Administrative Excellence and Business Etiquette Training Course



02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MA3642_191209

Course Introduction / Overview:

This comprehensive program is designed to elevate the capabilities of administrative professionals by merging the science of efficient office management with the art of sophisticated business etiquette. In today's dynamic corporate environment, technical proficiency alone is insufficient; true administrative excellence is achieved when operational skills are complemented by impeccable professional conduct. This course provides a holistic framework for mastering both domains. Drawing upon principles of effective management, such as those articulated by the renowned management consultant Peter Drucker in his seminal work "The Effective Executive," participants will learn to transition from task-oriented support to strategic business partners. Peter Drucker emphasized the importance of effectiveness and contribution, which are the cornerstones of this training. BIG BEN Training Center has meticulously structured this course to cover everything from advanced organizational techniques and digital communication protocols to the nuances of corporate diplomacy and professional image branding. Participants will gain the confidence and competence to navigate any professional setting with grace, efficiency, and authority, thereby enhancing their value and impact within their organizations.

Target Audience / This training course is suitable for:

- Administrative Assistants.
- Executive Assistants.
- Personal Assistants.
- Office Managers.
- Secretaries.
- Project Administrators.
- Team Coordinators.
- Support Staff.
- Front Desk and Reception Staff.
- Professionals seeking to enhance their administrative and etiquette skills.

Target Sectors and Industries:

- Corporate and Commercial Sectors.
- Banking and Financial Services.
- Oil and Gas Industry.
- Healthcare and Pharmaceuticals.
- Telecommunications and Technology.
- Hospitality and Tourism.
- Government and Public Sector Agencies.
- Educational Institutions.
- Non-Profit Organizations.

Target Organizations Departments:

- Executive and C-Suite Offices.
- Human Resources Departments.
- Finance and Accounting Departments.
- Sales and Marketing Teams.
- Operations and Logistics Departments.
- Legal and Compliance Departments.
- Customer Service Departments.
- Public Relations and Communications.

Course Offerings:

By the end of this course, the participants will have able to:

- Master core administrative functions and modern office procedures.
- Apply the principles of professional business etiquette in diverse corporate settings.
- Enhance professional communication skills, including verbal, written, and digital correspondence.
- Develop superior time management and organizational strategies to increase productivity.
- Manage workplace conflicts and handle difficult interactions with diplomacy and confidence.
- Coordinate and manage professional meetings and events effectively.
- Cultivate a strong professional image and personal brand within the organization.
- Utilize problem-solving techniques to address administrative challenges proactively.
- Understand the importance of confidentiality and data management in a professional role.
- Navigate cross-cultural communication and international business protocols.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning in the workplace. We move beyond traditional lecture-based formats to create a dynamic learning environment that fosters engagement and skill retention. The course heavily utilizes a blend of expert-led presentations, real-world case studies, and interactive group discussions where participants can share experiences and insights. A significant portion of the training is dedicated to hands-on activities, including role-playing scenarios that simulate common workplace challenges, such as handling difficult phone calls or managing conflicting priorities. Practical exercises in business writing, email etiquette, and meeting organization provide tangible skill development. Participants will receive constructive feedback from both the instructor and their peers, creating a supportive atmosphere for growth. This experiential approach ensures that theoretical concepts of administrative excellence and business etiquette are translated into practical, demonstrable competencies for every attendee.

Course Agenda (Course Units):

Unit One: The Foundations of Modern Administrative Excellence

- The Evolving Role of the Administrative Professional.
- Core Competencies for Administrative Success.
- Mastering Time Management and Prioritization Techniques.
- Developing Advanced Organizational and Planning Skills.
- Effective Goal Setting and Task Management.
- Fundamentals of Office Management and Procedures.
- Maintaining Confidentiality and Professional Ethics.

Unit Two: Professional Communication and Interpersonal Mastery

- The Art of Professional Verbal and Non-Verbal Communication.
- Active Listening Skills for Enhanced Understanding.
- Mastering Business Writing and Email Etiquette.
- Professional Telephone and Video Conferencing Protocols.
- Building Rapport and Positive Workplace Relationships.
- Assertiveness and Diplomacy in Communication.
- Navigating Cross-Cultural Communication Nuances.

Unit Three: Mastering Business Etiquette and Corporate Protocol

- Understanding the Principles of Modern Business Etiquette.
- Making Professional Introductions and Networking with Confidence.
- The Professional Wardrobe and Corporate Dress Codes.
- Office Etiquette and Navigating the Open-Plan Workspace.
- Digital Etiquette (Netiquette) for Online Professionalism.
- Dining Etiquette for Business Lunches and Dinners.
- Protocols for Hosting Visitors and Corporate Guests.

Unit Four: Advanced Administrative Functions and Problem-Solving

- Effective Meeting Planning, Coordination, and Minute-Taking.
- Fundamentals of Event Management and Logistics.
- Streamlining Workflows and Improving Office Systems.
- Creative Problem-Solving and Critical Thinking Skills.
- Handling Difficult People and Challenging Situations with Grace.
- Basic Project Support and Coordination Skills.
- Effective Record-Keeping and Document Management Systems.

Unit Five: Cultivating a Professional Image and Career Advancement

- Developing Your Personal Brand and Professional Presence.
- Managing Stress and Maintaining Composure Under Pressure.
- Becoming a Proactive and Indispensable Team Member.
- Strategies for Continuous Professional Development.
- Giving and Receiving Constructive Feedback.
- Demonstrating Leadership Potential from an Administrative Role.
- Creating a Personal Action Plan for Career Growth.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing automation and AI, how does the human element of business etiquette and administrative judgment remain a critical, irreplaceable asset?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by its holistic and integrated approach to professional development, recognizing that true administrative excellence is a synergy of technical skill and social acumen. Unlike programs that treat office management and business etiquette as separate disciplines, we weave them together into a unified curriculum. This methodology ensures participants understand not just *what* to do, but *why* it matters in the broader context of organizational culture and success. The focus extends beyond rote memorization of etiquette rules to cultivate a deep-seated professional intuition, enabling graduates to navigate complex and nuanced social and business situations with confidence and poise. We emphasize strategic thinking, empowering administrative professionals to evolve from support staff into proactive business partners who can anticipate needs and contribute to high-level objectives. The curriculum is built on practical application, with extensive use of role-playing and real-world case studies, ensuring that the skills learned are not merely theoretical but are readily applicable and impactful from the moment a participant returns to their workplace.