

Be a progressive and employee focused employer

Attract and keep your best office and **administrative professionals** by sending them the message -
You value your staff and view them as skilled professionals with long-term career goals

Studies have shown that people don't stay in jobs for the money – they stay because:

- ◆ their needs are being met
- ◆ they feel recognised and valued for the work that they perform
- ◆ they work in a positive environment, which provides them with challenges and prospects they need to grow professionally

Encouraging your office and administrative employees to achieve an OPSA Professional Designation is a cost-effective way to show that your organisation values office and administrative professionals, which in turn will lead to an effective and productive work place. By giving them an opportunity to achieve an OPSA Professional Designation will help you to retain your valuable staff as well as build an effective work force.

Achieving an OPSA professional designation:

- ◆ Offers staff a sense of pride in their performance, giving confidence in handling challenging situations and builds a commitment to their role and the organisation. This pride and confidence results in greater work performance
- ◆ Distinguishes staff members within the company and shows dedication to their jobs and their plans to continue developing and growing as a professional
- ◆ Requires ongoing professional development to maintain the designation. This process ensures your employee's knowledge and skills are current, relevant, and valid in a rapidly evolving workplace
- ◆ Recognises an employee's accumulated training and experience and supports the range of industry skills and knowledge they have acquired through a combination of education and experience
- ◆ Gets the industry's stamp of approval – OPSA and the OPSA designations are registered with SAQA and recognises their expertise, knowledge, and professional status (professional members are registered on the National Register Learner Database (NRLD))

OPSA Professional Designation Masterclass

Empower and professionalise your administrative staff



For more information contact:

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