then order them. "Assign numbers to each item listed starting with the most pressing duties first," adds Sloan. "Conversely, the bottom of your list should include items that are less pressing or could be done another day."
- **Everything is not a crisis.** Stop that fearful, wearing thinking. Even if everything on your list is of equal

importance, it doesn't mean every task has to be all have to be done right now. Begin with the ones that will prevent a potential crisis.

- **Use a calendar app.** You could schedule everything on your list into your calendar and then set reminders so that you won't forget.
- **Don't take on other's priorities.** Protect your time and only accept time requests if you have the availability or it's helping you move closer to your goals.

The solution?

DON'T COMMIT TO MORE AND MORE.

With time management, you can find a technique or tool that will help you get more done in a day — you'll feel like a superhero. As a result, you take on additional work or RSVP to every social function that comes your way.

Again, this might work for a little while, but, it can't last. Eventually, you'll spread yourself too thin, and you'll be overworked and over-committed.

ONE OF THE EASIEST FIXES IS TO SIMPLY SAY, "NO."

Don't take on a new project if you're already working at full capacity. If a job is time-sensitive, refer the work to someone else. If you're already attending a party on Saturday evening, then don't accept an invite to a party that starts two hours earlier on the same day.

I get that you don't want to offend anyone. But, as long as you're honest and transparent, they'll understand.



John Rampton is an Entrepreneur and Connector and was recently named #2 on Top 50 Online Influencers in the World by Entrepreneur Magazine as well as a blogging expert by Forbes. He can be contacted on <https://www.johnrampton.com/>. This article appeared in: <https://www.entrepreneur.com/article/339431>

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THE EMPLOYEE POWER SHIFT

Meet Generation Flex – an ever-expanding pool of independent, skilled workers for whom employment no longer means a destination to reach or a rigid daily routine. Tech-savvy, smart and dynamic, this is a modern workforce that expects – indeed demands – a more flexible approach to working. And it's not afraid to make its feelings known.

According to a recent Global Workspace Survey undertaken by IWG, the International Workspace Group and leading global flexible workspace provider, 83% of workers around the world said they would turn down a job that didn't offer flexible working.

Gen Flex has clear ideas of how its working day should look and, if businesses can't accommodate this promising talent source, they're the ones at risk of losing out. To prove this point, more than half of the 15,000 professionals surveyed by IWG say that having a choice of work location is more important to them than working for a prestigious company.

The work landscape has undoubtedly changed. With half of the respondents working outside the main office for half the week, the power is shifting towards the employee. And, as flexible working becomes the new norm, any business that is serious about building a successful future, needs to adapt accordingly.

With other benefits of flexible working for businesses including increased productivity, lower overheads and accelerated speed to market, it's no coincidence that, over the past decade, 85% of employers have implemented a flexible workspace policy or are planning to do so.



So, what is it exactly that Generation Flex wants and how can businesses reap the flexible working rewards, too?

WORK SMARTER, NOT HARDER

Generation Flex has grown up alongside the rapid acceleration of technology. In a couple of years, it's said that 80% of the world's population will own a smartphone. And with this remarkable shift in technology has come a significant change in attitudes towards the workplace.

Skilled workers can now plug in and work from anywhere. As such, these digital nomads:

- Appreciate flexibility
- Want to work their own hours in remote locations as well as co-working spaces.
- Don't want to be tied to one place.

This is especially the case when it comes to the work commute, often deemed lengthy, expensive and, at times, stressful. According to the IWG survey, two-fifths of people worldwide see commuting as the worst part of the day (40%), while more than half of respondents believe it could be obsolete by 2030.

GETTING THE BALANCE RIGHT

This is, after all, a generation for whom the work/life balance is crucial. It wants to be able to manage work around life, not the reverse. The IWG survey found that flexible working is seen to improve this balance by 78%.

Indeed, a third of survey respondents (32%) say that flexible

“ There's a new wave of professionals who want to plug in at a time and location that suits them – and they're changing the way we work. Be alert to this! ”

working is so important to them that they would turn down a job did that not offer it.

Instead, they're looking to work for a business that offers a collaborative community and a more inclusive working environment, which can particularly benefit returning parents, older workers and those suffering from stress or mental health issues.

BACK TO BUSINESS

Flexibility not only makes workers happier and healthier; it gets the job done. Giving employees the freedom to complete work where and when it suits them, without a fixed work pattern, has seen more than a third of business leaders report that businesses can increase productivity by more than 40%.

These figures take on even more resonance in light of the UN reporting that the global slowdown in productivity is one of the most prominent features of the world economy in recent years.

YOUR BOSS NEEDS TO KNOW

Flexible working can also play a key strategic role in recruitment and motivation. It not only means that the talent pool to choose from, expands, but also that 77% of businesses are introducing flexible working to improve employee retention.

Not to mention that, with uncertain financial times ahead, flexible working allows businesses to be more agile and cost-effective. More than a third of businesses are looking to expand internationally in 2019, and 64% say flexible working accelerates speed to market in new markets. In addition, without expensive, inflexible overheads, it can significantly reduce a company's capital and operational expenditure.

A MEETING OF MINDS

Generation Flex is looking to work in different ways that suit its lifestyle, your company needs to adapt its workspace strategy accordingly. And, with everyone set to benefit, the case for flexible working really does add up, ensuring a great day at work for all.

For more information please visit: www.iwgplc.com

Did you know that South African companies are starting to see the benefits of adopting more flexible work arrangements, especially to attract and retain individuals with skills that are in high demand?

This is due in part to the fact that technology is maturing at such a rate that many tasks and activities that would have been impossible to complete remotely before, or too expensive, are now quite feasible, says Rosanna Stofberg.



Time to talk to the boss ABOUT MORE FLEXIBLE WORK PRACTICES!

Although there is no specific data on the current uptake of flexible work arrangements in South Africa, many members South African Reward Association (SARA) already have a variety of these practices in place, or are considering or piloting, some flexible work options.

People associate flexible work arrangements with “non-traditional ways” of allowing people to do their work.

The following practices have already taken hold:

- Flexible working hours where people start their day early and end early or they start late and end late;
- Flexible work locations where people are allowed to work from home, a coffee shop or any other location that is suitable to them;
- Compressed work weeks where people work longer days in order to have one weekday free or half a day free; and

- Job sharing where one person works part time in the morning and another works part time in the afternoon so that between the two employees, they complete the equivalent of a full day's work.

When companies are considering flexible work arrangements, we always recommend that they first understand the nature of the work that an employee does.

In every business there are roles that are well suited for flexible work, and others that are not.

The benefits for you and your company

Companies are finding that flexibility is becoming a necessity, particularly for employees that have scarce skills and are in high demand. Many are expecting some degree of flexibility from their employer.

Many South Africans have to deal with the practical reality of severe traffic congestion when commuting to and back from work, and the high cost of fuel or transportation. Many spend in excess of three or four hours commuting to their workplaces every day.

