

CareerSuccess



for administrative & office professionals

Volume 32 Issue 2

ELEVATE
the Executive
EVOLVE
the Executive
Assistant

Interview
tips
for HIRING
the RIGHT
PERSON

What you
need to
KNOW
about
overtime pay

Are
ONE-ON-ONE
meetings
a waste
of time

Giving
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PLUS

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Contents

- 06 Quick Reads FYI**
Short and sweet - and good to know!
- 12 Key Feature**
Elevate the executive: Evolve the executive assistant
- 19 Workplace Issues**
UIF - This is what you need to know
- 21 Interview**
Getting to know Lebogang Lekgau
- 22 Officework Tips**
Interview tips for hiring the right person
- 26 Opinion Piece**
One-on-one meetings - timewasting or helpful?
- 28 Career Matters**
Useful ways to use social media for landing a job
- 31 Introducing you to PAFSA's Committees**
The PAs who volunteer their knowledge
- 48 Coaching Class**
Giving feedback the right way
- 50 Last Page**
Test your wits. Have some fun!





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Ed's memo



"...Transformation is a conscious choice." Heather Ash Amara

As we gear up for Secretaries Day on 4 September we need to take a look at what a Secretaries Day in 2019 means!

This day has been celebrated for over three decades in South Africa, and 30 odd years ago, being a secretary was so different from what it means today, that it is quite spectacular how the profession has EVOLVED.

However, in 2019 we can no longer speak of the profession just merely continuing to EVOLVE!

What's happening right now in the working world, and what will continue happening in the years to come – in our lifetime – is so dramatic in terms of what machines/robotics/AI can do for us that what is expected is a TRANSFORMATION of the profession.

You know that you can run your office from a mobile if need be!

You know that you can do most of your work away from your physical office!

You know that the help-resources you have on hand – and it's not just Google – have taken away many mundane and mindless tasks that previous PAs had to do.

How can your TRANSFORMATION not begin! It has already begun!

Because IT'S NOT YOU evolving in skills to do those tasks – IT'S YOU HAVING THEM DONE FOR YOU by software, Apps and AI.

And so it will continue – YOU and machines working together in mutual support.

What is expected is that you move away from traditional mindsets to new ones – just like secretaries had to give up typewriters and word processors and embrace computers! How they evolved indeed!

But of you – as I said before – much, much more is expected because you have so much more coming your way that you will embrace making the use of a computer look like nursery school!

The future is YOURS! YOU are already on the way!

Enjoy

Ana-Maria

PS see page 12 of this issue

EDITORIAL

Editor-in-chief

Ana-Maria Valente
anamaria@lazulicommunications.co.za

ADMIN/ADVERTISING

Director

Ornella Trinco
ornella@lazulicommunications.co.za

Head: Finance & HR

Guida Morais
admin@lazulicommunications.co.za

THE COMPANY

CareerSuccess is published by
Lazuli Communications (Pty) Ltd
Gauteng, South Africa
Tel: (011) 616 7401
Fax: (011) 616 3244

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Website: www.pafsa.co.za PAFSA is on Facebook

3 THINGS ROBOTS CAN'T DO BETTER THAN HUMANS (AND TWO THINGS THEY CAN)

There has been no shortage of predictions about how advances in artificial intelligence and robotics will replace humans in all kinds of jobs.

Financial services company Deloitte recently published its 2019 Global Human Capital Trends report, looking at how technology will impact international and South African companies.

One of the key focus areas of the report is how automation is expected to impact major companies. In South Africa, more than half of respondents (51%) said they are exploring automation and 58% state they are using automation to replace repetitive work.

However, before we succumb to thinking that of a future where robots rule the world, Oz Desai, GM Corporate Traveller suggests we take a look at the areas where robots will never be able to outperform humans.

1. A robot can't feel empathy

Imagine your boss has overslept and missed his/her flight. You reach out to your trusted travel agent, but instead of a human consultant, you reach a robot with an automated response.

When dealing with a crisis or stressful situation, humans want to be able to reach out to other humans. While a chatbot or robot may help them rebook, it's the human-to-human sympathy when the customer calls a representative that will give reassurance.

2. Robots can't think critically or creatively

Research by management consultants McKinsey and

Company suggests fewer than 5% of occupations can ever be entirely automated by existing technology. The reason is that most jobs require critical and creative thinking.

Even the most mundane business decisions rely on creativity. A bank president can find a management approach that better engages its workforce. A hotel executive can tweak furnishings to reflect the lifestyles of millennial customers. This is not robot territory.

3. Robots can't establish trust or loyalty

According to a new study from software company Calabrio, the vast majority (61%) of consumers say human interaction, not digital, keeps them loyal.

Although digital is paramount in creating a compelling and relevant

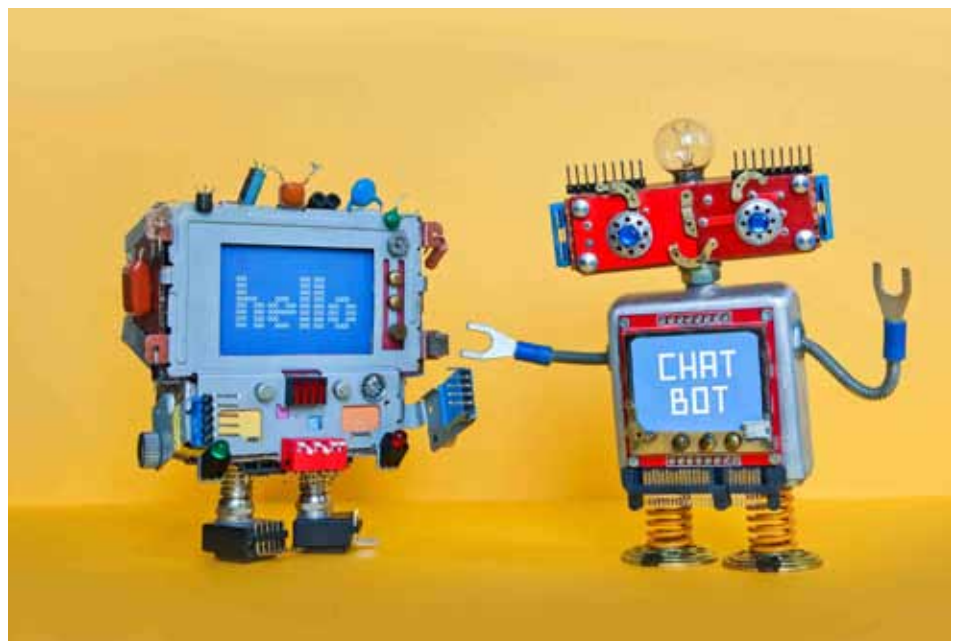
consumer experience, 74% say they are more loyal to a brand if they can speak to someone local in person. 43% of all respondents in the survey would consider switching to a competitor if speaking to a service rep was not an option.

Symbiosis is the way of the future

However, Artificial Intelligence will have the upper hand in some areas, for example: Robots don't need sleep, nor do they ever get bored of repetitive tasks.

Achieving business success in the future will depend on a blended approach to technology with the right balance between human and artificial intelligence.

More information about Corporate Traveller on email dorine@bigambitions.co.za





Evolution of The Workplace



Did you know?.....

Email, word processors and personal computers were only invented in the 1970s, and the offices back then had fax machines, cubicles and storage rooms filled with paper files. Skip forward to today, and offices are filled with standing desks, high-powered computers and Ultrabook laptops, cloud-based storage, high-speed Internet, VR meeting rooms and digital assistants.

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CORPORATE LAG.... THE MID-YEAR HANGOVER



Since catch-phrases are the domain of the self-help world, there's a new term - 'corporate lag' or 'corporate exhaustion', as it is also known.

The term is appearing on news feeds for very good reason - we are not talking workaholics or yuppie-flu victims - 'corporate lag' refers to the generally sluggish state of a person or group following a high-intensity period.

Employers are often quick to discount lack of energy, especially amongst teams, as 'slacking off', but a lacklustre team can be a sign of a need to regroup and reset goals. HR specialists should be encouraged to get their

team out of town and out of work-mode. We have definitely picked up a new trend for more fun-factor and less meeting time in our conference requests to boost company morale and lift energy levels. We have seen that the most successful conferences are those that focus on activities, team-building and introspection, rather than reporting, strategizing and brainstorming.

Leading managers are realising that their employees need to get to know each other and work on their social and personal development. Jam-packed itineraries are a thing of the past.

Trends show that June to August are popular months for team-building and overnight, out-of-town conferences. Choosing a venue that offers a wide range of activities should be high on a priority list i.e

from golf, bowls, soccer, biking trails, to archery and cook-offs! Another trend is to offer healthy food choices or low-carb menus; less pastry and more protein for menus.

The factors of a demanding work-place environment; continually being online, responsive and available to our jobs and careers can take its toll and begin to affect our energy and motivation. Gone are the days of wild and wayward conference getaways, littered with hangovers and a nodding auditorium. With a bit of thought and some consideration to your team, a carefully planned conference can do the world of good, instil a new vigour and heal the mid-year lag.

by Fasweya Williams &
Chantel Reynell of Langebaan
Country Estate
www.langebaanestate.co.za

WHAT YOU NEED TO KNOW ABOUT OVERTIME

Working time including overtime is regulated by the Basic Conditions of Employment Act, but many workers are not familiar with the technicalities of these laws and many employers do not adhere to the rules, says Arlene Leggat, President of the South African Payroll Association (SAPA).

One of the first things that employees should know is whether they can claim overtime according to the law -

1. "The earnings threshold to be able to earn overtime is currently R205 433.30 per year. Companies aren't legally required to pay overtime to employees who earn over this threshold.
2. Overtime compensation also doesn't apply:
 - to senior management
 - to employees engaged as sales staff who travel to the premises of customers and regulate their own hours or

- to employees who work less than 24 hours a month for an employer.

What if your employment contract says you can claim overtime?

You need to fine-comb your employment contract before you join a new company, as the wording in contracts that reference the Employment Act is often misleading. Do not assume that you will be compensated for overtime,

Working extra hours: a double-edged sword. According to the Employment Act, workers are not allowed to work more than 10 hours of overtime a week (collective agreement may increase this to 15 hours per week for up to 2 months a year) or more than 12 hours

on any day.

While the law stipulates that workers aren't allowed to work more than 10 hours overtime a week, they may be compelled to take on more work if they need the money. On one hand, employees benefit from the increased earning ability, but they need to make sure that they aren't getting stuck in an abusive situation.

Most employment contracts imply that occasional overtime is expected as part of the role, but an employer can't threaten you to work unreasonable hours.

Website: <http://www.sapayroll.co.za>

NB. Please see article on UIF elsewhere in this issue.



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WHAT SOUTH AFRICANS WANT FROM THEIR EMPLOYERS

New research finds that South Africa has the highest rate of employees who are open to leaving and actively planning to leave their current employment. The research identifies what South African employees want and how employers can adapt to positively impact employee satisfaction. .

How advanced are South African companies when it comes to implementing New Work attributes?

Research from DCMN Insights team reveals that there is a big gap between what employees expect from the company they work for, and what is actually being offered.

