

# CAMA EA Master Class Series

Empowering  
Administrative Excellence  
in Local Government

CAMA  ACAM



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# Introduction

## CAMA's Toolkit for the Effective Executive Assistant to the Chief Administrative Officer

Having appreciation for the role of the Executive Assistant in local government, the CAMA Board developed a **"Toolkit for the Effective Executive Assistant to the Chief Administrative Officer"**.

The primary audience of this Toolkit is the Executive Assistant to the CAO in local government (and all administrative staff), which includes existing Executive Assistants with experience in the role, as well as new Executive Assistants with minimal local government experience.

The Toolkit will help Executive Assistants, gain a new perspective on their role and highlight the many benefits that they bring to the CAO, the organization, and the community. It provides an introduction to local government and the various roles and responsibilities of those positions; insight into the role as the Executive Assistant; offers tips on the many office and leadership skills that are practiced every day; political acumen tools, as well as best practices on building relationships and networking, exercising self-care, and how to adapt to new leadership – just to name a few. There are also "words of wisdom" from Executive Assistants across the country, along with some case studies of real-life scenarios, downloadable resources, and links to additional materials that will support this profession.

While this Toolkit is meant to be a resource to Executive Assistants in local government, it is also focused on how a CAO or senior manager can effectively use their Executive Assistant to improve their own productivity and build a successful partnership. The **CAO Chapter** has been provided in a separate document for easy reference.

As a next step to assisting our members and their administrative staff, the CAMA Board is pleased to offer a master class webinar series featuring several topics over the next year.



## Terms

Throughout the master class series, we will be using the term **Council**, however depending on your location and the classification of your organization this could be transferable to a Board, Commission, First Nations Council, or something different. The **Mayor** could also refer to a Warden, Reeve, or Head of Council.

# Join CAMA's EA Master Class Series

An Executive Assistant's role in local government is unique and demanding. Are you seeking to expand your expertise in local government and take your leadership skills to the next level? CAMA's EA Master Class Series is the perfect opportunity!

This webinar series, comprised of four 90-minute sessions, facilitated by award-winning speaker Tracey Lorenson, will focus on the following topics that Executive Assistants have determined are essential to their roles:



**COMMUNICATION  
EXCELLENCE**



**CUSTOMER SERVICE  
EXCELLENCE**



**NAVIGATING ROLES & RULES  
IN LOCAL GOVERNMENT**



**NAVIGATING  
POLITICAL ACUMEN**

## About the Webinar Series

The Executive Assistant in local government (whether you support the CAO, Deputy CAO, Mayor and Council, or any other employees in your organization) is a unique position that requires a variety of skills, including political acumen. Being an Executive Assistant is also a leadership role in your organization and every day you stand up and take the lead when a situation requires it. It's all about providing valuable support to a person and an organization you believe in. It takes a strong commitment as this job is always changing, and you need to remain flexible even in the face of chaos. **How can you perform your role with confidence and overcome various barriers and unique challenges that you may encounter? You spend all day helping others, but who is going to help you?**

At each webinar, you will participate in a significant learning experience with others who share the same responsibilities and face the same challenges. You will be provided with some reading material prior to the webinar, some great dialogue during the session, and leave with some tools that can be used every day to help you navigate through any situation with confidence.

These four topics (and many more) will also be expanded on during **CAMA's first National Conference for Executive Assistants in Local Government taking place from November 3-5, 2024 in Fredericton, New Brunswick.**

**While we use the title "Executive Assistant" this program is for any administrative professional working in local government.**

If you attend the first master class on Communication Excellence you will receive the link to complete a Personality Profile that provides you with a report analyzing your behavioural style so that you can understand your strengths and weaknesses of how you respond to problems and challenges, how you influence others to your point of view, how you respond to the pace of the environment, and how you respond to rules and procedures set by others.

## General Webinar Information

### Dates and Times

Date	Time	Topic
Thursday, October 19, 2023	2:00 p.m. to 3:30 p.m. EST	Communication Excellence (including a Personality Profile).
Thursday, January 25, 2024	2:00 p.m. to 3:30 p.m. EST	Navigating Roles & Rules in Local Government
Wednesday, April 24, 2024 (Administrative Professionals Day)	2:00 p.m. to 3:30 p.m. EST	Customer Service Excellence
Wednesday, September 18, 2024	2:00 p.m. to 3:30 p.m. EST	Navigating Political Acumen

**\*\*Please note that each webinar has a different topic and therefore you don't have to attend all four sessions, however it would be advantageous.**

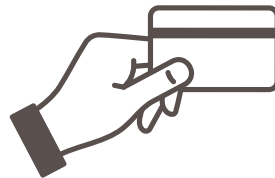
## Registration Fees and Information

The cost to attend each webinar is outlined below for members and non-members. They can be purchased separately or as a package of four, and a discount is also provided if two or more employees from your municipality attend (for CAMA members only). The recording of each session will be available to all registrants if you are unable to attend.