Eliminating or reducing the time, cost and stress of that commute from their lives - even it is just one or two days a week - can dramatically change their work life balance, their wellness and their engagement with the company.

Flexible work arrangements can also lead to financial savings for companies. If the entire workforce does not have to come into the office every day, less floor space, parking, desks and IT infrastructure is required to get the work done. That can translate into large cost savings for the organisation.

Technological advances

Companies will need to invest in technology to enable employees to work more flexibly. This could mean data allowances or having to invest in the necessary software that will allow greater access to business systems remotely.

Virtual meetings - such as Skype or Google Hangouts - have gained significant traction in the last few years, enabling companies to have conference, team or meeting calls with many remote participants, often with video feeds.

The widespread penetration of home internet connectivity via ADSL and fibre solutions have allowed more people to have access to data in many more places. That has changed the landscape quite dramatically.

“ People associate flexible work arrangements with “non-traditional ways” of allowing people to do their work. ”

Managing a remote workforce

Many companies are starting to grapple with issues such as the remuneration and performance management of a remote workforce. At the core of these issues is trust between employer and employee, open communication and clear expectations.

Some managers may struggle with the idea of how to manage employees who they don't see all or every day. Practices to address these fears include setting clear expectations and giving regular feedback to employees who work remotely. These practices can generate the same or superior, performance outputs .

The potential dark side

People who are mainly working away from the office may tend to overcompensate for the perception that they may be slacking off a bit, and actually work longer hours. There has to be a deliberate focus to create boundaries and balance between work and rest.

There are also concerns about the potential impact of flexible work practices on social connections in the workplace. Relationships and networks are critical to empowering people to collaborate and perform well, and many top companies are ensuring their flexible solutions enable this social connectivity for remote workers, and deliberately create opportunities for people to connect.

Trust and communication between managers and employees is absolutely critical for flexible work practices to be effective.

Check-ins are important

Although it seems like a big shift for many people, if good management practices such as regular check-ins, feedback sessions, and clear expectations are in place, then a lot of these transitions will feel more natural and less jarring to the new workplace relationship.

Rosanna Stofberg, member of the Professionalisation Committee at the South African Reward Association (SARA).

Secretaries Day 2019 celebrations AT THE SUN MASLOW HOTEL, TIME SQUARE, MENLYN MAINE



Driven by the theme, Find the CHAMPION in YOU, one of this year's leading Secretaries Day function and celebrations organized by the Association PAFSA, took place at the Sun Maslow Hotel, Time Square, Menlyn Maine.

Platinum sponsors were Office National, Sun Arena Sun Time Square



A three-in-one affair saw 230 PAs participate in the annual PA summit which took place in the morning followed by a Gala Lunch on the pool deck, and the day culminates with the announcement of South Africa's PA of the Year.

The annual Summit consisted of three keynote speakers who were especially selected to address the delegates on topics aligned to the day's theme. The keynotes were delivered by Femi Adebunji, Angela de Longchamps and Xolani Luvunu – the latter has been especially invited by Brett Hoppe of Sun international Time Square to share his unique story of what the spirit of champion really means.

During the morning, the delegates listened to their own peers deliver ground-breaking presentations on the pillars of success for CEOs and how they apply today to PAs as well. The presentations on video were the culmination of a year's work done by the PA of the Year 2108 tribe, and involved research and speaking to experts. The videos on their project titled The pillars of success for PAs and EAs will be made available in a soon to be launched YouTube channel.

Says Ana-Maria Valente, editors of CareerSuccess and executive director of PAFSA: "It has become increasingly obvious that any training for today's PAs, whether formal or informal, has to see the topics being aligned to the priorities of the changing workplace and to the dynamics that CEOs and the Executive Suite face.

"What is expected of contemporary PAs no longer echoes

the duties of the past, where they were mere passive takers of instructions and Minutes. Today, they are active supporters of management and many take on some of the tasks of their executives.

"PAFSA as an organization representing the interests of the admin profession drives its members to stay aware of the dramatic changes that the 4IR will bring, and furthermore engages its members in research and publications that alerts their peers, nationally and internationally to the new realities of pervasive technology and AI."

The Summit provides annually, an opportunity for PAs to revitalize their passion for their role and profession.

The Summit is followed by a Gala lunch where delegates can network and enjoy this very special day out of the office, and be part of the announcement of the PA of the Year.

Says Brett Hoppe, GM of Sun International Time Square: "Hosting the PAFSA function as lead sponsor is a wonderful opportunity to thank PAs for all the hard work they do throughout the year. We are very aware of their changing role and expansion of their portfolios and the concomitant increased stress levels – it is only fitting, that on Secretaries Day we afford them a day out where they can both be re-energised but also be made to feel special.

"A number of people on my team were directly engaged in the organization of the day to ensure that The Maslow put on the ritz for Secretaries Day and showed off the best of the renowned Pretoria hospitality."



PAFSA

Professional Association for Secretaries and Administrative Assistants
Passion for the profession

PA SUMMIT PICTORIAL REVIEW



pa summit review



Below: Mastoor Ramiah, Femi Adebajji, Angela de Longchamps, Eric Vermeulen, Hein Venter and Xolani Luvuno





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PA of the Year finalist presentations

During the morning of the Summit, the delegates met the six finalists of the PA of the Year Award, identified below.



Hanlie Potgieter



Lize Momberg



Saffiya Ismail



Samantha Naidoo



Shirwyn Weber



Teresa Wood Wright



Unlike typical secretarial competitions, nominees are not judged on traditional office skills which should be a given, but rather on their experience, qualifications attained, current umbrella of activities and responsibilities, and their perspectives on their role as a member of the executive team.

Furthermore, the Award looks for PAs who are alert to developments around them and this year one of the key questions was around the 4th Industrial Revolution.

On the next page we provide their answers as well a brief description of each finalist as per the nominator's perspective.

HANLIE POTGIETER

PA at WBHO

Her nominator, Subashnie Chetty says of her:

"I believe Hanlie has what it takes to be the next PA of the year because she is assertive and committed.

She keeps things running smoothly, ensuring meetings are effectively organized and minuted.

She maintains effective records and administration."



*** When asked about 4IR and the impact on the profession, Hanlie answered:**

The World Economic Forum has published a list of the top ten work skills most valued in 2020. It has become apparent that for any personal assistant reading this list, many of the skills are traditionally associated with the role. How is this actually going to influence the profession in the future? Many firms are looking for more people-focused ways to harness the rapid rise of technology. They are championing the idea of collaboration between man and machine.

Artificial intelligence (AI) and machine learning have problem-solving capabilities. AI is capable of auto-arranging meetings and schedules via email, but machines cannot read a person's body language. The human factor is integral, providing flexibility and emotional intelligence and acting on the non-verbal communication factor of your aggravated or aggrieved boss. Thinking of the bigger picture, embracing the evolving future technology will simplify your work but can never replace the human element or thinking, feeling and organisational skills of a human PA.

