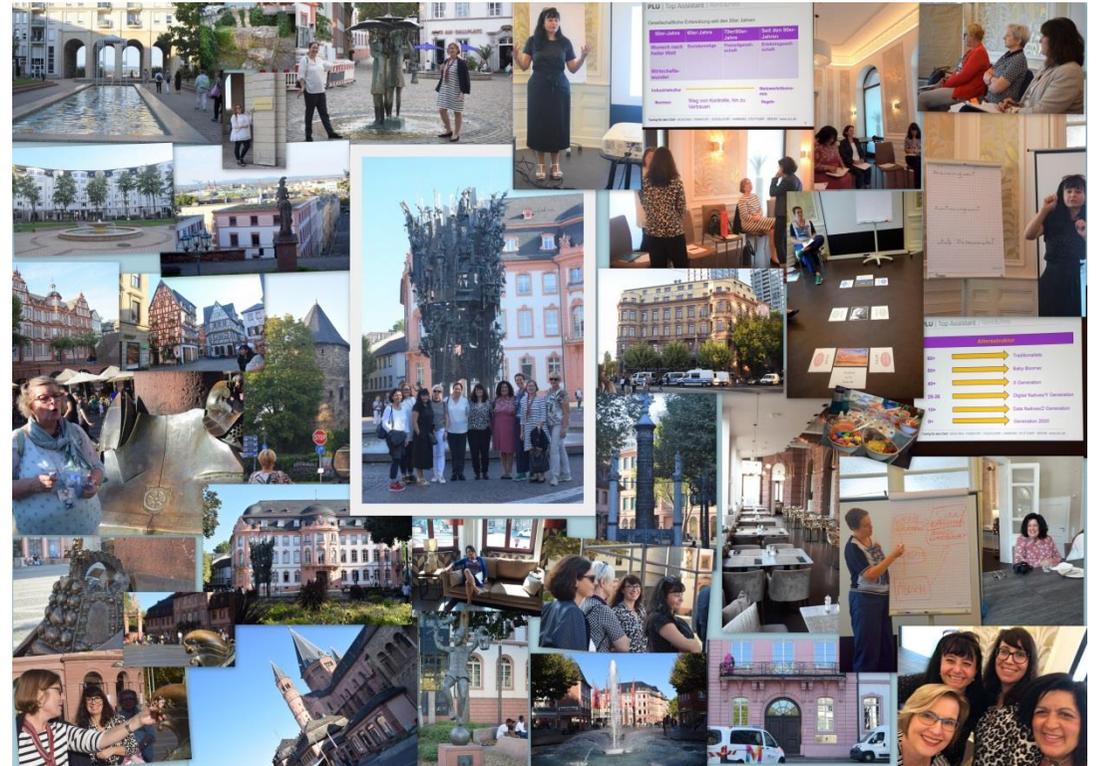




One-day Workshop with Sophie Dunkel and Elke Brunner 14 September 2019, Mainz

At a pleasant late summer day, our one-day seminar took place. It was a completely successful day with interesting workshops held by Mrs Dunkel and Mrs Brunner. We enjoyed a very elegant location, delicious food and an informative walk with city guide Mrs Strehl in the city center of Mainz!

10 IMA ladies, one guest and one of the trainers participated in the workshops. Mrs. Dunkel introduced herself and started with her workshop about the future assistance using very interesting slides. Topics like different generations and their characteristics, the social development from industrial culture to network economy and the digitalization of many areas of life have been explained. Terms such as trust, trust-based working hours, esteem and cooperation came up, which only partially reached the assistants professional life.



Ms Dunkel presented us working models for improving our roles as assistants, which she developed in her company with her employees. One of them is the PLU Excellence Circle, which is supposed to unite the best assistants in Germany. Especially the pilot project to certificate the chief/manager of an assistant is very interesting for me. Such a certificate is valid for 2 years. He has to meet the requirements set by PLU GmbH and thereby this could improve the company culture.

In the workshop we discussed digital programs and their possibilities in travel management and virtual collaboration. Ms Dunkel introduced us to the Trello program for event management, which saves her a lot of emails!

After we had a dinner in the small event room, Ms. Brunner started her workshop. She has a background as an assistant, before she started working as a coach. The workshop was about values that play a big role in our professional life. Each of us decided which values were most important to her. How do I stick to my values, how do I achieve contentment and happiness and stay with myself in the process? In groups of two we worked on a special situation from our

lives, which value played a role for us and what we learned from it. Afterwards some of the group presented them. I gave a personal example on the subject of "Full barns - successes from the past".

Dear ladies, be aware of your own value, what you have achieved and accomplished in the past and use this awareness at work, during the next appraisal interview, during the next salary negotiation, during the next job interview or in the moment of a difficult life situation!

Lilian Helbig

IMA Germany, Head of Regional Group Frankfurt