

Chapter 4 - Microsoft Publisher



Microsoft Publisher is an entry-level desktop publishing application from Microsoft, differing from Microsoft Word in that the emphasis is placed on page layout and design rather than text composition and proofing

Publisher is included in higher-end editions of Microsoft Office, reflecting Microsoft's emphasis on the application as an easy-to-use and less expensive alternative to the "heavyweights" with a focus on the small business market where firms do not have dedicated design professionals available to make marketing materials and other documents. However, it has a relatively small share of the desktop publishing market, which is dominated by Adobe InDesign and QuarkXPress.

How is it Different to Word?



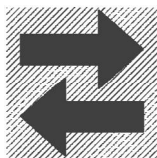
Used to create:

- Graphically rich print and e-mail newsletters
- Sophisticated tools for creating graphically rich publications
- Greeting cards
- Consistently branded business communications and marketing materials
- Posters or banners
- 3 or 4- panel brochures or flyers
- Many more

Word is better for;

- longer documents
- essays (imagine handing in a theses done in Publisher 3 fold?)
- Some say that word is better for text control

How is it Similar to Word?



- Ribbon
- Spell checker
- Image manipulation (stronger in publisher)
- Templates (very useful in Publisher)

Getting Started

Click the [Windows Start] button (Bottom left of desktop)