LIZE MOMBERG

PA at TELKOM

Her nominator, Eva Milic, says of her:

"Lize never ceases to amaze me with the ability to manage the CEO's office and his team effectively in a friendly manner which makes her very approachable to both management and their support team.

She is pro-active, always willing to assist and is constantly looking for innovative ways to ensure smooth operational transitions, especially as we have constant change in our industry which she handles very well."



*** When asked about 4IR and the impact on the profession Lize answered:**

Trying to compete with AI is a poor strategy. Machines have not yet learnt to be creative, supportive or have empathy. We need to do the "human work" and this will be the major differentiator for us as PA's. I will encourage my PAs to take part in the onboarding of AI and digital assistants in our environment, that way we can influence and shape implementation as opposed to having it forced upon us.

Being fearful or ignoring the changing landscape, will not benefit us at all. The best strategy to ensure and secure our profession is to keep learning, to collaborate and embrace the coming changes in the Fourth Industrial Revolution.

Despite all the conveniences that AI devices and tools can bring, we remain invaluable to our executives who still look to us for support.





Inspired Leadership

DEVELOPING TOMORROWS LEADERS TODAY

Lack of development is the #1 reason for employee exits

Only 30% of employees believe someone cares about their development.
If you doubled that to 60%:

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SAFFIYA ISMAIL

PA at INVESTEC BANK

Her nominator Adriaan Stander, says of her:

"Saffiya Ismail is the heart of the Specialist Bank team at Investec. In a corporate environment where people are sometimes too task-oriented, it is good to have someone who brings balance.

Her dedication to her manager and her team has made her a confident, a problem-solver, a fresh perspective. In her role as PA to the CFO she deals with the senior leadership of Investec on a daily basis.

She is professional and her work ethic is exemplary.

We are lucky to have her."

*** When asked about 4IR and the impact on the profession, Saffiya answered:**

Artificial intelligence is completely transforming the world and our own lives.

Our world is fueled by data; we have devices at our fingertips which connects us to the internet within seconds. These devices have the capability to collect and process vast amount of information. I have a Google assistant at home. She is amazing. There are several virtual automated assistants Siri, Nina, Echo, Dragon Go, and Amazon's Alexa. This is the 4th Industrial Revolution.

Our current unemployment rate is at 29% in South Africa, can we afford more job losses? PAs need to become tech savvy.

We need to work alongside technology with our creativity, problem solving skills, humanness, and this is where we will carve our niche.



SHIRWYN WEBER

Executive Assistant at STANLIB / INN8 ET PARTS

His nominator, Jace Smith, says of him:

"I have worked with Shirwyn for the past 3 years and over the years he has shown that he is an integral part of the team, his willingness to assist, proactive nature and never say die attitude has assisted us in scaling up our business and making every executive he supports more effective and efficient. Shirwyn has proven that no matter what you ask him to do, he will complete the task to both your and his own high standards. Managing an office of 40 staff and looking after 3 senior execs with minimal disruptions and by taking initiative, I believe that he is a high performing assistant. One of the best I have worked with."

*** When asked about 4IR and the impact on the profession, Shirwyn answered:**

The fourth Industrial revolution is about the age of intelligence and its link with technology. It's the age of these things coming to the front, Siri, Alexa and all other AI bots, smart phones, TVs, fridges, these have all been developed previously but only really come to the fore now.

As Assistants we have nothing to worry about with 4IR; we should embrace it as it will assist us with connecting with shorter lag times, working unrestricted, and developing other management skills to assist with developing us into Senior Managers within our organisations. These tools cannot replace us; they can just enhance our ability to do more with less time.

Our profession has survived the previous Industrial Revolutions, when people said that it would be one of the first to go in the 4IR, I said "no-chance", and the one thing you can't replace is human interaction and touch!





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SAMANTHA NAIDOO

PA at MOTUS AFTERMARKET PARTS

Her nominator Shalandra Gerber says of her:

"Samantha is a brilliant Assistant not only to me but to everyone in our Division.

She is the go-to person when anyone has issues and she manages to abate the issues before it reaches me leaving me free to carry on with other work.

Her admin management skills are apparent daily.

She is always in charge of thinking of things even before people know they need them. Her work is always done with excellence and integrity.

*** When asked about 4IR and the impact on the profession, Samantha answered:**

This is a rather difficult topic to discuss, because it boils down to the glass half empty/half full, in my opinion this is our profession's time to shine with an old concept, "garbage in, garbage out" now is the time to work with excellence and passion to stay relevant. In a digital world with technological advancements – and AI Personal Assistants - it's easy to see that our profession might be hit the hardest.

However, any sensible person will never confuse the different importance between a digital assistant and a human PA... this technology lacks context so a human PA will know when you are interruptible, when you are stressed, when you are bored, when you are hungry when you are tired. Furthermore a human PA will always know who and what is really a priority for the executive, as well as personal you preferences, and that is something a robot can never be programmed to understand. Which is why I don't see advances in technology as a threat to the profession.

TERESSA WOOD WRIGHT

EA at ProductONE

Her nominator Linsey Hulley says of her:

I believe that Teresa would make an exceptional PAOTY 2019 winner and be the perfect role model. She has over 25 years' PA experience and is highly qualified. Teresa displays passion when fulfilling and uplifting her role in the working world. She will not walk the extra mile but rather walk however many miles necessary to ensure she continually excels in her role. She is extremely professional, and a source of encouragement and inspiration to her friends and colleagues.

She has the heart of a willing servant, and a very calming and caring personality: she is tenacious,

*** When asked about 4IR and the impact on the profession Teresa answered:**

4IR represents a fundamental change in the way we live, work and relate to one another.