The study was conducted by the amongst a representative panel of 5023 respondents from different types of businesses in South Africa, France, Germany, the UK and the US.

1. Of the five countries surveyed only the US has a happier workforce than South Africa.
2. 66% of South Africans are very happy or happy in their current workplace.
3. This increases to 86% with those working for companies who have implemented New Work principles already.

4. However, 41% are open to leaving their workplace if an interesting opportunity comes up and another
5. 40% are planning to leave their jobs in the near future. Both are the highest rating of all the countries.

What employees want from their employers across all markets:

- Flexible working hours are among the top items on the wish-list with nearly two-thirds of South African respondents seeing this as the most important change they want to see in the workplace.
- The possibility to work from home and receiving subsidies for further education scores almost equally high amongst South Africans (49% and 50%).
- 42% would also like to receive free personal development courses from their employer. In all these categories, South

Africa has the highest score of all the markets.

In reality, only 24% have flexible working hours and only 14% have full liberty to work from home. South African employers also don't fair well with further development, with only 18% offering free personal development courses and 21% giving subsidies for further education.

War for talent – one of the biggest challenges for businesses today

The survey results show that companies are investing in employee happiness, but they still have a long way to go... in a country where job certainty is not a given it can be expected that employees will always be on the lookout for opportunities. To increase productivity and attract talent companies need to make bold structural changes where they remove hierarchies and empower their employees.

For more information: m.winterbach@dcmn.com



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Elevate the Executive: EVOLVE THE EXECUTIVE ASSISTANT



Written by:

Maïa Cybelle Carpenter, CPCC, ACC

Founder, Carpenter Consulting Partners: Leadership Coaching,
Executive Operations and Administrative Infrastructure



"ON" by Jean-Philippe Default © 2018"

We have a mission.

After much time spent in the field interviewing, working with CEOs, Executive Assistants and Chiefs of Staff, our mission has become clear: The value we deliver is in elevating the Executive by evolving the role of the Executive Assistant and Chief of Staff.

A visionary leader needs a high-functioning team to execute the strategy of the business. As part of a high-functioning team, CEOs have hired Executive Assistants and (increasingly in tech) Chiefs of Staff to leverage their role. Why? Because when a great EA or CoS partners meaningfully with a leader, that leader's effectiveness and productivity increases. If one considers the return on investment—it's huge. For example: If a CEO's compensation package is \$1M and their EA or CoS's salary is \$160K, they would only need to increase their efficiency by 16% or, save 10 hours of time per 60 hour workweek. In reality, we know that when a leader delegates and collaborates with a high-level EA or CoS, their productivity increases by at least 30%. By this industry standard, the value of an EA or CoS is a 'no-brainer'.

"Some people, especially entrepreneurs, think they have to do everything themselves. This couldn't be further from the truth. Without learning the art of delegation, I would never have made it in business. By sharing my responsibilities and trusting in others who I believe are better than me, we can get so much more done. We have dozens of companies and thousands of employees, and I always have a new idea I am working on. With the logistics and details organised by others, I am free to think about the bigger picture. Without a world-class assistant, this wouldn't be possible." – Richard Branson

The Current Evolution of the Executive Assistant to the C-Suite Role

When people think of an Executive Assistant, many stereotypes prevail: the (female) 'secretary', the 'admin', the 'second wife', the 'personal assistant' and a role with no potential for growth. One of the reasons why the role has recently evolved into a Chief of Staff to the CEO role is because of the negative bias associated with the title of EA. Many EAs to CEOs are highly educated, have breadth of experience, have too many responsibilities and are far too strategic to be simply called an 'assistant'. These days, an EA or CoS in the C-Suite has some of the same competencies as the people they support: influencing, managing people,

power dynamics and executing the business strategy. Additionally, CEOs have recognized the strategic value of having a supportive business partner who can see the big picture across the executive team and increase cross-team collaboration. In order to attract top talent to the role, many have dropped the EA to CEO title and evolved the role to better suit the business needs. By default, it also means that more men will apply for the job. Whilst a high percentage of EAs to CEOs are women, there is more of a gender balance in CoS roles to the CEO. Let's face it, not many men are lining up to apply for EA to CEO positions and we know why: The role is seen as something women do because it is the 'house-work' of the office. We are not suggesting that men who are EAs are not valued, we are in part addressing the inherent gender bias in the role of the Executive Assistant and how it is undervalued.

What Does the US Bureau of Labor Statistics Have to Say About EAs and CoS?

Please keep in mind that these are very broad and generalized statistics. Our use of them is to illustrate a point. Since the great recession of 2008, The US economy has continued to see a decline of low-skill jobs in favor of high-skill positions. The role of EA to the C-Suite and CoS has become over time, more managerial and directorial (managing ops, people, events, strategy, automation and AI). These roles increasingly demand highly educated, skilled and emotionally intelligent individuals. The title 'assistant' is hardly the correct title for this type of role. Chief of Staff may sometimes be the correct role, but we would argue that it doesn't do justice to the wide variety of responsibilities that those individuals have. One needs only to point to the confusion people have on the definition of a Chief of Staff. For example, it means something very different in tech than it does in government or in the military.

US Statistics:

- The job growth rate for a Secretaries and Administrative Assistants 2016–2026 is expected to decline -5%. Previously, this role would have been the entry-level into a career path to EA to the CEO or Chief of Staff.
- The job growth rate for Administrative Services Managers 2016–2026 is expected to rise 10%, which is faster than the average for all occupations according to the Bureau of Labor Statistics. These roles plan, direct and coordinate the supportive services of a business. EAs to the C-Suite and CoS have some of the responsibilities in this category.

Continued on next page

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Quick Facts: Administrative Services Managers

2016 Median Pay ?	\$90,050 per year \$43.29 per hour
Typical Entry-Level Education ?	Bachelor's degree
Work Experience in a Related Occupation ?	Less than 5 years
On-the-job Training ?	None
Number of Jobs, 2016 ?	281,700
Job Outlook, 2016-26 ?	10% (Faster than average)
Employment Change, 2016-26 ?	28,500

From the Occupational Outlook Handbook of the US Bureau of Labor Statistics

- The job growth rate for Top Executives, General and Operations Managers 2016–2026, is projected to grow 8%, which is the average growth across all occupations. These executives are defined as devising strategies and policies to ensure that an organization meets its goals. They plan, direct, and coordinate operational activities of companies and organizations. EAs to the C-Suite and CoS have some of the responsibilities in this category.

Quick Facts: Top Executives

2016 Median Pay ?	\$103,950 per year \$49.97 per hour
Typical Entry-Level Education ?	Bachelor's degree
Work Experience in a Related Occupation ?	5 years or more
On-the-job Training ?	None
Number of Jobs, 2016 ?	2,572,000
Job Outlook, 2016-26 ?	8% (As fast as average)
Employment Change, 2016-26 ?	193,100

From the Occupational Outlook Handbook of the US Bureau of Labor Statistics

- Further details on US employment statistics for Executive Assistants in general can be found [here](#). There are no available statistics for EAs to CEOs or Chief of Staff roles.

In the US, the shift away from task-based, repetitive administrative work to higher level administrative and operations management is clear. It's been happening for a while and there has been resistance to change. A quick search of EA job descriptions on Indeed or LinkedIn can give you a flavor of this resistance to the evolution away from task-based repetitive work to strategic and management-level work.

Entry-level administrative assistant roles are disappearing in mid to larger-sized companies because many of their tasks have now been automated. Fortunately, the new skills required of EAs are widely accessible, provided you have a growth mindset. To succeed in this role you need a high degree of emotional intelligence, strong communication skills combined with organizational chops and the ability to strategically prioritize. Junior EAs are gaining more experience and upskilling to the EA or CoS level with on-the-job training and mentoring, business and organizational development degrees and other educational models (online and in-person) that teach strategy and management.

Role Titles Inside US Tech Corporations and Investment Firms

At Google (Alphabet) and Google Ventures (GV), 'Executive Assistants' are now called 'Executive Business Partners' and 'Administrative Assistants' and 'Executive Assistants' are now called 'Administrative Business Partners'. The former role responsibilities have also been recalibrated to better support the evolution of the business needs.

Google changed the role to avoid negative biases around terms like 'secretary' or 'admin.' They also believed the scope of work these individuals were doing had more depth and nuance than might typically be associated with those titles.

Pinterest uses both 'Administrative Business Partner' and 'Executive Assistant Business Partner' to indicate different levels of responsibility in support roles.

Stripe's Executive Assistants now have the title, 'Executive Operations' and more junior roles have the title 'Administrative Business Partner'.

Khosla Ventures Executive Assistants with tenure of 5 or more years that support Managing Directors have switched to the title 'Business Partner'.

Microsoft uses 'Executive Business Administrator' as well as 'Executive Assistant'.

Gusto uses both 'Executive Business Partner' and 'Executive Operations'.

These are just a few of the shifts we are seeing in the US away from the title Executive Assistant and additionally, an evolution of the role responsibilities that is responsive to changes in business and technology. It's more than just a vocabulary issue: it's defining and changing how people think. Will your business adapt to this change?

Managing Administrative Tools and Operational Processes

People still think an EA's only responsibilities (even at the C-Suite level) are to write emails, schedule/calendar, take notes/make action items, act as the 'gatekeeper' for the executive, communicate with the Board of Directors, organize travel and run personal errands. Whilst some of this is still true, the role has evolved significantly. Successful leaders no longer have such low expectations of the role. You don't need a human actually doing the repetitive administrative tasks, you need a human to manage the automation of those administrative tasks.

Increasingly, the use of automation, artificial intelligence and as some would say, 'synthetic intelligence' are giving businesses an edge when it comes to repetitive administrative and operations tasks. Any business that automates or uses AI for

scheduling, e-document organization and retention, travel and people operations processes will have a long-term advantage over businesses that only use a human being to do this. Why? Because their executives will never be as productive. We can leverage our unique human skills by automating repetitive and mundane tasks. Time is money, but time is also important for innovation. By leveraging the unique soft-skills that your administrative and operations support team has, your business can be more strategic. We're not losing admin jobs, we're evolving and improving them. If we aren't empowering and upskilling our administrative and operations employees by having them manage automation, artificial intelligence, people and processes, we will not keep up. It's important for both investors and business leaders to support this evolution. As one AI entrepreneur, Dennis R Mortenson (from x.ai) put it, 'We're all about to become AI managers'.

If your business isn't already implementing automation, AI or SI when it comes to routine administrative tasks and operations processes, you will not make it in the global economy.

It is not a smart use of business capital to hire an experienced and educated EA to do repetitive administrative tasks and run personal errands; these things can be securely 'outsourced' for the sake of efficiency at a reasonable cost. Instead, successful executives need the right person to manage those processes, anticipate outcomes and help them execute the business strategy. Which brings us back to our mission: "Elevate the Executive by evolving the EA and CoS."



"Upwards" by Jean-Philippe Defaut © 2018

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Administrative Infrastructure Consulting

Recently at CC Partners, we've been brought into organizations to elevate the productivity of the CEO through their partnership with an Executive Assistant or Chief of Staff. We customize the training to each situation.

