



Personal-Assistant-Tips Training

Advanced Executive PA Masterclass 2012



Call: +44 845 862 2687

2-day intensive advanced-level course

Increasing PA know-how

ADVANCED EXECUTIVE PA MASTERCLASS



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DEVELOPING STRATEGIES FOR:

- Personal branding
- Understanding your boss
- Using social media for business
- Event management
- Win-win negotiation
- Problem solving
- Email & diary management

TESTIMONIALS

"Thank you so much - this was a very interesting experience that brought a lot of knowledge. Please don't change it."

Anna, Executive Assistant, Capgemini, London

"I am Business Intelligence - Assistant CEO, thriving reaching the position of Executive Assistant CEO. Marguerita's skillful approach of the particular topics I lack in administration and organization grew me overnight thus being able to face my new challenge in the utmost professional manner. The 'Executive PA Masterclass' is a worth investment and Marguerita a true friend and such an extraordinary professional."

Diana, Executive Assistant, Switzerland

"I very much enjoyed the Masterclass. Small group gave the opportunity to flesh out ideas and scenarios. Took away lots of tips and ideas for the future."

Lorraine, Executive Assistant, ENEC, Abu Dhabi

"Excellent course, outstanding and very informative course content. The course enables one, either in a PA position or administrator, or any position to be able to lead and work productively with one's team. It will help me improve the efficiency within my section, and has made me realise the potential in me and ability to be able to take ownership of my division and be proactive."

Connie, Administrator, NHBR, Johannesburg

❖ The Aims of This Masterclass

This is an excellent 2-day course; it's interesting, insightful and offers excellent value for money. Expect to come away from this course with lots of valuable tips, tricks and "how-to" instructions to help you raise your game as an Executive PA. (Take a look at the Testimonial Section below to see what others have said).

This course explores the modern Executive Personal Assistant role and the Executive PA as a personal brand. Techniques for personal branding will be explored, along with effective strategies for adding significant value to the PA role. It is essential that PAs cultivate the best possible relationship with their boss. This course will show you how to identify what your boss really needs from you – particularly strategies for identifying your boss's shifting priorities without being told. The modern PA is expected to be technology savvy, and as such this course explores the use of social media tools for business and PA networking.

Today's Executive PA role is very project-centred; therefore, developing good event management skills is a priority for PAs. This course explores event management techniques and identifies tools that will give your event and party that professional touch. It will also explore a practical formula for influencing management and provide an opportunity to practice win-win negotiation techniques.

❖ In-house PA Training Option

This course can also be delivered in-house to PAs, EAs and Administrators. In-house training provides an opportunity for delegates to address persistent issues that are less than effective within their organization. In-house training provides a forum for PAs to flesh out problems and collectively agree solutions.

❖ Why You Should Attend

The role of the modern PA is constantly changing and evolving as executives become more self-sufficient in basic tasks like typing their own correspondence. PAs have to develop managerial-level skills in order to provide first class personal assistance to their bosses and remain effective in the workplace. It is essential that PAs understand the modern PA role so that they can remain an asset to their company. This course shows you how to remain relevant in your role by adding value, while maximizing the productiveness of your working relationship with your boss. It provides a learning environment where you can practice new skills such as writing a persuasive proposal and planning an event using timelines. You will also learn from other Executive PAs by brainstorming solutions to common problems.

❖ Who Should Attend

Executive PAs, Executive Assistants, Senior Personal Secretaries, Personal Assistants, Senior Administrators and Office Managers.

❖ Pre-workshop Questionnaires

Each delegate is required to complete a pre-workshop questionnaire to assess their needs and identify their expectations.

❖ Free Use of the PA Mentor's Club

Delegates will be given 6 month's free use of the PA Mentor's Club where they can ask questions and receive tips and advice.



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IDENTIFYING THE REAL VALUE OF AN EXECUTIVE PA

A survey of CEOs conducted in 2009 by the Association of Personal Assistants (APA) in conjunction with Monster, TotalJobs and Reed.co.uk found that some executives attribute over 40% of their productivity to their PA. With this in mind, it makes good business sense to ensure that PAs have regular access to relevant PA training because it directly affects the productivity of the working partnership.

DAILY COURSE SCHEDULE

0830 Registration & morning coffee
0900 Start of workshop
1030 Morning refreshments
1045 Workshop
1215 Networking Lunch
1315 Workshop
1500 Afternoon refreshments
1515 Workshop
1645 End of workshop

ABOUT YOUR WORKSHOP FACILITATOR

Your course Facilitator is Marguerita King BSc DipPA. Marguerita is the Managing Director of Personal-Assistant-Tips.com, a resource website that provides advice & useful links for PAs, secretaries and office managers. Marguerita currently writes and delivers training workshops for Executive PAs all over the world. She is also an APA recommended PA Consultant Mentor and has written a number of best practice articles for APA's Members Knowledge Zone. As a former PA with over 25 years experience in public and private sector organisations, Marguerita understands the daily challenges of the PA role, and brings a wealth of knowledge to Executive PA training and mentoring. This practical experience led Marguerita to write the "Executive PA Masterclass", which has now been taught all over the world.