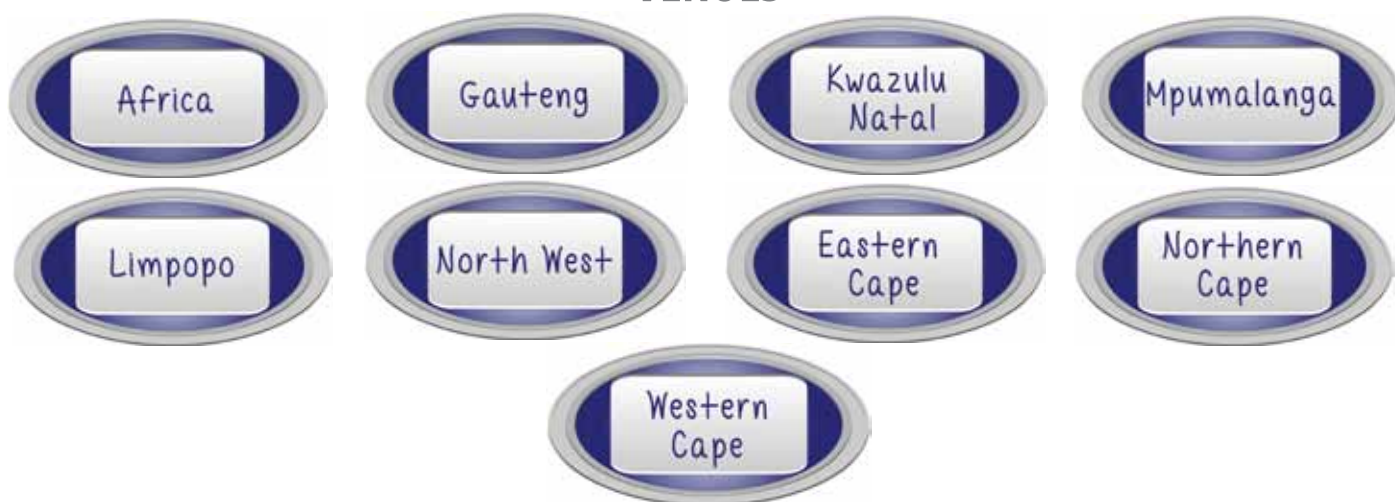
The speed, breadth and depth of this revolution is forcing us to rethink how countries develop, how organisations create value and even what it means to be human. The technological advancements will present opportunities beneficial to humanity in ways once unimaginable. As with any change, there is the good and there is the bad. It is difficult to say which of these will play out prominently with 4IR as it is too disruptive and unpredictable. The critical questions are: What will be the ownership patterns of the technology enterprises that emerge to dominate our economy? Will they be woven in the same patterns of ownership as the old industries in South Africa (grossly unequal and racially skewed)? These questions compel us to reimagine the concept of work, as we know it today, and education and training.



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PA of the Year® Award

in pictures, held on Secretaries Day 4 September 2019



Lynn Kruger presenting Hanlie Potgieter with her certificate



René Potgieter presenting Lizé Momborg with her certificate



Sharon Künnemann presenting Saffiya Ismail with her certificate



René Potgieter presenting Samantha Naidoo with her certificate



Carine Daniels presenting Shirwyn Weber with his certificate



Chelene Venter presenting Teresa Wood Wright with her certificate





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South Africa gets its first MALE PA OF THE YEAR®

Shirwyn Weber, personal assistant to STANLIB's Group Investment Platform's Chief Operating Officer, Caroline Naylor-Renn, received the prestigious title of South Africa's PA of the Year 2019 on Secretaries Day.

On receiving the title, Shirwyn said: "It is a huge honour and privilege to receive this award and to know that I am the first male assistant in history to do so. It's a move in debunking the stereotype that this profession is for females only. It also validates all the years of hard work and dedication to my craft.

"I wish to let other male assistants, whether they are studying business administration or work in an admin role, who do not think this role is for them to know that it can be the most rewarding profession.

"Well done to all the amazing assistants that took part in the competition and, to the judges that made the final decision, thank you for taking acknowledging my hard work.

Naylor-Renn said: "Everyone at INN8 is incredibly proud of Shirwyn's achievement. He is an absolute key member of the team and it just proves what we already knew: he is truly awesome at his job.

"Our partnership means that I am twice as efficient as I would be on my own. It is a pleasure to work with him and we are very lucky that he is part of our team."

The organisers of the award noted that this recognition is critical both for the incumbents of any profession as well as for the secretarial profession itself. While any profession enjoys and benefits from being recognized for the role it plays in the market space, it's the professionals themselves who benefit far more from the recognition and praise because they will ensure the survival of that profession and its evolution.



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PA OF THE YEAR AWARD® 2019

On Wednesday 4 September, national Secretaries Day in South Africa, South Africa's PA of the Year 2019 was announced during a Gala Lunch held at The Sun's Maslow Hotel, in Time Square Menlyn Maine.

The organiser of the Award, PAFSA (Professional Association for Secretaries and Admins) founded the Award in 2006, exclusively for PAs and its purpose is to recognise the achievements of PAs across South Africa, and to enhance the stature of the Personal Assistant.

Now in its 14th year, the PA of the Year Award® has yet again seen nominations coming in from all over South Africa recognising the leading professionals in the secretarial/admin profession. Nominations also see various sectors represented - from corporates (large and small) to government, SOEs and the civic sector.

Beyond just recognition, South Africa's PA of the Year® aims to reward the office heroines/heroes whose endeavours keep executives effective and focused on leading their companies and organisations to performance success.



As the first male to receive this award in South Africa, Shirwyn will become a vital role model and inspiration for a new generation of males studying office administration and office management. The PA of the Year Award sets clear standards and, by raising expectations, elevates the excellence bar of the secretarial and admin profession. PAFSA is proud to play a part in the evolution.

PAFSA thanks all the sponsors for their support with a special word for Sun International time Square, Menlyn Maine for sponsoring the full event with its GM being the Day's Host.



Secretaries Day Lunch

At Time Square organised by PAFSA





Crystal Award RECIPIENTS 2019

An Award for frequent Summit attendees

The intent of the exclusive PA summits is to have emerge a community of committed PAs united by a sense of responsibility to review and address emerging trends in their field, and to encourage best principles and practises.

People may ask if the recognition through the PA Crystal Award is an 'end' in itself or has further meaning – the founders believe that the purpose is broader than the recognition awarded to someone; it is meant to carry a message to the broader public i.e. to encourage PAs to take time to care about examining their thoughts, approaches and methodologies and to encourage them to engage in a process of constant personal growth.

- **Eligibility for Award:** A participant who has attended four annual PA Summits has clearly shown commitment to thinking and idea exchange about her/his profession.

All in all, the Summit is for those who more than wanting to just Absorb, Interpret and Practice, are wanting to Observe, Reflect and Practice - in an ambience which takes one out of one's comfort zone, and exposes one to one's peers as well as to academics and gurus.

(Although the participant has to have attended four Annual Summits, it does not mean that the attendance has to be sequential without a break).

- **Presentation of Award:** The Award is in the form of a Certificate and trophy and is presented to the recipients at the end of the Summit.



Alice van der Westhuizen from South African Reserve Bank



Glenda Martins from Bidvest Steiner



Glenda Rhoode from MMI Holdings



Lynnette Schoeman from Momentum



Michelle van der Walt from Bidvest Prestige



Rachel Hugo from Imperial IT



Sharon Soutter from Bidvest Services



Shirwyn Weber from STANLIB/INN8



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Lifetime Achievement AWARD

**presented on South Africa's
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4 September 2019
to Sonja Bohländer
in recognition of a lifetime
of selfless service to the
secretarial profession in
South Africa**



The Professional Association for Secretaries and PAs (PAFSA) presented René Potgieter a PA at First Rand, with the first Lifetime Achievement Award recognising selfless service to the secretarial profession.

At a Gala Lunch, held at Emperors Palace on Secretaries Day, and in front of 200 peers, Rene Potgieter, was recognised and rewarded for her outstanding contribution to the enhancement of the secretarial profession spanning a period of 28 years.

Ana-Maria Valente, head of PAFSA's EXCO, said: "I have known René for two decades, and always in her capacity of serving or leading committees. She never turns away from an opportunity to contribute of her time or knowledge if it's for the good of her peers. I have never seen her ask for anything in return, least of all, for recognition – and that is what makes her truly one of a kind.