We've also had the opportunity to provide administrative infrastructure consulting (or audits). The term may be new to some, but it means exactly what it states. The lifeline of a company is the administrative and operational layer. If a company can't get the operational basics right, it doesn't matter how brilliant its strategy is (more in this study published by HBR). It's the processes that keep things moving forwards; it's all the people involved in supporting those that make the business decisions, create products and services. When a company hasn't taken the time and attention to organize this layer, systems get broken, collaboration, innovation and achieving the business goals become difficult. To understand the full picture, we come on-site, interview and observe the stakeholders, do further 'fieldwork' and synthesize how to increase efficiency and productivity. Sometimes this involves implementation of SaaS, automation, artificial and 'synthetic' intelligence tools as well as the creation of operational processes. Or, it involves training executives how to delegate and building trust between those executives and their support team. Or, it involves building cohesion across the admin/ops team; creating a 'standard operating procedure' manual, onboarding practices, etc.... In every company, our work involves a willingness to change, however painful, for the better. It's been incredibly rewarding to turn organizations around with optimized and efficient support teams.

Executive Operations Strategy

To further our mission in elevating the executive by evolving the EA and CoS, our vision is simple: a new, more agile role:

The Executive Operations Director. It's the better version of the evolution that's already in progress. We have developed strategies of how to achieve this. CC Partners works with leading experts in systems and design thinking, service blueprinting and thought leadership on management of AI and automation from an administrative and operations perspective.

What's Next?

In the short term, we will share some of the interviews we've had with thought leadership; CEOs, their EAs and CoS as well as other experts including retained search recruiters, organizational development and diversity and inclusion experts. We'll also provide a list of definitive resources as there are many interesting books and articles contributing to this space (Chief of Staff role & Executive Assistant role).

We are currently partnering with a design group and creating a handbook for CEOs and their Executive Operations employees. The inspiration comes from well-designed manuals like Matthew Fredrick's 101 Things I Learned in Architecture School, Jan Chipchase's The Field Study Handbook and our favorite alternative version of the 'little red book', The Little Book of IDEO.

Work with us

If you'd like to get a more in-depth perspective, please connect with CC Partners. We look forward to hearing from you and discussing adaptation to change when it comes to administration and operations processes.

We encourage you to share your thoughts on the evolution of the roles in the comments below, reach us on Twitter, LinkedIn, or send us a private message through our website form.

Thank you.

— Maïa Cybelle Carpenter, Founder, Carpenter Consulting Partners, Inc.



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UIF

This is what you need to know



The Unemployment Insurance Fund is a fund to which employees and employers contribute on a monthly basis.

The employee contributes 1% of their gross salary and the employer also contributes 1% of each employee's salary. The fund is there to provide temporary financial relief to employees who find themselves without a job.

This applies to all employees except for the following:

- Employees who work less than 24 hours a month for an employer
- Learners
- Public servants
- Foreign citizens working on a contract who will return to their own country when the contract expires
- Workers who only earn commission

What are the benefits of UIF?

"Employees can claim up to 60% of their previous earnings but this is limited to a maximum amount of R14 872. Another great benefit is that expectant mothers who work for companies that don't offer paid maternity leave can claim UIF benefits for four months," says Jetro Malapane from the South African Payroll Association.

After changes have been made to the Act, benefits for 10 days unpaid parental leave (for new fathers or a parent of an adopted child) can also be claimed. Beneficiaries of a deceased spouse or parent are also allowed to claim benefits, subject to certain conditions.

What are the most important things employees need to know about UIF?

Employees need to ensure that the correct amount is being deducted from their salaries, so it is a good idea to calculate the 1% of your gross salary and making sure it agrees to the amount on your pay slip.

Employees earning higher salaries (above the threshold of R14 872 per month or R178 464 annually) need to check that the maximum contribution of R148.72 is being deducted from their salary.

The Unemployment Insurance Benefit pays the first 238

days at a rate between 38 – 60% and then from 239 to 365 days at a flat rate of 20%.

It is important to know that if you resigned from your position you cannot claim UIF benefits.

"Whenever you leave a position, it is of high importance that you obtain your UI 19 form from your employer, whether you will be able to claim or not, as the Department of Labour need to keep track of your contributions and claims," according to Jetro.

The bill allows employees to apply for maternity leave benefits eight weeks before delivery and up to 12 months after birth, on a flat rate for maternity benefits (66% of a woman's salary). It also allows women who have lost their child in the last trimester qualify for maternity benefits and provide that a contributor (Male or Female) is entitled to illness benefits if the days of illness are seven days.

Another change to take note of is that the period you can claim benefits for has been extended from 6 months to 12 months. As well as providing for extension of benefits to those previously excluded i.e. Learner ships, Foreign Nationals and Civil Servants.

What are the responsibilities of employers regarding UIF

Employers need to familiarise themselves with the changes made to the Unemployment Insurance Act, namely the amendments made by Labour Laws Amendment Act 10 of 2018.

It is of great importance that employers calculate the contributions from themselves and the employees correctly. They should make sure that they are 100% compliant with the rules of UIF, in order to make sure that when the time comes employees will be able to claim their benefits when and if the time comes.

Declarations and payments must be made on the 7th of every month, or the last Friday before the 7th if it falls on a weekend.

For more information on SAPA please visit: Website: <http://www.sapayroll.co.za/>

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Getting to know Lebogang LEKGAU



Can we start with a little background information? Where are you from?

I am 27 years old and I was born in Dobsonville, Soweto. I have 5 years working experience as a Legal Administrator and I am currently working as a Legal Secretary for Mr. Jan Snyman, Senior Legal Manager at Sasol in the Labour and Employment Law department.

I'm also studying part-time towards an LLB qualification at UNISA.

How and why did you become a PA/EA/Administrative professional?

It was after obtaining my Diploma in Management and also doing exceptionally well in an internship opportunity in a role as a Legal Administrator at the South African Graduates Development Association.

I became a Legal Secretary because I've always believed the assistants to executives/managers are an integral part of the office environment and the company as a whole. Most importantly, you get to learn from the best - and for me this is a wonderful opportunity to build a strong foundation towards a legal career.

Briefly, describe a typical day at your office?

Being a Personal Assistant to Mr. Jan Snyman means no days are the same.

I deal with different tasks every single day, which brings exciting new challenges - as I assist him and the entire Labour and Employment Law Centre of Expertise Team to tackle Sasol's labour cases. I maintain calendars, booking appointments and arranging meetings that meet the needs of busy office.

What inspires and motivates you?

As a part-time law student, I am privileged to have this opportunity to work as an assistant in the Labour Law department. Every day I look forward to work because I get first hand legal experience and I am motivated by learning as much as I can from the work that we do..

What has been the highlights of your career so far and why?

It has to be when - in the absence of my manager - I was expected to conduct a presentation on his behalf on a new Social Media Policy for senior executives.

Who has had the most influence in your life? Mentor?

It has to be Mr. Jan Snyman. I am inspired by the work he's done over the past years and I look up to him. He's my mentor and my manager at the same time! This helps me to give my work my all - and to drive me to provide him and his team with the best administrative support that I can.

How do you relax and de-stress?

I love reading books; this helps me to clear my mind! And to help de-stress I prefer to jog.

What gives 'light' to your life? To your being?

My voluntary work. I teach kids about the importance of using water wisely.

What is the most challenging or daring thing you have ever done? Why?

It has to be juggling between my work as a Legal Secretary at Sasol, studying towards my law degree and writing a book about the knowledge of water at the same time!.

INTERVIEW TIPS for hiring the right person

PAs and EAs are now involved in interviewing candidates for PA positions in their organisation. It has become important to know what to look for in candidates. Emily Keyes advises.



1

A solid work background

It goes without saying that it's not always the case that candidates show a strong portfolio of work with good experience in their field - but evidence and examples of previous work, will give you an idea of how well a candidate will fit into the role's requirements.

2

A strong work ethic

A good, solid set of morals and values, and a disciplined outlook shows that they can complete tasks timeously and without issue. To get a feel for someone's work ethic, ask the candidate to complete a test for the role. If they can meet the brief and your deadline, you might have a winner.

3

Go the extra mile

Look out for candidates who are willing to go the extra mile and get stuck in to help other team members - these employees become highly valued members of the team.

4

Ticking boxes

Finding the right person isn't about ticking the boxes. Look to work with the people who show potential.

5

Make it fun

While finding someone who can do the job is one thing, finding someone to fit in with your work culture is another. Throw some fun questions in during the interview to get an idea of their personality and sense of humour, for example, 'if you were an animal, what animal would you be?' .

6

Do your homework

Get to know the person inside and out. Ask as many questions as possible, such as how they react in stressful situations, what their triggers are, if they've ever been faced with ethical situations in the workplace and how they dealt with them. Ultimately, you want someone who radiates warmth and positivity and who will bring solutions to challenging situations and inspire people in the workplace rather than someone who may be perceived to be a drain on a team's energy resources.

7

Beware of red flags

While looking out for positives is a given in a potential candidate, it's just as important to look out for red flags during the interview process. People with a scattered background in permanent full-time jobs could be troublesome employees, while someone with a bad reputation in the industry should be steered clear of. Candidates who are cagey about discussing their background or previous employers could also be hiding things.

Finding the right talent doesn't have to be difficult. Have a good set of questions for candidates during the interview process; trust your gut and you'll find someone perfect to fill the role.



Emily Keyes is founder and CEO of The Talent Boom, a global recruiting firm with its HQ in South Africa

<https://thetalentboom.com/>

5

Key reasons to attend PAFSA's Annual PA SUMMIT

1. LEARN from the experts
2. STAY CURRENT and competitive
3. INTERACT with other attendees and create long-lasting bonds
4. LISTEN to high-achieving assistants
5. REVITALISE your passion for your role and profession

Diarise now to be there!

Where?

Sun International's Menlyn
Maine Time Square

When?

Wednesday 4 September
2019

Why?

Because you deserve it!

There is simply no equal to this!



2019 THEME

Finding the CHAMPION in you!

- ◇ **A full morning educational Summit**
Featuring 3 speakers of international repute
- ◇ **A Gala lunch**
Celebrating the profession on Secretaries Day
- ◇ **The announcement of the PA of the Year®**
Meet the finalists and be the first to know who South Africa's PA of the Year for 2019 will be.

For regular updates visit our Facebook page
and for more info contact us on:

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ABOUT FEMI ADEBANJI

Femi's ability to intelligently deliver solid content around a high- performance culture and attitude has earned him the privilege of working with blue-chip clients as well being featured in interviews with leading publications and has been on numerous. His expertise, knowledge and insights will not only transform people but give them a professional strategic advantage.



RATES FOR 2019

PAFSA's Annual PA Summit and Secretaries Day Events on
Wednesday 4 September 2019

You choose the option that best suits you!