Find 'Publisher' in the list of installed programs and



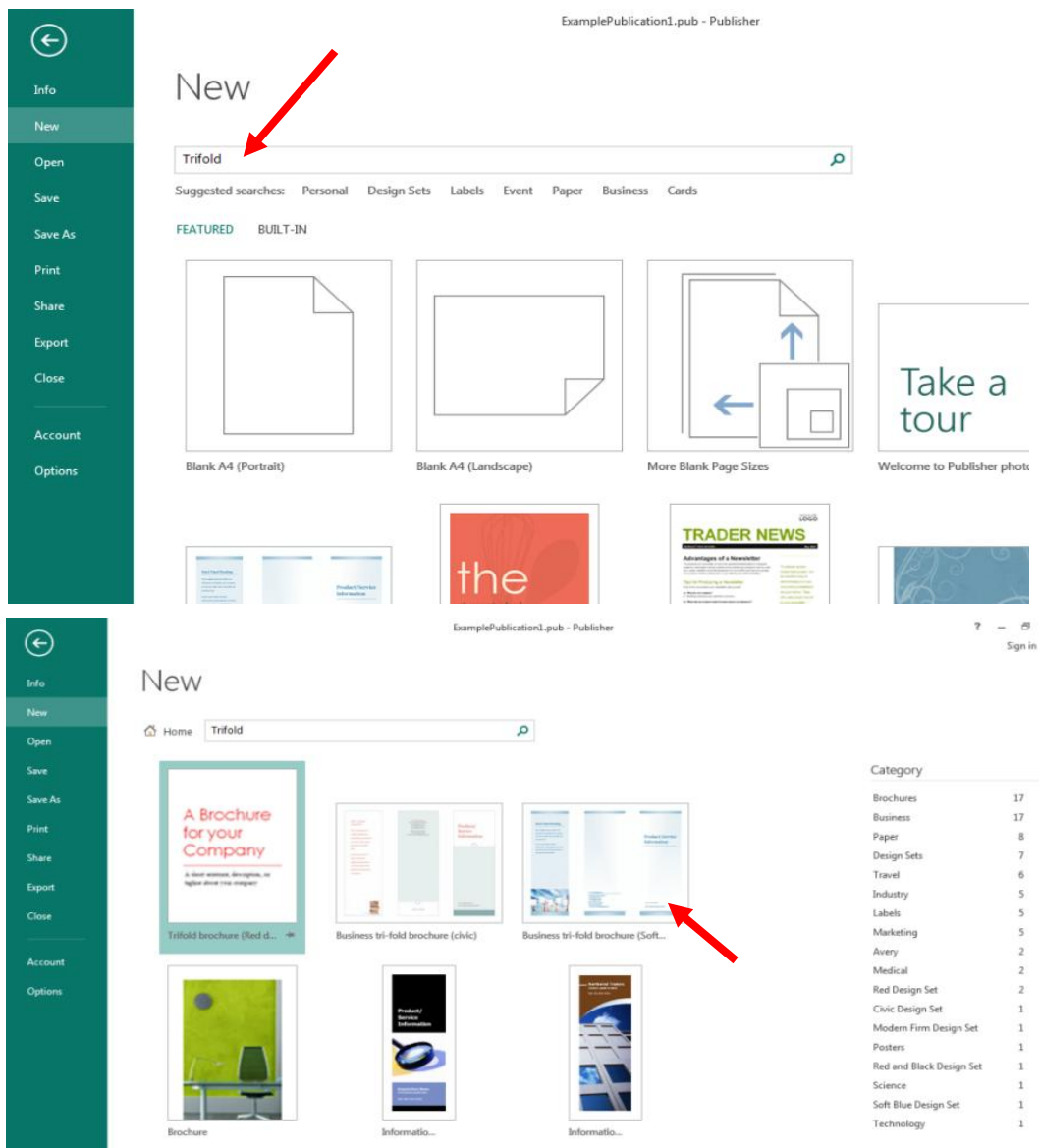
click it

Search for either "Trifold" or "Brochure"

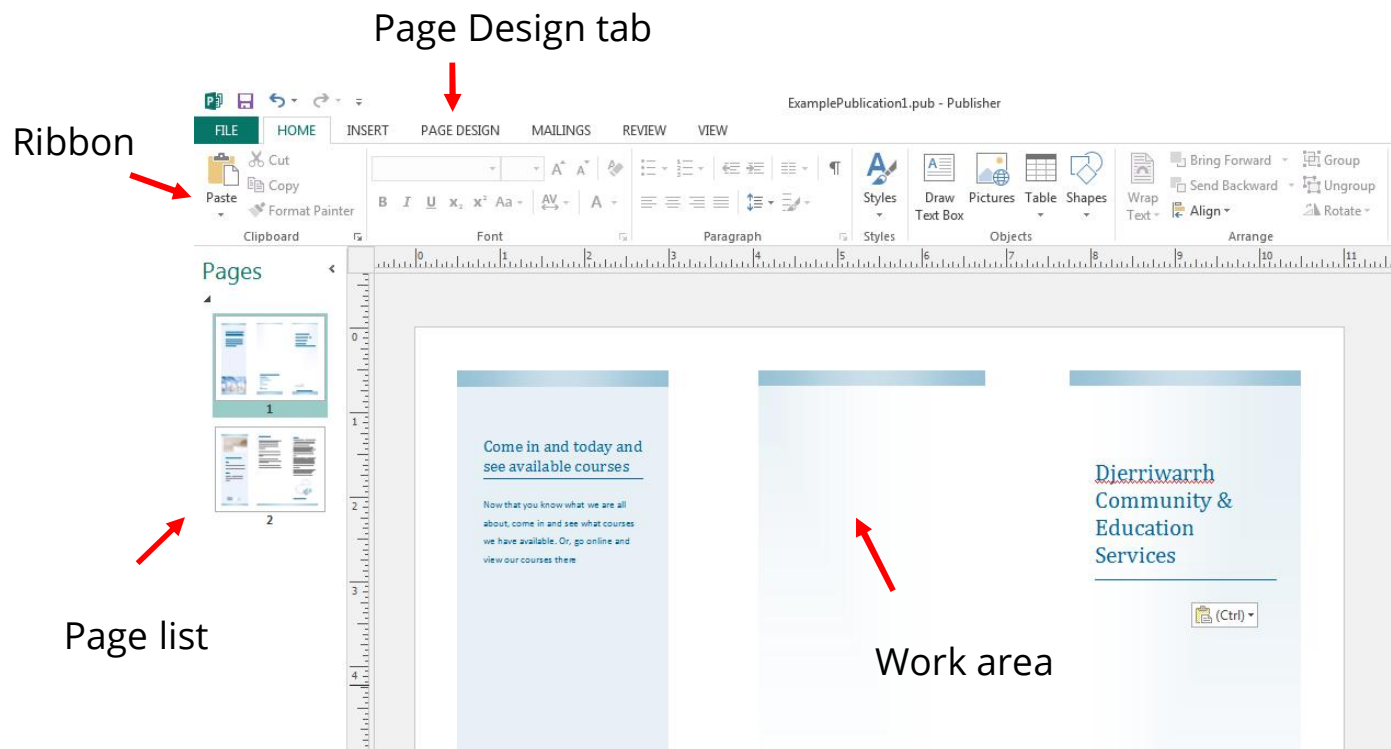
Find and select "Business Tri-Fold Brochure (soft blue design)"

Note: we can change the colour scheme later.