"René is always open to asking for help or advice when she herself needs, and always ready to give it when it is asked. PAFSA is honoured to have her as head of its PA of the Year Award, and honoured to count on her experience and expertise when needed. We salute her, and know that she is the best pioneer-recipient of this Lifetime Achievement Award in South Africa."

The Citation read on the presentation of the Award on adjacent page.

Citation

Sonja entered the profession in 1979 and this year marks her 40th anniversary in the profession.

She entered the profession working for attorneys as a Dictaphone Typist and Debt Collecting Clerk where she spent a year, and from then onwards worked her way up from Typist receptionist at AECL, Polifin and Sasol being part of the merger of three companies where she was to reach the position of Executive Secretary to the HR Manager and Business Development Manager in 2003.

She was promoted to PA to the Managing Director of Sasol IntraChem in 2010 and promoted again in 2014 to PA to the Senior Vice-President of Sasol Sasolburg Operations and two Vice-Presidents – a position she holds till today.

These are some of her credentials of her commitment to professionalism.

From the late 1990s to 2010.

Sonja presented/participated in training of secretaries / office professionals in-house in Sasol in Sasolburg,

She was responsible for Corporate Image and branding presentation at monthly induction of new employees in Sasol Sasolburg. (Presentations are still used, but handled by a different department),

In **2004**, together with other executive secretaries in Sasol, she put together, and still maintains, *Best*

Practices for Office Professionals Manual,

In **2005** Sonja established and became Convener of the Office Professional Forum in Sasol IntraChem and now Sasol Sasolburg Operations,

In **2012**, Sonja becomes a member of PAFSA.

The following year she is nominated to the PA of the Year award and reaches the finals and becomes a member of the Academy of Excellence.

In **2014**, she assisted with putting together *PAFSA's Best Practices Document*

And from **2015 to 2016** she was elected Chair of PAFSA's President's Committee.

In **2017** she is appointed as one of the members of the Magnificent 7s and becomes a regular contributor to the IN-Touch newsletter and subsequently to Masikhulume and Akasifunde Knowledge-enhancement pointers on PAFSA's Social Media.

In **2018**, she is one of the PAs elected to participate in a publication for a worldwide launch titled: Blueprint on the Future Role of the PA/EA.

This same year, the BIG C was diagnosed but Sonja did not buckle and continued on just all four cylinders in her dedication to her peers nationwide, and when she was feeling weaker than she wanted to, she called on her Sasol PA peers to support her! They are here with her today!



PAFSA EXCO

6

TRENDS LIKELY TO DISRUPT the events industry in 2020

The six trends in the global meetings and events industry have already made their way to South Africa.

So says Raylene de Wet.



Do the sight and smell of a steamy shisa nyama in a pop-up shebeen seem like they have all the makings of a memorable event? What about the prospect of a collision space to promote networking at your next conference?

1. Let's festivalise – it's all about the experience!

The days of unending keynotes and death by PowerPoint have long disappeared. Delegates want to be entertained – they want to immerse themselves and engage in an exciting events 'experience'.

Enter the concept of festivalisation. This has become the buzz word in the events industry," says de Wet. "Events – and the planning thereof – should be fun. And, what could be more fun than combining your average event with the elements of a festival?"

Festivalisation has led to the exchange of closed conference rooms for unusual outdoor venues. Keynote speakers now share the stage with live music and comedians. Corporate meeting attendees are looking for transformative experiences that will improve their daily work life.

Today's delegate prefers authentic local experiences and shows. They want to sample the destination's characteristic food and beverages, and interact with local residents who are knowledgeable about the area's history and culture.

2. TikTok – it's time to hop on the bandwagon

Ever heard of TikTok? If you're over 35 years old, chances are you haven't. Believe us when we say the time has come to sit up and take notice.

TikTok is a social-video platform that allows users to create and share short, musical videos. Like Instagram or Twitter, users can follow their friends as well as celebrities and influencers. It was the third-most downloaded app in the first quarter of 2019, with 188 million new users.

For meeting planners looking to boost event



awareness, TikTok is the marketing tool you didn't know you needed – until now. Organisers can share videos leading up to the official announcement, with each post hinting at agenda items or key speakers. They can promote their event by hopping on current TikTok trends, such as popular video formats or songs.

With many young people wary of traditional marketing, TikTok gives planners the opportunity to stray from the beaten marketing path and provide authentic, branded content that younger audiences will engage with naturally on their social feeds.

3. Technology – up, up and away...

Imagine escaping a conference with a few minutes' meditation on the beach. Augmented reality and virtual reality can give that extra edge to any event by offering unique experiences in a virtual space. Tech-augmented collaboration has revolutionised the events industry by allowing the world to become smaller. "South African event organisers can invite a speaker who is based in China without having to fly him or her in. With Internet connectivity constantly evolving and 5G on the horizon, we can expect to see more of a blurring of the lines between Visual Events and Physical Events.

Many audio visual (AV) companies have also invested in equipment that enables interactive note-taking. Although this is not a huge trend in South Africa yet, innovative companies are moving in this direction. There are also functionalities where speakers make notes which will save automatically to the guest phone through the meeting platform.

However, as much as technology will continue to shape the meetings industry, so too arises the demand for escaping from technology. With an always-on workforce, it is important to consider private places where delegates can relax and recharge. Mindfulness areas and places to 'unplug' are increasingly becoming the new norm.

4. Bye-bye, buffet. Hello culinary innovation.

Chicken or beef? What about a salad buffet or cocktail sausages? Step aside, everyone, and make way for MasterChef.

If you want your event to stand out, consider creative ways of displaying your food and taking your guests on a culinary

journey. By using local flavours and dishes, and presenting them in a modern and creative way, you can really make a lasting impression.

Bite-sized versions of regular food are always a hit. Nobody wants to walk around trying to mingle while balancing a full-sized steak and chips. So, by scaling it down, you're not only being innovative, you're also make your attendees' experience a lot easier.

5. Sit, stand, mix it up...

Where people sit affects everything from how well they engage with each other to how well they absorb information. The truth is that the right seating arrangement can make or break the productivity and problem-solving abilities of delegates at your event.

Therefore, allow delegates to vary their postures during the event, advises de Wet. Event planners constantly have to be one step ahead by ensuring that all events are productive and that attendees stay engaged. Several studies have been done on this topic and it's interesting to see how high tables with high seating combined with couches as well as Standing Meetings are impacting events.