Registration Category	Description of Registration Category	Price (+15% HST)
CAMA Member Pricing	If your municipality has a CAMA member (regular or affiliate) you will be eligible to receive the CAMA member rate and will be required to enter the name of the CAMA member when you register.	<p>\$149.00 for one webinar \$499.00 for four webinars</p> <p><b>If two or more employees attend from your municipality you will all receive 10% off. Enter the code CAMAMC under Multiple Attendee Discount on the registration form. This is available ONLY at the time of registration. No refunds of the discount will be provided to your registration after you have registered if you find out another colleague is attending.</b></p>
Non-Member Pricing	If your municipality <b>does not</b> have a CAMA member, you will register under the non-member rate. If your CAO or one of the direct reports to the CAO would like to become a member please visit the <a href="#">CAMA website</a> .	<p>\$199.00 for one webinar \$699.00 for four webinars</p>



The webinars will be held on the Zoom Webinar platform.



Payment must be made by credit card at the time of registration.



No refunds will be permitted; however substitutions can be made and the recording is available for each session if you cannot attend.

[Link to Registration](#)

# Meet the Facilitator



**Tracey Lorenson**  
Experienced Local Government Lawyer  
Certified Corporate Coach  
Designation in Governance from  
McMaster University

Award-winning speaker Tracey Lorenson is known for her humour and candour in helping her clients manage difficult situations. Her warm, energetic style combines her leadership experience, practical advice and real-life examples that resonate with audiences of all levels. With a keen interest in problem-solving, Tracey has developed a series of proven techniques that help organizations identify their issues and take action to improve their situation.

Tracey has worked with local governments in a variety of capacities for more than 20 years. After six years practicing workplace law in the public sector, Tracey was Executive VP for E-Comm, provider of 911 fire, police and ambulance services for local governments in southern BC. In her current role as the principal in the management consulting firm CivicExcellence/Paragon Strategic Services Ltd, Tracey improves her clients' ability to perform by working with both elected and staff on areas that include conflict resolution, strategic planning and leadership training.

A sought-after lecturer, Tracey has spoken extensively on a variety of topics including leadership, strategic planning, human resources, governance, and developing regional strategies. In addition, she has lectured at UBC's Faculty of Law, Royal Roads University, Capilano University, the Justice Institute of BC, the Local Government Leadership Academy and is a member of the faculty for BC's Local Government Management Association's MATI programs.

Tracey has recently founded "CivicExcellence", an online community for eLearning and connection for local government professionals.

# Detailed Program

Thursday, October 19, 2023

2:00 p.m. to 3:30 p.m. EST

## Master Class #1: Communication Excellence



### Unlock your Communication Potential & Build Strong Relationships and Resolve Conflict with Confidence with CAMA's EA Master Class

Having excellent communication and people skills as an Executive Assistant is important in creating a positive image for your boss and the organization – even when some of us are introverts. Every day, you speak and interact with dozens of people both inside and outside of the organization, digitally, on the phone, and in person. You are always in contact with your co-workers at all levels of the organization, elected officials, and members of the public listening to their needs. You are an expert at speaking to different types of people, from the most junior intern to the high-profile CAO or other Executive, as well as displaying cultural understanding with all people.

Your communication skills range from the technical skills of preparing correspondence, composing newsletters, writing speeches and PowerPoint presentations, answering phone calls, along with many leadership skills including listening, managing conflicts, and negotiating – just to name a few.

The best Executive Assistants are personable yet tough. They can tell when to challenge the boss and when to comply. They know when to lighten the mood and when to stay serious. They are friendly with the boss without crossing boundaries. The boss' both like and respect these individuals.

#### Why Attend?

This webinar on "Communication Skills" provides comprehensive training to help Executive Assistants refine their communication competencies. Participants will be provided with a complimentary (and confidential) Personality Profile to complete prior to the session so that they can learn about their unique behavioural style, and how that can empower their strategies for building relationships, resolving conflict, and handling difficult conversations.