OPTION A - Diamond Package

Full Day: 8h30 to 15h45

**The morning Annual PA Summit
The Secretaries Day Gala Lunch
and the PA of the Year Ceremony**

Diamond Package

Single Delegate

R2 700.00

Bulk Discount for

2 to 9 delegates

**R2 200.00 per
delegate**

Group Discount for

10 or more delegates

**R1 900.00
per delegate**

OPTION B - Gold Package

Gala Lunch 12h30 to 15h45

Secretaries Day Lunch and attendance of PA of the Year ceremony

Lunch Booking

Single Delegate

R 495.00

Bulk Lunch Bookings

Booking of 10 (or more)

R 450.00

❖ **For further information on rates please contact our admin department on email admin@pafsa.co.za or 011 616-7401**

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Be there!

**Learn!
Celebrate!
Progress!**



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!

ONE-ON-ONE MEETINGS

Timewasting or Helpful?



Having been an assistant for the best part of 14 years, it's only in the last 5 years that I have come to rely heavily on my daily one-on-one with my boss. Previously I was of the opinion that this would be just a waste of two people's time. Surely I would have known what they needed me to do and all we needed was an email to make the relationship work!

How wrong I would be.

After speaking to many assistants around the world, I have noticed how the trend of the daily or weekly one-on-one meeting has become the norm - it's the time and place where everything that is anything is effectively discussed and prioritised.

How many of you have a daily or weekly meeting with the executive you support?

How many of you move this meeting out to add in other "more important things"?

HERE IS THE TRUTH

Your meeting is the MOST IMPORTANT meeting of the day or week!

Why would any PA think it okay to have it moved out?

How are you going to effectively manage the executive's priorities if you are not updated this way to get a handle on what is going on?

By saying what is going on, I don't mean: What's happening in their emails or what meetings they are attending! Your role is more than that! You were hired to make them more effective, more flexible and to concentrate on ensuring the company is successful.

JUST LIKE DAILY PRAYERS

I call our one-on-one meeting our *DAILY PRAYERS**, Why, you ask! Because it's at this meeting that we pray that everything goes according to plan! It's where we plan out the day; the week; and the next 2 hours if need be.

We all know that an executive's day is never easy! Never plain sailing... and never the same. Things move all the time and these meetings ensure that we are on top of the game as it plays out. It ensures that we have all the moving parts within our control. It allows us to take things away from them and deal with these on their behalf.

A few things to take into account when scheduling your one-on-one one's:

- 1. Have a schedule and ensure that it happens.**
If you do not schedule these in, then they are pointless. Do not move these around for ANYONE; you are just as important as the next person.
- 2. You BOTH need to contribute!**
Just as much as the meeting is about ensuring that the

executive stays on track, so you too need to be able to tell them what's scheduled for your day.

3. Be Present!

Ensure that all devices are not intrusive! You both have to be fully present to listen and discuss at maximum attention level.

4. Be transparent!

Always be transparent, truthful and honest. These are the cornerstone of any relationship – even your personal ones,

5. Have outcomes from the meeting.

After the meeting, both should know what's required from each to help the other succeed.

Once you have found your 'groove' always ensure that it comes "full-circle" and it's here that feedback is vital.

I have assistants tell me it's hard to pin down their executive for this meeting... well in today's world of information and technology, here are a few tools that you could use to assist you with getting the one-on-one via technology:

✓ Skype or Whatsapp:

- Both platforms have video and chat functionality, and are perfect tools for when you are not in the same office or traveling.

✓ Trello or Wunderlist:

- Both are amazing task management tools that are fully compatible with most operating systems.
- Especially useful for assistants that help multiple executives. These task lists can be accessed from most devices, and moving around tasks is simple, easy and transparent so everyone can see what is happening in your life.

I hope that this helps dismiss the myth that having daily (or weekly) one-on-one meetings with your executive is not important. Make them happen! Now go and schedule those meetings today!

Cheers for now.

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



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

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

* Expression "Daily Prayers" credit to Lucy Brazier and Matthew Want

4

To get a job is never an easy task. But it has been seen that those new to job-seeking and even the experienced professionals are still following the old rules of searching a job and landing an interview.

Whether for you or a family member, it's good to know how to best go about it. Also you may not be looking for a job but want to prepare a new-look resume.

Useful Ways To Use SOCIAL MEDIA FOR LANDING A JOB



There's good news and there's bad news.

Good news is you can now learn the secrets of searching a job more easily and creatively than ever before.

Bad news is that your effort till now has gone in vain because things won't work that way anymore.

Drop the notion that you need to be extraordinary to get a job. Yes, you need to have a skill or two, you need to be reasonably good at it and you should have the attitude to learn even if you don't have much knowledge about the industry.

Follow these tips:

1

PAY HEED TO YOUR ONLINE HABITS.

Do you know that you have online habits?

Every day you go to Facebook, Twitter, Linked-In and update your status, upload photos and post comments. But what if what you are doing is not congruent with what you want?

Here's an example.

Suppose, you have applied for a job in a company where you have mentioned yourself as a reserved, introverted person; but recently you uploaded a photo of you and your friends where you are being seen as extroverted as one can possibly be.

Now, you may think that it's quite natural to be exuberant with your friends even if you are reserved by nature. But employers see it differently. They search your profile and find out photos and match with your own description of your characteristics. Employers use this as a tool of screening potential employees who have applied for the same job. So who would win among all potential candidates? Of course, the ones whose description of themselves matches with the updates and photos posted in various social networking sites or social media sites.

.A list of don'ts:

- ▶ Don't moan about your current employer or any part of your job on social media.
- ▶ If you post any personal photos, think before you post it. Is it aligned with who you say you are? If not, don't post.
- ▶ Don't complain about anyone (not even about a customer/management/subordinate/colleague).
- ▶ Don't portray a negative picture of who you are. Your status and updates convey a lot about you than you can think.
- ▶ While commenting or posting, check the grammar. Don't write erroneous English. It will act as an impediment to your selection.

These habits are crucial. All you need to do is to be conscious of what you post, upload or update. If you have a profile which highlights your skills and maintains a positive attitude all through, your way to get a job would become significantly easier.

Track yourself for 3 days. Write out everything you do online – from posting updates, to liking photos to commenting on someone's status to uploading photos. Start now. After 3 days you would discover what your online habits are and how you can improve them.

2

Take advantage of the connections you have. Taking advantages of social media for your connections doesn't mean that you would be exploiting them and their connections. No. Rather make a win-win situation for both of you.

Here's the deal.

In previous era, where there were no social networking sites, people didn't even get to know that there were jobs available in the companies they are searching for. But now, Linked-In, even Facebook has made the search easy. If you know someone who works in the same company, by looking through their profiles and updates you may get to know that there is opportunity awaiting for someone like you in that company. What you need to do is to connect with the individual at a professional level and ask him/her about the opportunity. If that doesn't work, try to follow through what that individual is looking for at this moment. S/he may need a person who can design a website for him/her. Your job would be to help him/her solve that problem. Go to your own connections, look through, find out top 5 web designers and recommend. This simple act of kindness will help you get through the person and as a result you will also build relationships with those 5 web designers whom you've recommended.

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3

KNOW WHERE TO SEARCH

It's not enough to post an update such as this – "I am looking for a job in marketing domain. If you assist me with any leads, it would be helpful."

You need to look at places, where expertise and skills are required by other people.

When some people apply for a job, they have a mentality that by employing them in a company, the company or recruiters are doing them a favour! But it's not. It's a win-win game. The company needs someone who could serve them with the skills, knowledge and expertise - and at the same time the candidate who is applying needs someone to recognize and use the skills, knowledge and expertise s/he has.

So, no-one is doing anyone any favour. Everything is win-win.

So, without trying to plead anyone, go to places/job sites where people need your skills, experience and expertise and use the right keywords.

4

KNOW WHERE TO SEARCH

What makes you tick in your social media job search online?

Would you say your resume? Yes, it's your ticket to represent your unique talents, experiences, skills, knowledge, expertise and professional competencies.

But are you doing it right? Tweaking few things in your resume and trying to attract the employers with language proficiency and bright colours are not enough. Everyone is doing that.

What will make you unique is to create a resume that nobody would think of doing.

There are few options you can think of.

Video resume: This is the age of having a virtual resume. What if before the interview you give an introduction on a short video and post online for employers to see? In this short video you talk about your current skills, occupation, what you are good at, what projects you are working on and why should the employers choose you over others. Make sure you have expressed everything clearly because your communication skill will also be monitored. For shooting this sort of video, you can use your smart phone and ask any of your friends or family members to do the needful. After that you can use any video-editing software (most easy is Windows Movie Maker) if you are using Windows. You can watch this as an example. <https://www.youtube.com/watch?v=a2L9DGEUtNg> but it does not have to be this fancy. Watch these: <https://www.youtube.com/watch?v=Hr5IjU13B9Y> https://www.youtube.com/watch?v=XV8m9GYcc_Q how to video a resume

Resume in Slide: If you are too shy to shoot a video of yourself or feel comfortable in writing down things, then you may like to create a slide resume which will help you stand out in the crowd.

- Create your PowerPoint with some creativity.
- Consider uploading it to SlideShare to get maximum views.
- If you have a video that you want to showcase in your PowerPoint presentation, include a link on your slide. With integration tools like LiveWeb, you can now seamlessly include the external video into your presentation, so it opens up in the same window (much like an embedded video);

We hope these tips help!

Adapted from :<https://www.educba.com/5-tips-for-landing-a-job-using-social-media/#comment-128367>

INTRODUCING YOU TO PAFSA AND ITS COMMITTEES

We are here to serve your profession's best interests and to ensure that you are kept updated, motivated and informed.

Your status as a professional will be enhanced the minute you are a member of an association such as PAFSA.

We are in the 21st century! The world has changed drastically... your profession just as much.

✓ You need a professional home that communicates with you through various platforms.

PAFSA does!

✓ You need an association that respects you as a professional.

PAFSA does!

✓ You need to be a member of a professional representative body that understands your profession.

PAFSA does!

**PAFSA is the official organiser of
South Africa's PA of the Year Award**

PAFSA is where your peers hear you and share their knowledge with you!

PAFSA elects and appoints various PAs/EAs to sit on various committees, with different portfolios, to serve the best interests of the profession. A significant portion of the work done is groundbreaking in terms of research, information and recommendations.



OVERLEAF we introduce you to each committee member!



PAFSA Social Media:

Information. Education. Inspiration
Also unique to PAFSA are the weekly peer-to-peer knowledge sharing posts on PAFSA's Social media. Every day there is a post of work-related education/refresher/motivation/ given as knowledge-bytes.

- Ake Sifunde/Learning Club
- Career Advice
- Productivity Hacks
- President's weekly Inspirational message



The PAFSA Congratulations Campaign:

Posts announcing PAs who have attended courses (Certificate/ Diploma/Degree) on fields beyond the traditional secretarial/admin subjects.

PA profession and its new Paradigms:
Posts showcasing PAs who have been allotted tasks/roles that are beyond the traditional Job spec.

The reason for the above is to play an intense role in psychologically preparing PAs/EAs for the new world of work and the 4IR factor.



PAFSA's President's Committee

This Committee contributes to PAFSA's strategy for operational-improvement, expansion of its brands and introduction of special projects. Together with the President, the members ensure the results of PAFSA's annual Convention (ICC) are implemented.