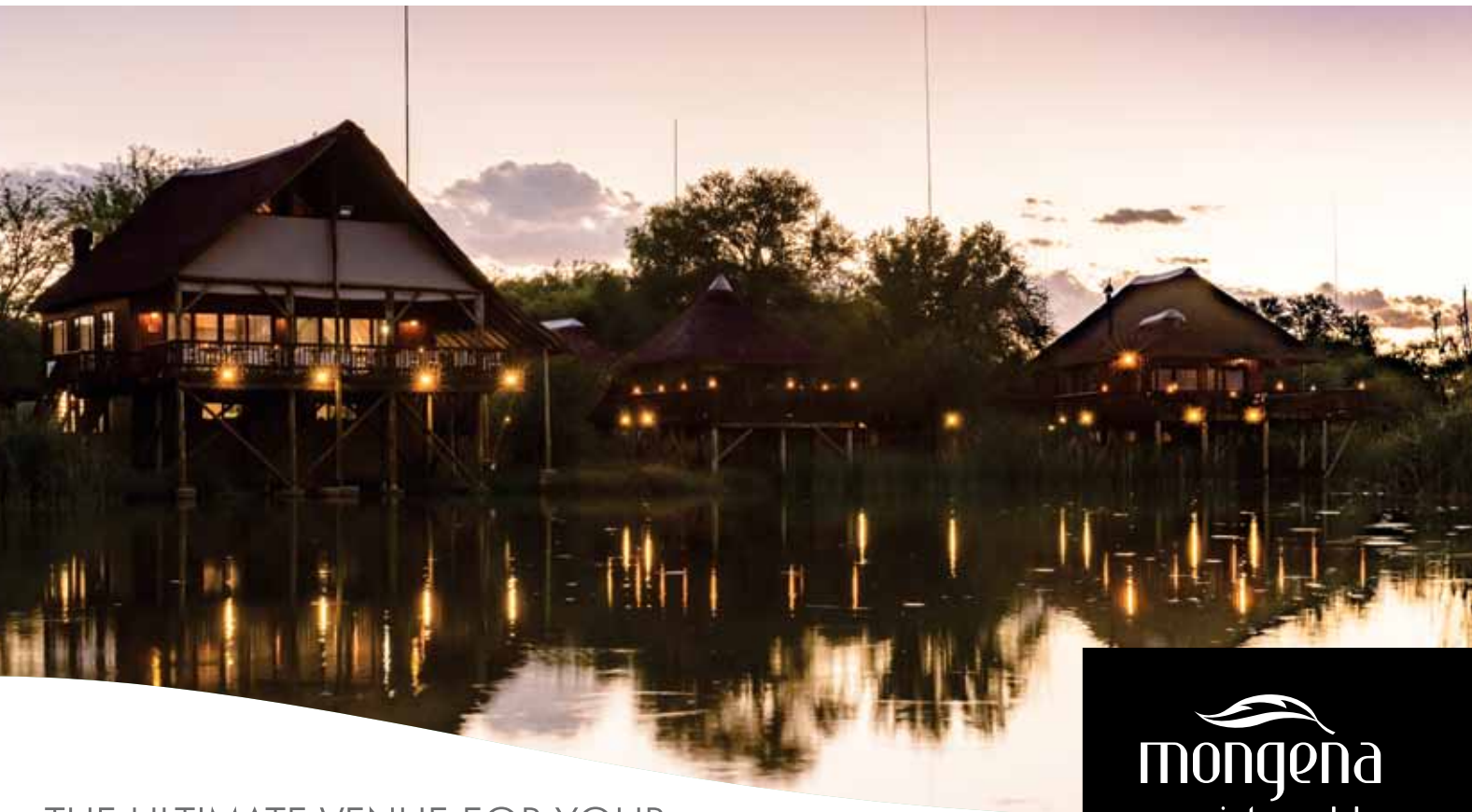
Planners can create ample private meeting spaces as well as 'collision spaces'. One way to create such a space is to provide fewer chairs than attendees. With fewer empty seats, movement and interaction is encouraged.

6. Energising delegates will remain a priority

From mindfulness to movement and healthy meal options, wellness will continue to be a key focus in 2020.

Delegates are often bombarded with information in a short time span, which can leave them feeling drained. To prevent this from happening, organisers need to find new and innovative ways to keep everyone energised and engaged.

Slot in a few meditation 'bubbles' during your conference to allow delegates to relax for a few moments, or distribute regular healthy fruit snacks to keep energy levels from crashing midway through the day," suggests de Wet. Or shake things up by introducing a happiness coach to get your attendees smiling and engaging with their colleagues in different, original ways.



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This page is geared to canvass your opinion once you have read Shirwyn Weber's viewpoint. Agree or disagree? What's your take on the matter!

SAYING "NO" is harder than you think...

We all have this problem: You are hired to work for a manager or managers, CEO, COO or any other C-Suite executive, but there is always someone who thinks that you are actually there for everyone; the one person in the office that all the "I don't feel like doing this" work goes to.

The mistake we make in the beginning is that we say "YES, sure, I will help...". We do this because we want to be "liked". We want everyone to think we are superhuman / super-assistants but what we don't realise is this behaviour sets us up for failure.

This is something that we all struggle with, but how do we go about setting these boundaries? I see this quite frequently on various platforms where other admins/assistants are asking for help in getting this right.

How do we say NO?

In other words: How do we politely decline doing things for others when we can't or shouldn't?

I have a few tips for you on how to set these boundaries and go forward without someone getting upset or running to your boss to report on your behaviour.

PUT BOUNDARIES IN PLACE

I know it's harder said than done, but when you start a new role, ensure that your immediate manager knows exactly what you do and who you do it for. They should have your back ALWAYS.

MANAGE YOUR JOB DESCRIPTION

We all know that there is really no comprehensive job description for an executive assistant. The generic one that is often used for recruitment needs to be refined as soon as you start.

Work with your executive to ensure that your job description is watertight - it should not be vague, and should tell the story of how you will contribute to the team as a whole. It will always need refining, but ensure that this is done regularly. Your mid-year and end-year review are perfect time to review the job description and set you up for success going forward.

BE REASONABLE IN SAYING NO

Ensure that when you say no to something, you have a legitimate reason for saying it. Rather than saying no, see if you can assist by suggesting another avenue for them to get task executed; maybe asking another colleague to assist, or being able to help at another time.

ENSURE THAT YOU HAVE ALL YOUR DUCKS IN A ROW

Always ensure that you have all your tasks covered. If you have a task list, or a to-do list ensure that you have time allocations to all of them. This will assist you in saying no; if you have proof of your time allocation, no one can argue that you have the time

BE ONE TEAM

Always ensure that you and your immediate manager are one team. Your executive should have your back all the time! There is no reason that they allow anyone to "report" you to them for not assisting, and they should be able to let you get on with your job.

I would love to hear from you on how you say no, what have you put in place to ensure that you have the right to say no?

Let me know your views on headoffice@pafsa.co.za



Shirwyn Weber has a account Exec Assistant: Caroline Naylor-Renn & Michael Summerton, adhoc assistance to CFO & Head of Distribution & Sales

<https://www.linkedin.com/in/shirwynweber/>

Despite the fact that “burnout” has become a bit of a buzzword, it’s still a tough concept to wrap our arms around—where’s the dividing line between normal stress and a larger problem?