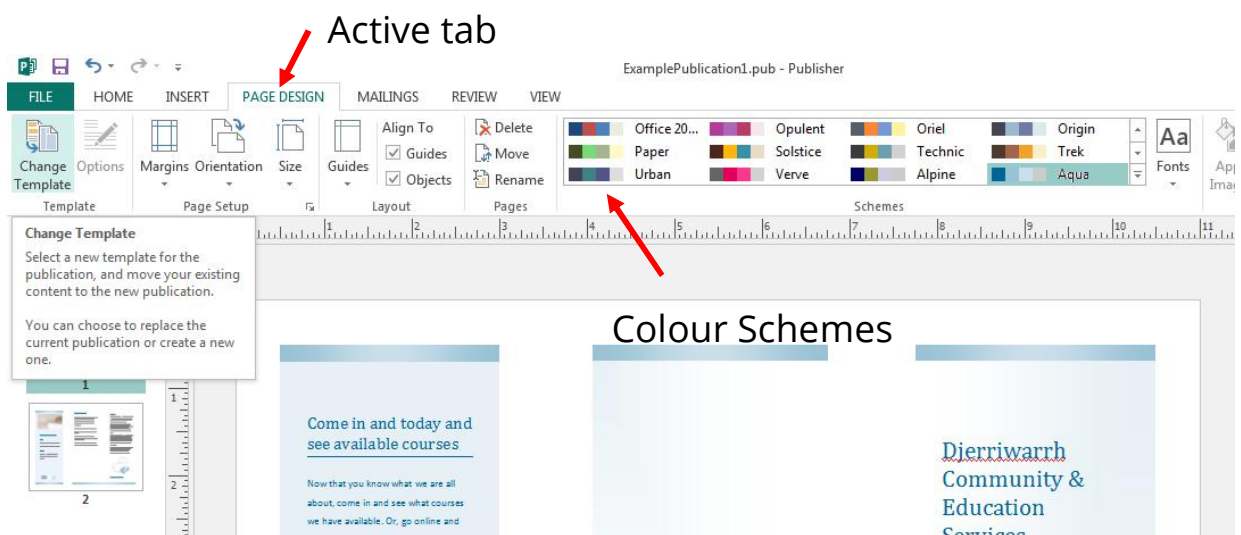
Additional templates are available for purchase from online companies, e.g. "LayoutReady.com"