#### Learning Objectives

1. Determine your behavioural style.
2. Unlock your communication potential.
3. Build strong relationships and resolve conflict with confidence.
4. Handle difficult conversations with poise and professionalism.
5. How to be the "Eyes and Ears" for your boss.
6. How to establish a good working relationship with your boss.



Thursday, January 25, 2024

2:00 p.m. to 3:30 p.m. EST

## Master Class #2: Navigating Roles & Rules in Local Government



### Learn the Ins and Outs of Working in a Local Government Setting

Local governments deliver many of the services people use in their daily lives – it is the government closest to the people. They provide services, develop plans, raise revenue and implement policies and decisions.

Councils have the authority to govern municipalities and some Executive Assistants are involved in the Council meetings from start to finish. Regardless of your role, it is advantageous to become familiar and learn about your municipality's Procedural By-law, Consent Agendas, Rules of Engagement, and the Motions of Council. It is important to know the language when you hear your boss, colleagues or elected officials talking about land use, zoning and planning; municipal law; roles of the Corporate Officers, local government finance, information and privacy – just to name a few.

#### Why Attend?

This master class on "Navigating Roles & Rules in Local Government" is designed to provide Executive Assistants with knowledge and skills necessary for navigating through a government setting. Participants will gain insights into the roles of different individuals and organizations, and an overview of the legislation impacting local governments to maintain compliance and mitigate risk.

#### Learning Objectives

1. Learn the ins and outs of working in a government setting.
2. Understand risk and compliance in local governments.
3. Navigate government structures confidently even in changing times.
4. Learn about the municipal policy-making process (the roles of Mayor and Council governing and the CAO and municipal departments managing the day-to day operations).

## Wednesday, April 24, 2024 (Administrative Professionals Day)

2:00 p.m. to 3:30 p.m. EST

### Webinar #3: Customer Service Excellence



#### Strengthen Internal and External Relationships for Superior Results

Successful Executive Assistants must be able to manage people effectively and providing exceptional customer service when you work in the public sector is not an option – it's mandatory. They face many unique challenges in providing exceptional levels of service to the citizens as the expectations are high.

In municipalities, we have internal and external customers and you are the front echelon for both. The external customers are the citizens, residents, visitors, and businesses, while the internal customers are employees, co-workers, managers, and the Mayor and Council.

#### Why Attend?

Improve your customer service skills with our online Master Class, specifically tailored for Executive Assistants in local government. This master class focuses on the differences in local government customer service, as well as tailoring your approach to build strong relationships with both internal and external customers. This class is a valuable tool for any Executive Assistant aiming to excel in their role and contribute positively to their organization's reputation. Join us to enhance your skill set and deliver excellent customer service.

#### Learning Objectives

1. Enhance your customer service skills.
2. Strengthen internal and external relationships for superior results.
3. How to apply techniques to deal with difficult customers.
4. How to deliver fast and effective resolutions.
5. Understand the behaviours of excellent service.
6. How to demonstrate confidence and skill as a problem solver.

Wednesday, September 18, 2024

2:00 p.m. to 3:30 p.m. EST

## Webinar #4: Navigating Political Acumen



### Unlock the Secrets of the Local Government Political Landscape with CAMA's Master Class

Understanding the political landscape is critical for Executive Assistants in local government and political acuity is a priority especially when you have the delegated authority to act on behalf of your boss.

It is also a juggling act when you work for multiple bosses, especially if you work for the Mayor and Council and your bosses change every three to four years, which may also mean that the entire direction of the organization changes. No boss is the same so it's important to adapt to their leadership style and having clarity on your role for each position is a very important piece that should be discussed on the first day of your job so there is no confusion. It's important to understand the CAO-Council relationship and know the dynamics of both parties that you report to. This is also where your political acumen skills must be strong, along with your loyalty to each boss - which can be a balancing act when reporting to administration and elected officials.

You will also be in the middle of chaos on some days as you navigate through the political waters. Flexibility and resilience are a must.

#### Why Attend?

This Master Class will provide training on how to navigate political situations, understanding the roles, responsibilities, and relationships within the organization and how government can provide invaluable support to your role.

#### Learning Objectives

1. Take your political acumen to the next level.
2. Learn how to navigate the grey area with Council and CAO relationships.
3. Learn how to remain neutral and apolitical.
4. Navigate through complex political situations with confidence.
5. Unlock the secrets of the local government political landscape.