Kat Boogaard advises.



Telltale Signs YOU'RE BURNT OUT AT WORK

Did you know that according to the World Health Organization burnout is specifically work-related and “should not be applied to describe experiences in other areas of life”? They explain that burnout can be summarized as:

- A sense of exhaustion or depletion
- Mental distance from or negativity or cynicism about work
- Decreased effectiveness at work

“Burnout is when somebody just feels depleted from doing the task at hand,” says Alice Domar, PhD, Director of the Domar Center for Mind/Body Health. “It happens when the demands being put upon you exceed the resources you have. The tank is empty.”

WHAT ARE THE SIGNS OF BURNOUT?

Turn the magnifying glass on yourself and recognize when you might be veering straight toward feeling burnt out at work. For example:

1. You Can’t Get Excited About Work Anymore

One of the telltale signs of burnout is a lack of interest or enthusiasm about what you’re doing. Even the projects that used to make you feel fulfilled now leave you feeling completely depleted. In the worst case scenario, this attitude of indifference can extend beyond your work and negatively impact your interest in various aspects of your life outside of the office.

2. Your Performance Is Suffering

As you might expect, this disinterest in daily tasks often leads to poorer performance—because people who are burnt out simply don’t care enough to do things well.

3. You’re Totally Exhausted

Fatigue and an overall feeling of exhaustion are commonly-cited indicators. You’ll not only deal with a lack of energy physically, but you can also feel emotionally depleted and drained.

So if getting yourself out of bed and to the office each day is a more demanding challenge than normal, you could be tiptoeing into burnout territory.

4. You’re Dealing With Physical Ailments

However, there are numerous physical complaints that have been reported with burnout, including:

- Insomnia
- Chest pain
- Headaches
- Increased illness
- Heart palpitations
- Shortness of breath
- Dizziness or fainting
- Gastrointestinal pain

YOU’RE BURNT OUT...WHAT NOW?

Common advice is for you to take some time off, and it’s true that a break can at least give you a bit of breathing room. But if a vacation is all you do, it’s really just a Band-Aid on a bullet wound. Instead, you need to do something to actively change two things i.e

1. Change your attitude
2. Change your workload

Identifying and then addressing burnout requires some conscious thought and effort - which is pretty much the last thing you want to think about when you’re already feeling worn down - BUT you have to take control over what isn’t working for you.

This is an abridged version of the article which appeared in The Muse.



Kat is a Midwest-based freelance writer, covering topics related to careers, productivity, and the freelance life. In addition to The Muse, she’s a contributor all over the web and dishes out research-backed advice for places like Atlassian, Trello, Toggl, Wrike, The Everygirl, FlexJobs, and more. She’s also an Employment Advisor at a local college, and loves helping students prepare to thrive in careers (and lives!) they love.



Staying in an unfulfilling job until you retire may not be the wisest path. Retirement from an unfulfilling job itself is a man-made social projection and the value of spending your life - doing what you love and loving what you do - is priceless.

This pernicious retirement myth has little to do with the reality of life and human potential. I know many people in their 70's, 80's and 90's who are still doing what they love and loving what they do and still going strong. Chronological age is certainly not the only determining factor.

THE SEVEN STEPS

1 Know when you are ready for change.

While it sometimes takes a crisis for the most stubborn of us to make a change in our lives, a good indication that you are no longer fulfilled in your job is a lack of energy and enthusiasm on a daily basis. When

the pain of desperation overrides the pain of action, you'll move into your new job or career.

2 Interview yourself.

The quality of your life is based upon the quality of the questions you ask yourself. Think about what you would truly love to do as a career and ask yourself what your most inspiring job would ultimately look like. See side box.

3 Expand your mind.

Take the time to read, research and study this area or areas of interest. Look for mentors and people in your now desired profession or skill area to speak with.

4 Make a plan.

Once you have evaluated your options, take the time to set out a plan and give yourself permission to create your own future.

5 Reinvent the role you have.

As an alternative to a completely new career path, it may pay to simply

make a few changes to the role you currently have and/or look within the organisation you are currently in to see where you feel you are able to serve the most and what serves you the most – at least temporarily.

6 Appreciate what your current job offers.

While you are envisioning, planning and gradually initiating and executing your new career pathway, it is wise to link how your current job is actually helping you step into your new career and how it is offering you the necessary skills, contacts, insights, leads and opportunities along the way.

7 See the solution.

You are never too old or too entrenched in any given profession to make a change. Focus on the experience that you've gained and the skills you have acquired rather than possible excuses for not moving forward.

7 Steps to making THE MOST OF A MID-CAREER CRISIS

Do you feel unfulfilled in your current job? Are you daydreaming about a career you'd rather be doing? Do you dread Mondays? The honest answer to these questions might very well lead you to the conclusion that you are, indeed, in the midst of a mid-career crisis and it may be time for a change, so says Dr John Demartini.

ASK YOURSELF THESE QUESTIONS

The quality of your life is based on the quality of the questions you ask. Here are seven high quality questions you can ask yourself when choosing a new career.

What would I absolutely love to do in life?

This question helps bring clearly into your conscious mind one of your heartfelt and meaningful dreams or objectives.

How do I become handsomely paid to do it?

This question helps you make your vacation your vocation. Why not get financially rewarded for doing whatever you love?

What are the seven highest priority actions steps I could complete today that would enable me to do it?

This question helps you organise your actions.

What obstacles might I run into and how do I solve them in advance?

This question will help you act rather than react along your journey.

What worked and what didn't work in my search for employment?

This question will help you refine your actions and keep them on priority.

How do I do what I would love more effectively and efficiently?

How did whatever I experienced today - whether positive or negative - serve me?

This question helps you realise that all great endeavours come with supportive and challenging consequences that act as feedback mechanisms.



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Coaching CLASS

by Rhonda Scharf



Q

"I just got passed up for another promotion. This is the third one in the last four years. I have great skills and I get excellent comments and scores on my yearly reviews, too. It seems impossible for me to break out of the job I've had the past five years. Any ideas on how I can change my image and get the next promotion?"

Answer: Always Ask "Why You Didn't Get That Promotion"?

You're not alone in this challenge, and there are many reasons why you may be getting passed over. With a little investigative work and some honest soul-searching, we should be able to figure out why it's happening.

1. Always ask for a debriefing when you don't get a job you applied for

Most people are unwilling to ask for a debriefing because it can be hard to hear. Do it anyway. If a promotion is that important to you, this is information you need to know.

Ask why you weren't selected and they will likely be happy to explain. That takes a lot of confidence on your part because you will hear about all of the areas

in which you were lacking. You will tend to want to defend yourself.

Instead, try to listen to the hiring manager objectively to learn why your application didn't make the cut. You'll hear things like, "You don't have any experience in project management" or "Your technical skills are just not where we need them to be." Those statements should create your action plan. They will tell you what you need to do, what to focus on, and where to improve. If you don't agree with the statements, that's your cue that you need to change your resume, or your answers to future hiring questions to highlight that you do have those skills.