PAFSA President	Mastoorah Ramiah
Member	Alice van der Westhuizen
Member	Ashreen Manilal
Member	Chulumanco Dantile
Member	Memory Mugova
Member	Ragni Chethram
Member	Sonia Salgado-Muto
Member	Tanya de Ponte

The Committee role shown alongside.

All Committee members are in full-time employ and fulfil their committee duties on a volunteer basis.

Below there is a mini-profile on each member.

Special Projects

Run an annual one-day Contest for PAs
Help find sponsors/prizegivers

Special Occasions

Congratulate annual PAOTY finalists - on social media
Post Year-end messages to all PAs - on social media

Strategy at Annual ICC

Participation and Contribution

Expansion of PAOTY Brand

Involved in the call for Nominations

Expansion of PAFSA brand

Introduce ideas and strategies

“Being part of PAFSA's leadership made me realise just how important it is to share knowledge and information with others. It is an easy, powerful way to say, “Hey, I thought of you

today.” Sharing knowledge and inspiration is equally important in our professional spheres. When you share with others, it helps deepen your own knowledge and engrains what you know. New conversations and opportunities can arise just from that gesture, offering even more opportunities to grow.

The reason I chose to become a PA is due to the passion I have working with people and the passion for the profession. Being a part of the workforce for any length of time you surely have some level of professional expertise. You have your own unique set of skills, knowledge and experience. Sharing your knowledge with colleagues is a great service. It gives you an opportunity to think about others.



Mastoorah Ramiah

PAFSA's President

Mastoorah is Personal Assistant to the Chief Operating Officer at Sun International HO.

“

I am a member of this committee because our profession moves with the times, gaining or transferring valuable knowledge to and from our peers which enhances the respect level at our workplaces.

Honestly I didn't choose to be a PA, I was born a PA! By being pro-active, time management in calendars which have a way of changing by the second, will allow you to be prepared for any unforeseen matter. It is important to adapt to your manager's style and be flexible and accommodating. Open communication and mutual trust is important for a winning team.

When I say I am passionate about being a PA, some people might lift eyebrows, but if you love what you are doing, it is not “just a job”. You find meaning in every little thing you do and can leave the office knowing you did your best.



Alice van der Westhuizen

Alice is Personal Assistant to the Chief Internal Auditor at the South African Reserve Bank.

“ I feel honoured to participate in this committee and look forward to making a solid contribution to PAFSA's strategy and its outcomes.



Ashreen Manilal

Personal Assistant at PricewaterhouseCoopers.

I chose to be a PA because I have a passion to assist other people. I believe that I possess good judgment and decision-making skills and enjoy playing a key role in the smooth running of an organisation.

I exhibit confidentiality, discretion, tact, diplomacy and professionalism when dealing with executives as well as my peers.

I take my work seriously and very often make sacrifices in order to devote the necessary amount of time to complete projects to the best of my ability.

“ I am committed to bringing meaning to this position because being an EA is such a fulfilling profession as you have the platform to contribute to the business as a whole and based on your leader, the opportunity to improve and grow your skills are endless!

Peer-2-peer knowledge sharing is so vital in this profession as it can foster vision in others and strengthens professionalism.

I chose to be an EA because I left my previous job as an IT Auditor at Deloitte to pursue a career in Hospitality and I was fortunate enough to be granted the opportunity to work with the “big boss” as my step into this ever-changing and exciting industry. I have been serving my company in my current role for the past 2 years and I am enjoying every second of it!



Chulumanco Dantile

Chulumanco is currently an Executive Assistant to the General Manager of the Sandton Maslow Hotel.

“ I am loving being a PAFSA member and to be in the President's Committee too. As a PA, my aim is as far as possible to leave a permanent and significant mark within my territory, wherever I find myself.

I strive for quality and excellence in all that I do, and I am a person of high integrity which are really important attributes for my profession.

I have worked in the secretarial field for the past 20 years for different organizations. I love expanding my learning and have attended several courses to ensure my proficiency as required by different PA posts that I have held.

I do everything I lay my hands to do as unto the Lord, and value His guidance to achieve smarter results.



Memory Chethram

Senior Administrative Assistant to the Chief Director at the Department of Science and Technology.

“ I am so fortunate to have been nominated to serve on the Presidents Committee. PAFSA is an organisation with strong women at the helm motivating, encouraging and supporting PAs to be the best version of themselves.



Ragni Chethram

Ragni is Personal Assistant to the Director: University Relations; University of Pretoria.

The exchange of knowledge amongst peers helps me stay in touch with the latest trends in IT and technology. Networking with peers helps me keep in touch with market trends.

I enjoy working behind the scene and getting stuff done. I love making a difference to people's lives in small unassuming ways.

I have learnt that the role of the PA is underestimated and that you can influence decisions. It may seem like a thankless job in a way but it does have bountiful rewards.

PAFSA's President's Committee (cont)

I believe that EAs who have achieved a certain level in their careers should play a role in enhancing the knowledge-bank of the profession, and that's why I feel privileged to be part of this committee which looks at how PAFSA can further stretch their reach and benefits to the profession as a whole.

It's also about paying it forward because I have been on the receiving end of peer recognition having been a finalist in the 2010 edition of PA of the Year Award. I have also been invited to contribute articles to the annuals: A-Z for PAs and Office Managers which is a professionally enriching experience.

I chose to be a PA after attaining an Executive Secretarial Diploma and have stayed in this profession for over 20 years. I thrive on the organizational and planning tasks and have grown enormously from being in different industries and being able to participate in projects which span the southern African region.



**Sonia
Salgado-Muto**

*Project Lead, EA
& Communications
role at Novartis
Pharmaceuticals.*

I am committed to bringing meaning to the profession by being a member of the President's Committee because PAFSA has poured their heart and soul into creating an engaged, active platform to inspire, guide, empower, connect, collaborate online and offline - as well communicate with PAs and Admins all over the world.

I am proud of my association with PAFSA because it encourages people to participate in peer-to-peer knowledge exchange so that our lives are improved and we can help others as well. What really impresses me is that besides its social presence it also has a social conscience.

I chose to become a PA for her my own empowerment. My Great Aunt Bella was a PA and her parents encouraged me to study for a three year National Diploma in Office Administration at Wits Technicon (now University of Johannesburg) to become a legal secretary.



**Tanya
De Ponte**

Tanya is currently working as Administrator/PA for John Trevor (Pty) primarily involved in Property Investment and Development Ltd which has just celebrated 50 years.

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performance not getting
you to the summit?**

Erik Vermeulen leads Ridgeline - a boutique consultancy that helps companies explore and build their brands from the inside out.

"Strateteering" Workshops

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Keynote Presentations and MC / Conference Moderation

Team Performance Programmes

Behavioural Insights

CONTACT

Erik Vermeulen
erik@ridgeline.global
+27 83 6037119



Royal Club Committee

This Committee contributes to PAFSA's work but its principal focus is in preparing productivity-enhancing content on a weekly which is posted on PAFSA's Facebook page and then migrates to the Tips & Advice Column of PAFSA's website. The aim is to both inspire and upskill PAs on the most time-saving ways to do their work.

Member	Ansunette Fick
Member	Carine Daniels
Member	Chelene Venter
Member	Heidi Stiger
Member	Lizzie Mudzingwa
Member	Lynn Kruger
Member	Sharon Kunnemaan

<p>The Committee role shown alongside.</p> <p>All Committee members are in full-time employ and fulfil their committee duties on a volunteer basis.</p> <p>Below there is a mini-profile on each member.</p>	<p>PAFSA's Knowledge Bank Sharing</p> <p>Weekly Productivity Hacks Posts: - on social media & Website</p>
	<p>Awards/Secretaries Day: Events</p> <p>Presenting PAOTY Finalists on Secretaries Day</p>
	<p>Special Occasions</p> <p>Congratulate annual PAOTY titleholder - on social media Post Year-end messages to all PAs - on social media</p>
	<p>Strategy at Annual ICC</p> <p>Participation and Contribution</p>
	<p>Expansion of PAOTY Brand</p> <p>Involved in the call for Nominations</p>



Ansunette Fick

Titleholder PA of the Year 2008
Ansunette is now a Transformation Coach and founded The Chrysalis Code Transformation Coaching.

The camaraderie and knowledge that we share as Administrative Professionals, as well as my passion and commitment towards the development and transformation of individuals is what inspires me to be an active member of the Royal Club and of the dynamic PAFSA family.

I started my career as an Administrative Assistant in the Western Cape Provincial Government at the age of

18 and worked my way to become the PA to the Managing Director of Distell. I completed my B-Tech Business Administration Degree in 2009, while working full-time and this sparked my interest in Organisational Development and Training.

I now own a Transformation Coaching practice which I built on the backbone of my own life's experience and have true insight and empathy for the demands and challenges that administrative professionals face every day.

I describe myself as a dynamic Speaker and Transformation Coach with 24 years' administrative, sales and marketing experience in Government and Private Sector.



Carine Daniels

Titleholder PA of the Year 2008
Executive Assistant to CFO at Food Lover's Group Cape Town.

Creating awareness of the actual role and importance of the PA career is a life-calling.

This is no cookie-cutter career in comparison to majority of professional careers, therefore the peer-to-peer knowledge exchange, which I am part of through the Royal Club posts every Thursday on PAFSA's Facebook page, forms a vital part of the up-skilling of PAs.

I chose to become a PA due to my passion and in-depth interest of the corporate business arena. As a young girl I didn't had the financial support to attend University to obtain a business degree and knew that my best shot to get close to the heart of the business was to become a PA.



C Chelene Venter

Titleholder PA of the Year 2015 and PA of the Year Africa 2016/17

Chelene is PA to the Chief Information Officer of the South African Reserve Bank.

information sharing and also teaches us to encourage one another to be the best at all times.

As a Personal Assistant I am my Boss's right-hand person in organising her work-life. I contribute to the overall success of the Chief Information Officer of a reputable institution, as well as the overall success of the business environment we are working in. Being a PA for the past 27 years I realize that it is time for me to prepare myself for the 4th Industrial Revolution. Fear for the rapid change will do nobody good. Face it – Challenge it – Grow with it! Robotics are here to stay but, so am I!

I believe that the human factor remains important and that is why I am sharing my wisdom, knowledge and experience with my peers by being part of an amazing organization called PAFSA. PAFSA gives recognition to our profession and grant us the opportunity to participate in peer-to-peer knowledge exchange,



H Heidi Stiger

Titleholder PA of the Year 2017,
Heidi has just ended 10 years at Sanlam Investments and has started a new role at a small private equity firm.

about the people I work with, the quality of work I produce and doing my best for the client, the company, my colleagues and my profession

A family friend, who worked as a PA in the foreign office, captured my imagination with her tales of life and travels in the diplomatic corp. She was so glamorous; it seemed as if the world was her oyster. This, as well as the flexibility of working in any industry anywhere in the world, made it very attractive and inspired me to consider it as a career – and it hasn't disappointed. I have been fortunate enough to work abroad and have loved the flexibility of making each role my own, and the school teacher in me loves to bring order to chaos!

Success in our roles is never in isolation, and PAFSA provides a much needed space where we can lean on and learn from one another and springboard off our strengths.