The Interface



Page Design

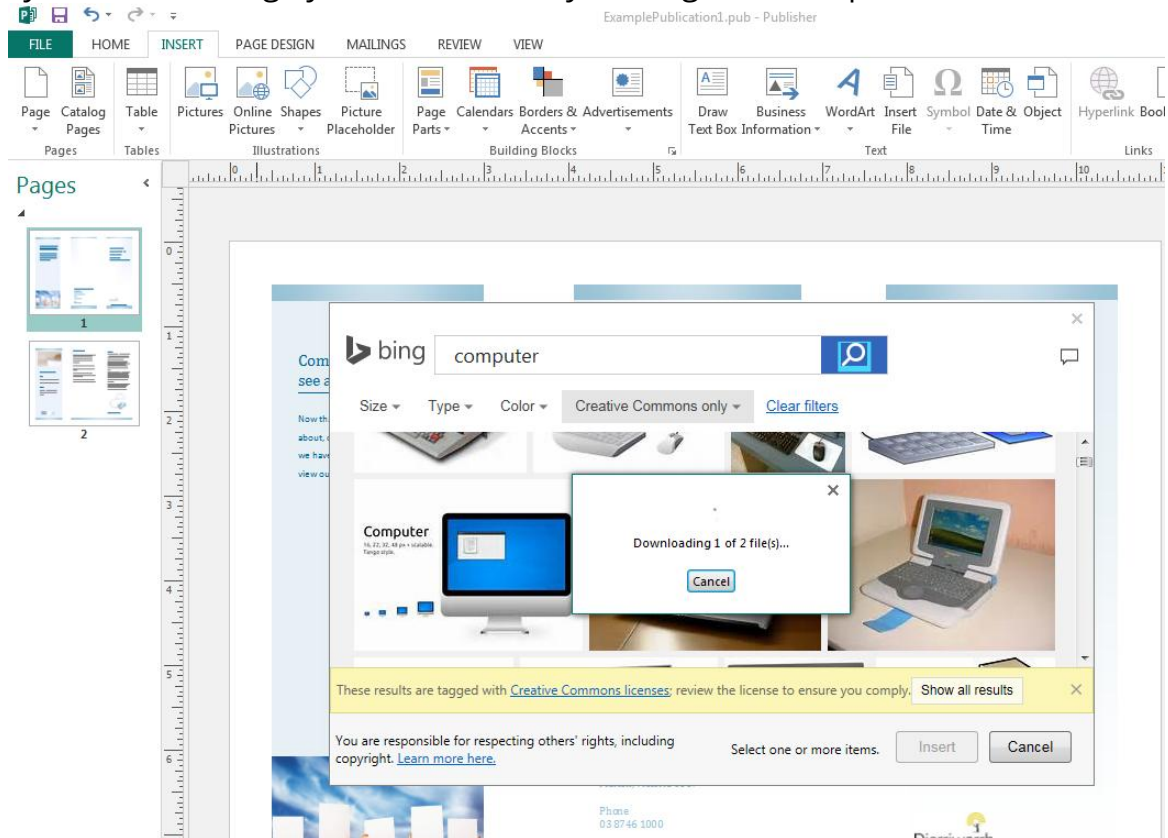


Inserting Images

Click the [Insert] tab and click the [Online Pictures] button found in the 'Illustrations' group.

Type in your search term and press the [Enter] key.

Finally, select the image you wish to use by clicking on it and press the [Insert] button.



Activity - Tri-Fold Brochure

Resources:

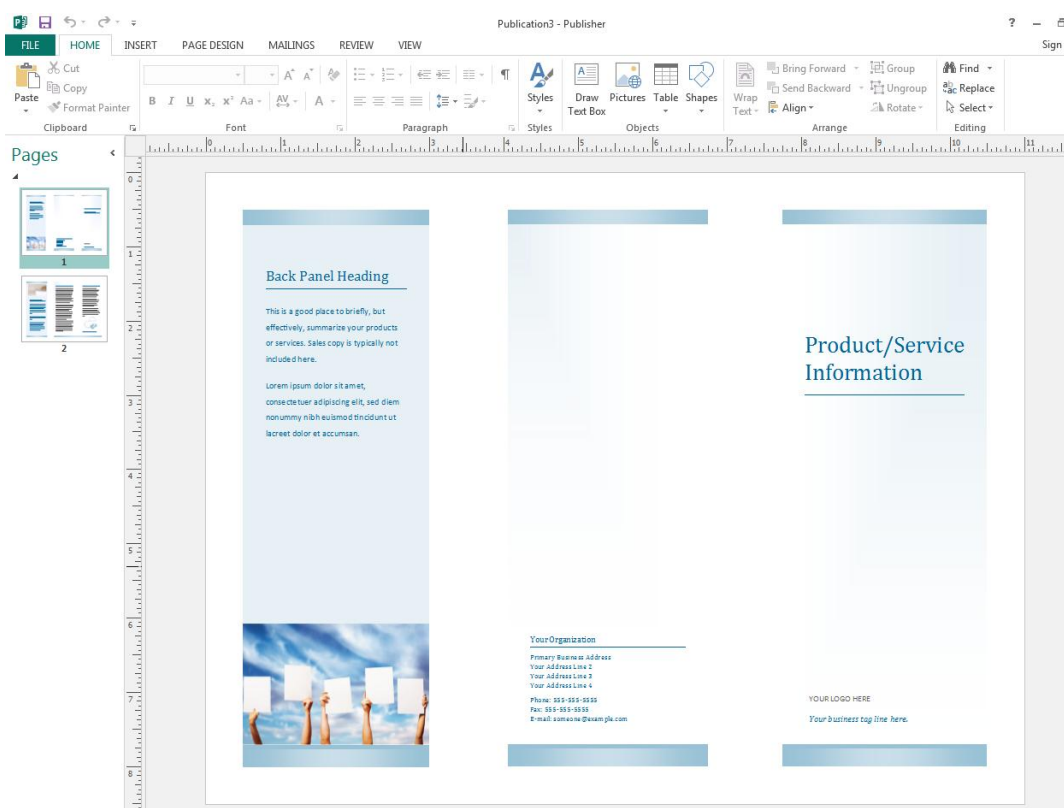
Computer, MS Publisher

Task:

You have been asked to create a TriFold Brochure in Publisher. The topic is 'Occupational health and Safety'

Note:

Look at the existing printout to work out 'what goes where'



Chapter 4 Wrap-Up

What is Publisher

How is it Different to Word?

How is it Similar to Word?

The Interface

Page Design

Create a new Document

Inserting Images

Activity - Tri-Fold Brochure

Chapter 5 - Self Assessment Skills

Personal SWOT Analysis

(Strengths, Weaknesses, Opportunities and Threats)

Making the Most of Your Talents and Opportunities

Chance favors the prepared mind.

– *Louis Pasteur*

(https://www.mindtools.com/pages/article/newTMC_05_1.htm)

You are most likely to succeed in life if you use your talents to their fullest extent. Similarly, you'll suffer fewer problems if you know what your weaknesses are, and if you manage these weaknesses so that they don't matter in the work you do.

So how do you go about identifying these strengths and weaknesses, and analyzing the opportunities and threats that flow from them? SWOT Analysis is a useful technique that helps you do this.

Learn how to conduct a personal SWOT Analysis.

What makes SWOT especially powerful is that, with a little thought, it can help you uncover opportunities that you would not otherwise have spotted. And by understanding your weaknesses, you can manage and eliminate threats that might otherwise hurt your ability to move forward.

If you look at yourself using the SWOT framework, you can start to separate yourself from your peers, and further develop the specialized talents and abilities you need to advance your career and help you achieve your personal goals .

How to Use the Tool

To perform a personal SWOT analysis, first print out our free worksheet, and write down answers to the following questions.

Strengths

- What advantages do you have that others don't have (for example, skills, certifications, education, or connections)?
- What do you do better than anyone else?
- What personal resources can you access?
- What do other people (and your boss, in particular) see as your strengths?
- Which of your achievements are you most proud of?
- What values do you believe in that others fail to exhibit?
- Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?

Consider this from your own perspective, and from the point of view of the people around you. And don't be modest or shy – be as objective as you can. Knowing and using your strengths can make you happier and more fulfilled at work. See our [StrengthsFinder](#) article for more help on this.

And if you still have any difficulty identifying your strengths, write down a list of your personal characteristics. Some of these will hopefully be strengths!

Tip:

Think about your strengths in relation to the people around you. For example, if you're a great mathematician and the people around you are also great at math, then this is not likely to be a strength in your current role – it may be a necessity.

Weaknesses

What tasks do you usually avoid because you don't feel confident doing them?

What will the people around you see as your weaknesses?

Are you completely confident in your education and skills training? If not, where are you weakest?

What are your negative work habits (for example, are you often late, are you disorganized, do you have a short temper, or are you poor at handling stress)?

Do you have personality traits that hold you back in your field? For instance, if you have to conduct meetings on a regular basis, a fear of public speaking would be a major weakness.

Again, consider this from a personal/internal perspective and an external perspective. Do other people see weaknesses that you don't see? Do co-workers consistently outperform you in key areas? Be realistic – it's best to face any unpleasant truths as soon as possible.

Opportunities

- What new technology can help you? Or can you get help from others or from people via the Internet?
- Is your industry growing? If so, how can you take advantage of the current market?
- Do you have a network of strategic contacts to help you, or offer good advice?
- What trends (management or otherwise) do you see in your company, and how can you take advantage of them?
- Are any of your competitors failing to do something important? If so, can you take advantage of their mistakes?
- Is there a need in your company or industry that no one is filling?
- Do your customers or vendors complain about something in your company? If so, could you create an opportunity by offering a solution?