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2. Make sure your supervisor/HR department/company is aware that you want a promotion

Sometimes we are hesitant to let it be known that we're looking to move up because it may look like we're unhappy in our current position. However, if the people who are doing the hiring don't know you want a promotion, your name won't enter their minds when they're looking for a replacement.

Apply for jobs that are in your skill set and are a promotion for you. And don't hesitate to tell your supervisor that you have done this. Let her know you want to move up.

When a job is posted, it's natural for others to mentally fill it with certain names within the company. You want your name to be one of those automatic reactions when people see the posting. If you are indicating (through your words and actions) that you don't want to move, then your name won't occur to anyone.

3. Make sure your attitude doesn't indicate you are unhappy where you currently are

It's one thing to let your boss know that you want to grow because that is good for you; it's another thing entirely to imply that you're unhappy and that's why you're looking for another job.

If you are passed over for a promotion, don't let your disappointment seem like negativity. Sadly, people justify that they didn't get promoted because the other person was promoted due to an unethical reason (the person is related to the boss, is sleeping with the boss, is young and attractive, etc.). Don't allow yourself to go there. The damage you will cause to your own reputation will be something you won't be able to reverse.

Skills can be taught, but people are hired for their attitude!

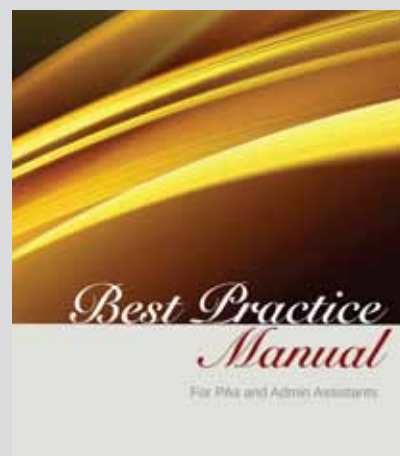
Have a look at your last review. Are they focusing on your skills and not your attitude? You need to foster a reputation as someone who stays away from gossip and doesn't focus on the negative. You want to have a positive attitude and reputation. Keep your negativity and bad attitude away from the office. It will cost you far more than a promotion.



Rhonda Scharf is a well-recognized Professional Speaker, Trainer, Consultant and Author based both in Ottawa Canada and Fort Myers Florida. Since 1993 she has worked with tens of thousands of people in n dozens of countries.

She has earned the highest speaking designation in the world, the "Certified Speaking Professional" (CSP) and was recently inducted into the Speaking Hall of Fame (HoF).

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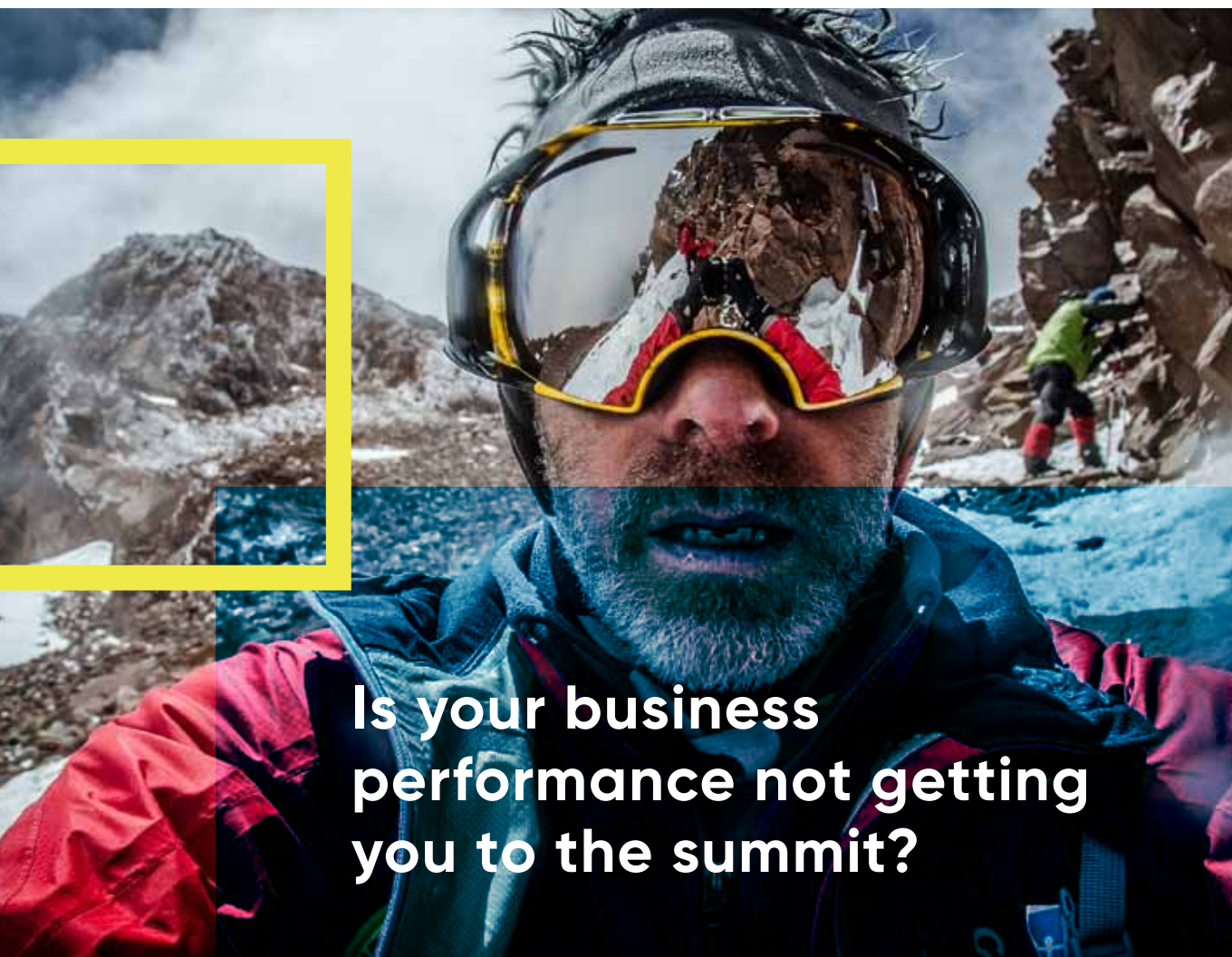
Test your Wits and have Fun



Just for laughs

- 1 What can point in every direction but can't reach the destination by itself?
- 2 I make two people out of one. What am I?
- 3 This is as light as a feather, yet no man can hold it for long. What am I?
- 4 What goes up but never comes down?
- 5 If you have me, you want to share me. If you share me, you haven't got me. What am I?
- 6 I can be cracked, I can be made. I can be told, I can be played. What am I?

Answers
1. Your finger. 2. A mirror. 3. Your breath. 4. Age. 5. A Secret. 6. A joke. Source: www.riddles.com



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