As a support person, I am in a position of trust. It is a place where I build relationships and provide a safe sounding board. Most importantly, it is about me caring. Caring



L Lynn Kruger

Titleholder PA of the Year 2009

Lynn is the Duty Manager at the Johannesburg Business School of the University of Johannesburg.

I credit my management skills to experience gained as a Personal Assistant - learning from bosses and colleagues who were prepared to share their experience and wisdom. The ability to know what a team needs to operate successfully because you have been there, makes you understand their challenges. It gave me the foresight to plan projects with those risks in mind.

The value of communication and clear instructions is key because I learned how quickly assumptions can lead to disappointment. I make a point of implementing their successful strategies without losing my personal style of getting the job done, which is what PAs do best!

I believe in the benefits of peer-to-peer knowledge exchange because it was mentorship, work-integrated learning and the PAFSA support and resource network, that empowered me to be adaptable and teachable.



S Sharon Künnemann

Titleholder PA of the Year 2018

Sharon is PA to COO at Meadow Feeds Paarl.

Sometimes I will be the provider and sometimes I will be the consumer, but I will always be part of the circle that is called Knowledge Exchange.

I chose to be a PA to serve. A true leader is one who has the heart of a servant, not only to an organisation, but ultimately to its most valuable asset - its people. It is when you realise that life is about what you give, rather than what you get - and this is what PAFSA represents.

The saying goes "Be humble in your success". Being humble will always keep your feet on the ground and your heart in the right place.

As a member of PAFSA's Royal Club, to share the knowledge I continue to gain is virtually a calling. To know that I play a small role in a greater legacy that pertains to the future of the PA profession nourishes my soul. It once again confirms how imperative it is to participate in peer-to-peer knowledge exchange.

M7s Committee

This Committee's contributes to PAFSA's operations but its principal focus is in preparing learning or refresher content every week which is posted on PAFSA's facebook page and then migrates to the Tips & Advice Column of PAFSA's website. The aim is to keep the neurons alive by providing concise work and/or life knowledge which assists with everyday situations.

Chair of Committee	Feroza Sader
Member	Chipo Moyo
Member	Jacqui Brodie
Member	Marlene Strydom
Member	Lizelle Gilliland
Member	Sonja Bohlander
Member	Teresa Wessels

<p>The Committee role shown alongside.</p> <p>All Committee members are in full-time emply and fulfi their committee duties on a volunteer basis.</p> <p>Below there is a mini-profile on each member.</p>	<p>PAFSA's Knowledge Bank Sharing</p> <p>Weekly Ake Sifunde/Learning Posts: - on social media & Website</p>
	<p>Awards/Secretaries Day: Events</p> <p>Summit: Registration Desk Officers</p>
	<p>Special Occasions</p> <p>Congratulate annual PAOTY semi-finalists on social media Post Year-end messages to all PAs - on social media</p>
	<p>Strategy at Annual ICC</p> <p>Participation and Contribution</p>
	<p>Expansion of PAOTY Brand</p> <p>Involved in the call for Nominations</p>

“

My biggest contribution to PAFSAs Learning Club (Ake Sifunde) is my 20 plus years of experience that I have gained in my profession.



Feroza Sader

Feroza is Executive PA to Marc-Sтивен Havinga (Divisional Operations Exec); Justin McKnight (National Sales Exec) Dennis Kanye (Divisional Director - Human Capital) and Carel de Klerk (CFO – Aftermarket Parts Division).

Projecting and sharing this to others gives me great joy because I know that sharing knowledge with our peers assists in creating awareness and better performance in our organisations.

We are never too old to learn, or too young to teach.

I chose to be a PA because no two days are ever the same; I have the flexibility to plan my own workload and get the job done, whatever it takes.

The fact that what I do helps others to be more effective is important to me and what motivates me is being in charge of thinking of things even before people know they need them.

“

I am part of the M7s, a committee which is committed to bring meaning to the profession as it is important to participate in peer-to-peer knowledge exchange.

With technology evolving at this fast pace it is important to keep abreast of the latest developments and share ideas with others.

I believe that a positive attitude makes a difference in how you look at life and work; and in being receptive to change.

I chose to be a PA essentially because making a meaningful difference in someone's office life gives me a sense of purpose. I believe that "comfort is the enemy of progress", and so I have enrolled for the cooperative governance and administration course at Wits. This is a very broad course which I find vital as I need to have insights on legal matters, HR, Information Management etc. It is also imperative as a PA to be techno savvy as this profession will evolve dramatically.



Chipo Moyo

Chipo is PA and CSI Coordinator, FirstRand Limited.

“ I always strive to do my best and to help others realize their own potential and thrive. My commitment and initiative help me complete my mission.



Jacqui Brodie

Jacqui is Executive PA to the GCEO SA Post Office.

I am humbled that people are inspired by the warmth and good will, with which I live my daily life.

My mission is to discover and grow young talent. My life is about helping others and I believe helping PAs build their personal brands through capacity development and knowledge-transfer - this illustrates the importance of communicating that it's necessary to take charge of one's own career.

I chose to be a Personal Assistant because I am creative individual who is passionate about her profession, enthusiastic and self-motivated with a strong desire to succeed in all I do.

I also think it's a calling.

“ I am committed to bring meaning to the profession by being a member of the M7s committee as there are too many misconceptions about our profession in the world.

It is important to participate in peer-to-peer knowledge exchange simply because you learn a tremendous number of new things. You are never too old or too experienced to learn new things which proves that you CAN teach an old dog new tricks!

I did not choose to be a Personal Assistant – it chose me! I remember playing “office” in my dad's study and typing letters on his manual (now vintage) typewriter with its long black keys! There was never really another option for me.

I love to interact with people and I love to be of service to others and although sometimes frustrating and challenging, being a PA gives me the opportunity to do just that.



Marlene Strydom

Marlene is Legal Assistant to the Head of Legal Afgri Operations (Pty).

“ My commitment to this committee and to our profession is my opportunity to network (while having fun too!) and most importantly to learn from my very knowledgeable and capable peers and to contribute to the learning within others.



Sonja Bohländer

Sonja is currently Personal Assistant at Sasol's Sasolburg operations.

Peer-to-peer knowledge-sharing between those in our profession is vital, as we never know it all - we keep learning from each other and keep growing – not only as a PA but also as a person!

I think the PA profession chose me, as I came from a typist in a typing pool to being the PA to senior management in our operations.

Over the past 39 years in our organisation (of which 33 has been in senior positions) I have enjoyed every moment and am thankful that I ended up as a PA.

“ I have a passion for sharing my knowledge and experience with others and therefore I have helped establish PA Forums at two of my previous employers namely Gijima and KPMG.

I was part of the Professional Secretaries Association (PSA) for numerous years and managed regional chapters with their various committees, and was elected President Elect just before the Association ceased to exist.

I have been a speaker at various conferences/seminars presenting on topics which relates to Office Professionals.

Highlights are having been featured in The Star Workplace Article on 3 Nov 2010 and being part of a panel interview on Summit TV relating to the Secretarial Profession (Oct 2010)



Teresa Wessels

Terésa has more than 25 years' experience as a Personal Assistant in various industries including IT, Audit and Banking.

PA of the Year[®] (PAOTY) Governing Body

This Committee contributes to PAFSA's PA of the Year content and strategy for assessment procedure. Together with the Chair, the members ensure the results of the ICC think-tank for PAOTY are implemented.

Chair	Rene Potgieter
Member	Buli Mzileni
Member	Marianne Myburgh
Member	Michelle Poggenpoel
Member	Pepe Reddy
Member	Tracy Dardis

The Committee role shown alongside.

All Committee members are in full-time employ and fulfil their committee duties on a volunteer basis.

Below there is a mini-profile on each member.

PAOTY Knowledge Bank

Criteria for PAOTY Assessment Questionnaires and processes

Special Occasions

Congratulate annual PAOTY Finalists - on social media

Strategy at Annual ICC

Participation and Contribution



Rene Potgieter

Chair of PAFSA PAOTY Award.

and creates role-models that others can look up to.

Besides, those about to enter the working marketplace have an opportunity to view this as an exciting profession and one that has a national award.

It has been my goal for over two decades to be part of an initiative that places the spotlight on our profession and it has been both a very fulfilling and learning mission for me.

The questionnaires that the top candidates have to answer align to the imperatives of the moment and it has been interesting to see along the years how PAS themselves have grown to view their profession with more positive and sophisticated perspectives.

It is an honour and a privilege for me to chair this award's committee. I believe which a national award that is there to identify, recognize and reward those PAs who go the extra mile, is a worthy one lest these exemplars go unnoticed.

By creating an awareness that there are stellar PAs it generates excitement for the profession as a whole



Buli Mzileni

Executive Assistant at Alexander Forbes.

product is seen. They carry out a wide variety of jobs backstage to ensure a production is successful.

The PA of the Year Award ensures that efforts and excellent contributions of this kind don't go unnoticed, that each and every PA can walk down the red carpet and have a claim to fame.

I am honoured to be part of such a family who show gratitude and appreciation, and I enjoy imparting my 10 year experience as an EPA.

"Queen Bee, Mother Teresa or Charity" is how I'm known at my organization. As a PA myself I have become an integral part of my business area and I believe I'm a trusted contributor to the success of the business.

I noticed over the years that the role of a PA is often not granted much limelight, as it is seen as being part of the backstage crew. PAs are the supporting actors to the main character, the writer who writes the beautiful script and the crew who ensure that all is A-Okay before the end



Marianne Myburgh

Executive Personal Assistant to the Head of RMB Corporate Bank.

It is very important to me to be supportive to this profession and to contribute to PAOTY 2019.

We need to award a deserving candidate because recognition aspire you to be a better you.

Recognition in our profession is often lacking and the work done by the PA can easily be taken for granted. PAOTY gives recognition and plays a huge part in awarding a "behind the scene" worker.

The role of a PA/Executive Assistant is so diversified that we, as a committee, know what it is about and am committed to ensure that deserving candidates are acknowledged.

I am an enthusiastic positive person who enjoys my profession and the freedom it gives me to be the best assistant possible.



Michelle Poggenpoel

Personal Assistant at PricewaterhouseCoopers (PwC) to 3 Directors and 2 Associate Directors.

These unsung heroes/heroines are a motivation and an inspiration for many other assistants to reach for even higher levels of success.

PAs provide a tangible reminder of what is possible! They provide an opportunity for team members to pat each other on the back for a job well done and for recognition within the profession.

It is important to recognize the Personal / Executive assistant for their achievements, hard work, professional success, and personal goals reached.



Pepe Reddy

Executive Personal Assistant to the CEO of Makoya Group.

I have had the privilege of being welcomed into the PAFSA family over the last few years and have found a space to enhance my contribution to a profession I value greatly. I feel fortunate to be a part of this committee and look forward to celebrating the fruits of our input.

I believe that the Personal Assistant role has such a valuable contribution to all organisations being it

small, medium or large. The ability for that individual to mould that role into becoming a strategic contributor thereby benefiting a wider community in the process. To fulfill such a role is a special calling and with it comes responsibility to share and teach, ensuring continuous learnings and improving of skills and knowledge. As this is a role that is continuously evolving with changing times so would the criteria for the receiver of this award.