You might find useful opportunities in the following:

- Networking events, educational classes, or conferences.
- A colleague going on an extended leave. Could you take on some of this person's projects to gain experience?
- A new role or project that forces you to learn new skills, like public speaking or international relations.
- A company expansion or acquisition. Do you have specific skills (like a second language) that could help with the process?
- Also, importantly, look at your strengths, and ask yourself whether these open up any opportunities – and look at your weaknesses, and ask yourself whether you could open up opportunities by eliminating those weaknesses.

Threats

- What obstacles do you currently face at work?
- Are any of your colleagues competing with you for projects or roles?
- Is your job (or the demand for the things you do) changing?
- Does changing technology threaten your position?
- Could any of your weaknesses lead to threats?
- Performing this analysis will often provide key information – it can point out what needs to be done and put problems into perspective.

Activity - Your personal SWOT analysis

Use the below chart to perform a SWOT analysis on yourself.



Worksheet

Personal SWOT Analysis Worksheet

- For instructions on using Personal SWOT Analysis, visit www.mindtools.com/personalswot.

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?

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Please feel free to copy this sheet for your own use and to share with friends, co-workers or team members, just as long as you do not change it in any way.

A Personal SWOT Example

What would a personal SWOT assessment look like? Review this SWOT analysis for Carol, an advertising manager.

Strengths

I'm very creative. I often impress clients with a new perspective on their brands.

I communicate well with my clients and team.

I have the ability to ask key questions to find just the right marketing angle.

I'm completely committed to the success of a client's brand.

Weaknesses

I have a strong, compulsive need to do things quickly and remove them from my "to do" list, and sometimes the quality of my work suffers as a result.

This same need to get things done also causes me stress when I have too many tasks.

I get nervous when presenting ideas to clients, and this fear of public speaking often takes the passion out of my presentations.

Opportunities

One of our major competitors has developed a reputation for treating their smaller clients poorly.

I'm attending a major marketing conference next month. This will allow for strategic networking, and also offer some great training seminars.

Our art director will go on maternity leave soon. Covering her duties while she's away would be a great career development opportunity for me.

Threats

Simon, one of my colleagues, is a much stronger speaker than I am, and he's competing with me for the art director position.

Due to recent staff shortages, I'm often overworked, and this negatively impacts my creativity.

The current economic climate has resulted in slow growth for the marketing industry. Many firms have laid off staff members, and our company is considering further cutbacks.

As a result of performing this analysis, Carol takes the bold step of approaching her colleague Simon about the art director's maternity leave. Carol proposes that both she and Simon cover the job's duties, working together and each using his or her strengths. To her

surprise, Simon likes the idea. He knows he presents very well, but he admits that he's usually impressed by Carol's creative ideas, which he feels are far better than most of his.

By working as a team, they have a chance to make their smaller clients feel even better about the service they're getting. This takes advantage of their competitor's weakness in this area.

Key Points

A SWOT matrix is a framework for analyzing your strengths and weaknesses as well as the opportunities and threats that you face. This helps you focus on your strengths, minimize your weaknesses, and take the greatest possible advantage of opportunities available to you.

Cover Letters

Source: <http://www.apsc.gov.au/publications-and-media/current-publications/cracking-the-code/factsheet5>

Most of the time, your Resume alone will not be enough to get you a job. When applying for a position it is likely that you will be asked to address the selection criteria.

The duty statement or role description will help you understand the responsibilities and tasks required in the job. The selection criteria describes the personal qualities, skills, abilities, knowledge and qualifications (if any) a person needs to perform the role effectively.

The agency's selection team will assess the responses of all applicants to each criterion. From time-to-time this will be enough to identify the right person for the role. More commonly though, this process creates a shortlist of applicants suitable to move to the next stage—usually an interview.

Some common examples of selection criteria include:

- Demonstrated capacity to communicate effectively
- Good organisational and administrative skills
- Proven ability to work as part of a team
- Well developed customer service skills
- Proven ability to manage projects.

It is essential to respond to each criterion, writing at least one to two paragraphs explaining how you have demonstrated the particular skill or quality. Provide relevant examples from your work, study or community roles. Be clear and to the point. If a word or page limit is set, make sure you stick to it, and edit your responses for grammar, spelling and punctuation.

Key Selection Criteria

In the know...tips and hints

Do

- Address each criterion
- Use relevant examples
- Be clear and to the point
- Be honest and factual

Don't

- Write lengthy responses
- Rely just on your resume

Source: <http://www.apsc.gov.au/publications-and-media/current-publications/cracking-the-code/factsheet5>

A look at time management skills

Transform the way you work by investing 10 – 15 minutes in planning your day, before you check your email. This is a great way get a clear picture of what you need to accomplished.

Ask yourself the following questions:

- What are five things I can achieve today that will make the biggest difference to my job, role, organisation or sales volumes?
- What do I do best? How can I plan my day so that I spend a large amount of time actually doing my job?
- Is there anything that needs doing urgent?
- Who do I need to speak with today?
- How will I maximise my energy levels and boost productivity?

Typical Day of an Administrative Assistant

(Job Description & Duties)

Here is my plan for the day:

8:00-8:30

1. Review my to-do list from yesterday
2. Re-prioritize my list for today

The list has

- Must do today
 - Should do today
 - I hope I have time for this
3. Sort through my e-mail
 - Delete worthless messages
 - Answer emails
 - Sort out those that require more time or extra work to answer
 - move them to my to-do list.

8:30-10:30

Since this is my most productive time of day I try to tackle my most demanding project. This is when I would write important letters, work on a report for the school board, update or refine a data sheet.

11:00

Great time for meetings. This is a nice time to take a break from desk work and it has a definite end time (lunch)

12:00

Lunch (Away from my desk, because I need to refresh and rejuvenate)

1:00

Return phone calls, respond to emails, and work on my to-do list

2:30-4:00

Do data entry, send or pay bills, prepare mailings, and work on things that are more routine and don't require as much energy. This is a good time to get routine jobs complete.

4:00-5:00

Burst of final effort to complete my to-do list. Sort out things that can be moved to tomorrow's list. This time of day is my best 'sorting' time – complete short, easy projects, request information from others for my projects, clean off my desk, etc.

In between all of this I answer the phone and deal with the immediate needs of customers and co-workers. As the face of the business, it is important that I handle interruptions to my schedule with graciousness and unruffled efficiency.

Here is how my day really goes:

8:00

Already people are waiting in the office that have critical needs. I enroll new students, try to get them into classes, enter their information into the computer, and request additional information from their previous school.

The phone rings every 5 minutes with simple requests that take my time until 10:00

My boss calls and lets me know he has a meeting in another town—could I get a report off his desk, scan it and send it to his phone?

10:00

Finally I can check my email and review the stack of work left from yesterday.

10:15

I start on report for the school board, respond to a request for state reports on attendance and teacher time in classroom, and organize a new time schedule that meets state requirements and community requests.

11:00

Post information to the school website

11:30

My boss returns from his meeting—he needs me to contact several people for a meeting tomorrow.

12:00

I eat lunch at my desk, while answering the phone and working on my to-do list.

1:00

Cover another administrative assistant's post so they can talk with angry parents.

1:30

Look through the stack of unfiled papers for a recent report of student achievement, find it, remember what I named it on the computer, edit it with new information and submit to the boss.

2:30

My co-worker asks me to help organize a retirement party for a supervisor—she really means will I arrange a time and place, make a list of invitees, prepare and mail invitations and get prices from the caterer. She will handle the program.

4:00

Review my to-do list and see several projects that had to be completed today. I Work until 5:30 to complete them and vow to be better organized tomorrow.

I have found that the most important quality in an office assistant is flexibility. You must be able to switch gears quickly to respond to constant interruptions and the demands of the boss. I also feel that the office is the hub of the business. The assistant must be knowledgeable about all aspects of the business and be able to receive, evaluate and pass on information to all areas in the workplace.

~Beth

Chapter 5 - Wrap Up

Personal SWOT Analysis

Activity - Your personal SWOT analysis

Cover Letters

Key Selection Criteria

A look at time management skills

Typical Day of an Administrative Assistant