The PA role is one of those 'unsung' positions that are naturally in the background keeping all the moving pieces oiled but are seldom recognised for the benefits of the effort and contribution. This is one of the reasons I think it is important to have such an Award.



Tracy Dardis

Executive Assistant to the Chief Executive Officer: Wealth, Investment Management and Insurance (WIMI).

changing goal-post and that the PAOTY candidates need to be strongly scrutinised to ensure that they meet these criteria to become and to remain a part of the elite EA community.

Such stringent scrutiny will ensure that the finalists are empowered with the skills to ultimately give back to the EA profession to set the foundation as well as to maintain the high levels of standards for the future EAs entering into the industry.

I am strongly committed to enhancing the PAOTY Award knowledge-bank and criteria as I believe that the requirements of a Top Level Executive Assistant is an ever

YPAs (Young PAs) Committee

This Committee consists of millennials and their aim is to keep PAFSA aligned to the interests of the younger PA. They are up-beat and technology fundis whose approach to work is contemporary and innovative.

Mentor	Carine Daniels
Member	Diana Morais
Member	Mamosa Masuku
Member	Nerine Ungerer
Member	Rachel Hugo
Member	Sameera Yusuf
Member	Shae Strauss

<p>The Committee role shown alongside.</p> <p>All Committee members are in full-time employ and fulfil their committee duties on a volunteer basis.</p> <p>Below there is a mini-profile on each member.</p>	<p>Knowledge bank</p> <p>Feature in the quarterly InTouch newsletter</p> <p>Feature in the quarterly CareerSuccess magazine</p>
	<p>Special Projects</p> <p>Enhance social media strategy</p>
	<p>Social</p> <p>Registration Desk officers at Social Club events</p>
	<p>Special Occasions</p> <p>Congratulate annual PAOTY Semi-Fins - on social media</p> <p>Post Year-end messages to all PAs - on social media</p>
	<p>Annual ICC/Strat</p> <p>Participation and Contribution</p>
	<p>Expansion of PAOTY Brand</p> <p>Involved in the call for Nominations</p>

“ I hope to share my passion for the profession through PAFSA and the YPA Committee. I like to think that the work we will do will be of benefit to ensure we all keep learning and growing.



Diana Morais

Executive Assistant to the CEO and CFO at Teljoy (yes, it is still around, and thriving and has just celebrated its 50th birthday!).

Through the means of peer-to-peer discussions we discover the different facets of this profession and a variety of solutions to any single problem. I won't even begin to mention how we can help each other grow through the 4thIR!

I am certain that even when I was still in my mum's belly, I was already organising one thing or another! Hence, my passion for my career started from very young age. As a child, if I was asked on a playdate, the end result would be a colour co-ordinated and categorised toybox. As an adult, heaven help all if there is a label machine in sight. I enjoy the challenges that EAs face; the role is so diverse that one could almost say you never know what you will face the next day. Almost! We are EAs so we prepare for everything... and not much takes us by surprise.

“ I sit on this committee because I aim to a difference in the government sector by influencing fellow colleagues who take the position of PA/EA for granted.

I want to set an example by enabling the positive effects of participating in peer to peer knowledge exchange.

I have gathered insights to help build a more equal and inclusive workplace. If I cannot influence my workplace, I intend on engaging my husband about building a culture of flexibility and accountability (at his company) which does not require a person to be physically in the office to be able to do their work #Attendance vs Productivity...the new metric of high growth companies (courtesy of Vusi Thandekwayo).

I have always found office work stimulating and challenging - as one has to wear different hats for the various managers/offices where one is employed. A PA today needs to think like a CEO by being able to identify possible risks and their mitigation i.e. not just identify the problems..



Mamosa Masuku

Personal Assistant for the Director at the Provincial Disaster Management Centre (PDMC) under the Department of Cooperative Governance and Traditional Affairs.

“ I sit on the YPAs Committee because it's important to make a difference; to support peers around us and add value to their work-life! Kindness and gratitude begets kindness and gratitude.



Nerine Ungerer

Executive Personal Assistant to the Commercial Director at TiAuto Investment Pty Ltd,

I am committed to bring meaning to the PA profession - because we are the protectors of our organisational kingdoms.

The PA profession wasn't chosen by me, but in a way, it chose me! I accepted this profession because my title isn't just being a PA, but so much more. I am the gate-keeper, technical researcher, protector of the office, back-up system, negotiator, sparring partners and hopefully my boss' best friend.

The one thing that keeps us as PAs linked and powerful is knowledge. We need to educate, share and exchange our insights, wisdom and experiences with each other to ensure that we as effective as possible.

“ Being a member of the YPA team is an honour and exciting time as it will bring new revolution to the future upcoming PA/EAs by networking and sharing knowledge.

One cannot not only become motivated but a source of motivation ourselves.

We are a strong group with powerful tools to share knowledge, passion, drive and networking is the key. Mentoring is very important part of the team on that PPP(Positive peer Pressure

The reason I became a PA is my love to serve people. My Icon test will show that I am a Green/red personality. I love the organising and co-ordinating of my job. Assisting my team brings pleasure and going the extra mile even a greater reward.

Being a PA is not merely assisting the managers, but you are vitally important to the organization.



Rachel Hugo

PA to the Exco Team at Imperial IT a Div of Imperial Logistics.

“ I find it highly valuable to participate in peer-to-peer knowledge as it gives me various perspectives and demonstrates a relationship of respect toward one another.



Sammy Yusuf

Accounting PA/ Business Administrator for EBK Autodealers.

Knowledge can be gained as well as knowledge can be shared thus creating a mutually beneficial relationship within the PA community.

Personally, I feel like I can bring meaning to this profession by being on this committee by bringing a fresh outlook, as a millennial, toward modern day office challenges. This can effectively impact on our peers who either embrace technology full-on or are still reliant on more traditional methods.

Being a PA is a great way to gain for young women (and men) to gain experience in the working environment. I have gained a variety of important skills such as learning to be more efficient and effective as well as organization skills, how to deal with different types of people, both working for the company and clients of the company.

“ I truly believe that by being in the YPA committee will inevitably bring real, short and long-term value both professionally and personally.

My goal would be to change the face of what it means to be an Executive Assistant – to ensure that it becomes a position of mentorship and growth for my generation as I believe there is an enormous opportunity for fast-tracked growth that one may not learn working at a junior level.

As a recent graduate and aspiring woman in finance, I have currently taken an unexpected path that has allowed me to learn and work alongside a well-established individual in the ESG and Private Equity space in South Africa, as well as across Africa. I took the position of PA with the goal in mind of potentially being able to sit on the other side; hiring my own Executive Assistant and running my own influential company through ESG practices. It takes having to put yourself in the arena to reap the rewards, and simply this is how I see it.



Shae Strauss

Personal Assistant for the Director at the Provincial Disaster Management Centre (PDMC) under the Department of Cooperative Governance and Traditional Affairs.

PA of the Year 2018 Tribe

This Committee contributes to PAFSA's national and international research and distribution of intense profession-related content. They are responsible for compiling and producing content of highly informational and educational value to their local and worldwide peers. The annual projects are always ground-breaking in their nature.

PAOTY titleholder	Sharon Kunnemann
PAOTY finalist	Charon Stander
PAOTY finalist	Hannah Kirkwood
PAOTY finalist	Linsey Hulley
PAOTY finalist	Natasha Colyn
PAOTY finalist	Sonja nel

The catalyst for the PAOTY 2018 tribe was the article:

The 7 Pillars of Visionary Leadership: Aligning Your Organization for Enduring Success By Michael E. Rock, Ed.D.

The 2018 PAOTY finalists and titlebearer were tasked with looking at these key pillars relative to CEOs and give perspectives from a PA point of view for the benefit of PAs as they head for new paradigms in their profession.

PILLAR I: Visioning PILLAR II: Mapping
PILLAR III: Journeying PILLAR IV: Learning
PILLAR V: Mentoring PILLAR VI: Leading
PILLAR VII: Valuing

In the process they had to research the topic, gauge the opinion of experts and then provide their insights. They have compiled their own knowledge chapter on their particular pillar and will present their findings on various platforms as from September onwards.

Knowledge bank

Undertake an annual content-rich profession-orientated for national and international reference.

Secretaries Day: Events

The results of the project are presented

Special Occasions

Congratulate annual PAOTY Finalists - on social media
Post Year-end messages to all PAs - on social media

Strategy at Annual ICC

Participation and Contribution

Expansion of PAOTY Brand

Involved in the call for Nominations



Hannah Kirkwood

PAOTY Tribe member 2018
PA to Group Head Group Governance
City of Johannesburg

PAFSA is known for continuously striving to develop and grow those who are in the Personal Assistant / Executive Assistant profession and I am honoured to be part of it.

In my organization, group Governance is responsible for twelve municipal owned entities and is the secretariat for the Mayoral Committee meetings that is chaired by the Executive Mayor of the City of Johannesburg. Self-confidence and competency plays a critical role as I am dealing with different levels of staff. I do not compromise on the ethical values when executing my duties as the Group Head portrays good leadership qualities at all times.

My role in this project is to provide context on the first pillar – VISIONING.

I strongly believe that transferring of skills to our peers is of utmost importance. We should always help and assist each other to become more resourceful in the role we play.



Natasha Colyn

PAOTY Tribe member 2018
Executive Assistant to the MD of
CEVA Logistics South Africa,

of one another and find ways of being more effective in their roles. There are other of course other ways, but nothing tops leveraging off the experience of those who have "been there" and "done that" to learn from their mistakes as well as their triumphs.

This profession plays a vital role not only to the individual that we work for but for the business as a whole as well as for personal and professional growth. This has happened with me, as (although my title says Executive Assistant), for the last 5 years I have been playing a dual role as I handle a lot of HR functions over and above the functions as an EA; in fact these have now become more prevalent.

My role in the PAOTY tribe project is to interview my five tribe members on the journey they have been on – this because my topic was JOURNEYING – the second pillar of the project.

Peer-to-Peer knowledge exchange is just one of the ways in which EAs can leverage off the expertise



Sonja Nel

PAOTY Tribe member 2018
Senior Executive Assistant at
Fair Cape Dairies (Pty) Ltd.

My role in this project is to provide context on the fourth pillar – the LEARNING Pillar.

TOGETHER we are stronger! Each individual brings its own unique set of skills, experience and views to the table. Each opportunity to participate in the exchange of knowledge brings potential development and development = growth.

Our modern day living brings modern day change. CONSTANT change. Our role as PAs is changing – thus our mindset has to change.

This project has provided an excellent platform to create a PA job model which will assist each and every PA who wishes to stay 'relevant' and upgrade themselves for their future.



Linsey Hulley

PAOTY Tribe member 2018
BUA/PA working for an
Executive Head at Aon

My role in this project is to provide context on the 5th pillar – the MENTORING Pillar.

I am currently involved in assisting a PA colleague who is in the process of researching and establishing an Office Professional /PA forum.

I have agreed to assist her. I believe this forum will be extremely beneficial, the

perfect platform to share resources, enhancing our roles, and to exchange experiences, to name a few benefits!

In addition this forum will assist in educating PA's on the principles and behaviours guiding successful CEO's and leaders. When a PA understands these principles, they will be in the right position to entrench them in their objectives, roles and duties.

A good relationship with your CEO will be the catalyst to learning these principles, therefore a PA needs to be remain consistent in her role, consistency builds trust and your own personal brand! It establishes your reputation as a person who can be depended on all the time!



Sharon Künnemann

PA of the Year titleholder 2018
PA to COO at Meadow Feeds Paarl.

My role as part of the vibey PAOTY Tribe of 2018 relates to LEADERSHIP – the 6th pillar - which I believe is very important within the PA profession. Being an extension of my COO and the person folks feel

comfortable speaking to, provides me with the opportunity to be the bridge that connects management with its people. It also allows me to engage, as well as share leadership principles at every level within the community.

PAFSA continues to afford me such amazing opportunities which I am committed to enrich by sharing that which I have learnt over the past 30 years. I am very fortunate to have had, and still have, remarkable people in my life in the form of mentors and life coaches. Their guidance made me the PA I am today and I pay it forward by being a mentor; not only to guide the younger generation of PAs but also to learn from them as we move into the future.

Championing CEO

skills and attributes defines the 2018
PAOTY tribe project

The PAOTY 2016 tribe conducted research through a Worldwide Survey to establish what the current PA/EA role profile was, and to detect where changes were starting to occur. The results were published in the BLUEPRINT which was the task undertaken by the 2017 tribe. **The 2017 tribe** interviewed PAs/EAs, academics and Futurists from all over the world to gauge their views on the changes that workplaces in general, and PA/EA role evolution specifically, as we head for 2025. This BLUEPRINT is a unique publication and is available on PAFSA's website: <http://pafsa.co.za/2018-blueprint-on-the-future-role-of-the-pa-ea/>. **The 2018 tribe** has been tasked to compare a PA's development journey similar to that of a CEO. They have been asked to champion this development cause.

Results of each tribe's work is made available on Secretaries Day at PAFSA's annual Summit.

PAFSA's Social Club

Chair of the club	Yolande Otto
MC	Erik Vermeulen

The Chair of this Club heads the:
Planning and organising theme-based social edutainment events three times a year by:

- Finding and booking venues
- Finding /booking speakers/ entertainers and team building experts.
 - Organising a goodie bag and giveaways
- Adding the Social Club "touch" to Secretaries day by being involved in the goodie bag and giveaways

“I am privileged to be the elected MC for PAFSA's events. The line of work I am in takes me to many different places and I get to meet many different professionals at various levels of responsibility in their workplaces.



Erik Vermeulen

MC. Keynote speaker.
Behavioural Strategist.

As a Platinum Sponsor, the world of the PA is now a world I have become familiar with, and I realise how much I need to appoint one!

The level of creativity at PAFSA events is always interesting, particularly because I was sure that high levels of creativity are not traditionally associated with this support function.

The PAs' vivacity and dexterity is a welcome and refreshing challenge and it definitely keeps me on my toes as MC.

“As head of PAFSA's Social Club, I contribute to the important role of enhancing PAFSA's direct communication with members by arranging networking and team-building events.

These provide a unique platform for members to meet, communicate and interact in a relaxed and fun environment.

Together with my team of dedicated and committed staff members my business is to provide marketing services for venues and service providers for the conference industry throughout Southern Africa.

I pride myself in being able to provide members the opportunity to continually view new, as well as tried, tested and trusted venues. My close relationship with some of the most sought-after speakers and entertainers as well as team building specialists, is why PAFSA views my contribution as highly valuable.



Yolande Otto

CEO of Mjuxtion Venue Marketing and Promotions.

PAFSA's Secretaries Day Hostessing Team

Charmain Fourie	This team fulfill the functions of: Welcoming delegates Giving directions Attending to queries
Colleen Mansoor	
Eleanore Jannetti	
Helena Lauder	
Natalia Nicolaidis	

“I was one of the first members of CareerSuccess (launched in 1988) and which existed before PAFSA and did the work of an association.

I have kept the relationship with the directors and their teams since then. I am also very proud to add that two of my managers made it to the Finals of the Boss of the Year Award. So for me it is an honour to be elected as an annual hostess for PAFSA's Secretaries Day elite event.

I am privileged to be an ambassador for PAFSA and I believe that my skills add to ensuring a great experience to all our delegates annually.

My career with Sasol started 23 years ago and have held diverse functions and positions during this time.



Charmain Fourie

Personal Assistant to the Senior Vice President Sasol Assurance Services.

“ I am honoured to be invited each year to assist, as a Secretaries Day Hostess, to welcome delegates and VIPs when they arrive for the annual event in September.

This is an experience I look forward to with enthusiasm as it is a great feeling to make delegates and guests made to feel special.

We all get the best of everything on the day, not to mention the gifts, entertainment and most of all the networking and meeting new faces each year. As an older PA, and now an administrator, I look forward to this day and every other event planned by and for PAFSA. I hope to continue to do so for as long as I possibly can going forward, and hope that each one of you feels the same.

I have always been very passionate and most committed to PAFSA and I launched the original Social Club, back then known as FriendsCup. There is no other like PAFSA.



**Colleen
Mansoor**

*Creditors Administrator
for Spire Property
Management.*

“ I feel it a privilege to be invited to be the hostess for the PAOTY Judging Committees on Secretaries Day. I enjoy meeting them and ensuring premium support to ensure their day flows efficiently.

I have been close to PAFSA for many years and I enjoy being involved.

In 2006 I was nominated for the PA of the Year Award and reached the Semi-Finals.

I started my career at the tender age of 17 years in 1978 with the purpose of assisting my family financially. Later I studied at UNISA and completed a National Higher Diploma in Public Relations (2010). Career-wise I progressed from being a Filing Clerk to an Executive PA and was fortunate to work for various leading companies along the way, and for many bosses in the C-Suite.



**Eleanor
Janetti**

Contract PA.

“ I will always be committed to the profession by being a member of PAFSA. I take pride in being a hostess at the PA Summit, an event which affords us to participate in peer to peer knowledge, and in this way communicating our challenges and sharing ideas of 'how to handle difficult situations in the work place'.

Since I was a little girl, I always wanted to be a PA and I had dreams of being the best PA a boss could ever wish for...and always challenged myself to be the best I could ever be.

I managed to work my way up to the top from being a shorthand typist, to manager's secretary, and I pride myself in being the winner of the World Numerical Typing Championships three years in succession.

I chose to be a PA because I have a natural flair for being of service and to make an executive as effective as possible.



**Helena
Lauder**

Contract PA.

“ I am committed to being a member of PAFSA committee because it is an honour to be associated with the directors as well as with all other dedicated committee members.

They are full of energy, committed and its wonderful to be in that environment.

It is important to participate in peer to peer knowledge exchange because one has the

I chose to be a PA because since a ripe age of 17 years and my very first job was as secretary, telex operator (does anybody know what a telex machine is? This came before the facsimile machine.

All my life I have been in the secretarial field and I believe that it was the right career path for me to follow.

I worked my way up to executive PA to the CEO. In between I did sales of electronic document management systems and sales for Canon SA for 20 years.



**Natalia
Nicholaides**

*Executive PA to the
CEO at Anthropi
Holdings Pty Ltd.*

Coaching

Rhonda Scharf

CLASS

Q

"I really struggle to give feedback to people especially if it's not totally positive. Some advice would be great."

Answer: Giving Feedback the right way!

Face it; no one likes criticism. Even when it is delivered in the kindest way possible we still don't like it.

It is crucial that before you ever give any criticism if you should ask yourself if the feedback is needed here. Were you asked for feedback? Is it part of your job?

The right time to offer feedback is if you have been asked for it.

If you weren't asked, don't offer. Just because you think that the other person can learn from your experience does not mean they are open to learning. The feedback you give might feel like criticism.

For instance, when I cook a big meal at my house and someone says "You know, the next time you cook a turkey, you should use one of those new plastic bags they have", it sounds to me like they are saying there is something wrong with the way I cook my turkey and I should do it their way.

Feedback is not always received with the same intent that it is delivered. Perhaps you were telling me about a new cool way of cooking a turkey that is easier. Maybe you're sharing your secret recipe, but that might not be the way that I hear that information.

However, if you were asked for specifically for feedback, there are ways that are more effective any others for giving effective feedback.

When I am asked specifically for feedback, then I like the **LB/NT** system of feedback.

LB = Liked Best (start with a good point or praise)

NT = Next Time (then give suggestion on how to improve next time)

NT isn't criticism; it is a suggestion for something different the next time.

For instance: Michelle and Chipo are coworkers, each reporting to Victoria. Victoria asked Michelle to plan and arrange the annual awards banquet.

When it was over, Michelle asked Chipo what she thought of it – had it been done well!

The first thing Chipo needs to do is figure out is if Michelle is really asking for feedback, or if she is looking for a pat on the back. She could be just asking for positive reinforcement.

Chipo could say something along the lines of "I really enjoyed it and thought that you did a great job. Were you looking for more specific feedback?"

This gives Michelle the option to say, "No, that's what I was looking for. Thanks, I'm glad you enjoyed it".

This way, no harm is done if Michelle was really looking for positive reinforcement. If Chipo launches



into everything that she would have done differently when Michelle was really looking for a pat on the back, it isn't going to end well (I'm sure we've all had our feelings hurt by receiving negative feedback we weren't expecting).

If Michelle says, "Yes, I do want more specifics," then Chipco can do the **LB/NT** approach.

"I liked that you honored our retired employees. That made them feel very special. Maybe the next time we could give them special name tags to make them stand out even more."

Other examples:

- *"Have you listened to my voice mail? How does it sound to you?"*

Negative criticism: *"Holy cow, you talk so fast on it!"*

Effective Feedback: *"I have listened, and I think you sound very pleasant and chatty. If you were to re-record it, you could slow down a little."*

- In a review of your superior, you could say:

Negative Criticism: *"I've heard others say that you play favorites."*

Effective Feedback: *I think that you are a very supportive boss, and everyone feels validated by*

your leadership style. Perhaps over the next year, you can take everyone out to lunch, and not just some of the group as that looks like favoritism.

If someone hasn't asked you for feedback you shouldn't give it, even if you think they need some suggestions for the next time.

If they have asked you for feedback, figure out what type of feedback they are looking for (just positive or something constructive as well). Remember: To deliver effective feedback, use the **LB/NT** approach.



Rhonda Scharf

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 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).

Test your Wits and have Fun

SPOT THE DIFFERENCES

RESTAURANTS

- Find all eight differences in the pictures.



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Just for laughs

- What two things can always see what the other sees, but can never see each other?
- Take off my skin and I won't cry, but you will! What am I?
- A woman has six daughters and they each have a brother. How many children does she have?
- What is always coming but never arrives?
- What flies without wings?
- What is so delicate that saying its name breaks it?
- I can only live where there is light, but I die if the light shines on me. What am I?

- ANSWERS
1. Your eyes
 2. Onion.
 3. Seven
 4. Tomorrow.
 5. Time.
 6. Silence.
 7. Shadow



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