ADVANCED EXECUTIVE PA MASTERCLASS 2-DAY COURSE OUTLINE

DAY 1 – AM

DISSECTING THE MODERN PA ROLE

- Establishing the objectives of the modern PA
- Identifying your boss's priorities without being told
- Skills & attributes of top performing PAs
- Using social media for business
- The internet savvy PA

WORKING WITH SENIOR MANAGEMENT

- Blending in with the executive team
- Models of Management
- Understanding your boss's work style
- Maximising the effectiveness of the PA's work style
- Strategies for improving your working relationship with your boss
- Effectively presenting your ideas to management

DAY 1 – PM

COMMUNICATION & TIME MANAGEMENT STRATEGIES & TECHNIQUES

- A brief introduction to NLP
- Verbal & non-verbal communication strategies
- Questioning techniques to minimise time-wasting
- Models of time management
- Effective email & diary management strategies
- Personal organisation & prioritisation

UNDERSTANDING PROJECT MANAGEMENT PROCESSES

- Understanding the project management process
- Identifying & off-setting risk
- Using timelines in event management
- Effective event management & party planning tips

DAY 2 – AM

DEVELOPING RELATIONSHIPS ACROSS THE ORGANISATION

- Passive vs Aggressive vs Assertive
- Saying "No" without causing offence
- Understanding your team
- A formula for influencing others

PROBLEM SOLVING TECHNIQUES & PRACTICAL WIN-WIN NEGOTIATION STRATEGIES

- Problem solving techniques
- Developing creativity in thinking
- The rules of negotiation
- Identifying the other party's shopping list
- Practicing win-win negotiation

DAY 2 – PM

BRINGING OUT THE EXECUTIVE IN YOU

- Personal Branding
- Maximising your performance appraisal
- How to identify tasks that add value to your role
- Understanding your power
- Identifying and managing PA stress
- Optimising your work/life balance

MOVING FORWARD

- Career Progression
- The Virtual Assistant role & Starting a VA Business
- The Company Secretary role
- Skills every PA should acquire
- Strategies for business networking
- Using LinkedIn to Raise Your PA Profile

FOLLOW-UP

Delegates also receive 6 months free membership of the PA Mentor's Club

STANDARD COURSE PRICE

Standard Price: £1050 per delegate (inclusive)

Early Bird Price: £977 per delegate (inclusive)

(Pay at least 15 days in advance of the course start date to take advantage of our early bird price.)

WHAT IS INCLUDED IN THE TRAINING COURSE PRICE: The course price includes the taught course, a course workbook, basic stationery, morning and afternoon refreshments, buffet lunch, 6 months free membership of the PA Mentor's Club and any applicable taxes.

TERMS AND CONDITIONS

1. PAYMENT: Course fees must be paid in full prior to attending the course. Payment can be made online by credit or debit card via Paypal, via direct bank transfer (BACS), via faxback form, by cheque or by international bankers draft.

2. TO PAY ONLINE OR BY FAXBACK type the following URL into your browser and page down to the relevant "CLICK TO REGISTER" button: <http://bit.ly/oyC5MO> A payment receipt will be generated when successful payment is made. **TO PAY BY CHEQUE, BACS OR INT'L BANKERS DRAFT** request an invoice by sending an email with your billing details to: bookings@personal-assistant-tips.com. Please allow 14 days from date of posting the cheque to allow for receipt and clearance of funds.

3. CANCELLATION: Personal-Assistant-Tips reserves the right to cancel any training course due to low registration or for any other reason, including force majeure, without prior notice and without financial liability. In the event that a training course is cancelled, delegates can either attend the course at a later scheduled date or opt for a full refund. Course cancellations will be notified to delegates at least five days prior to the course start date.

Cancellations made by delegates are subject to the following cancellation terms.

- a) More than 30 calendar days prior to the course start date - 10% of the standard course fee.
- b) 30 to 15 calendar days prior - 50% of the standard course fee
- c) Less than 15 calendar days prior - 100% of the standard course fee

All cancellations must be made in writing and sent via email to: mking@personal-assistant-tips.com. Delegates can send a substitute delegate in their place at no extra cost. No-shows will be charged one hundred percent (100%) of the course fee. Personal-Assistant-Tips reserves the right to change the course venue at any time without prior notice or liability. Course fees will be reimbursed in full where an alternative venue is not provided.

4. WARRANTY: Personal-Assistant-Tips provides training courses and services solely by reference to their description and where permitted by law we exclude all other warranties, express or implied, statutory or otherwise from these terms and conditions. Personal-Assistant-tips' total liability to you, other than for death or personal injury caused by our negligence or where such limitation is prohibited by law, for any losses, costs, expenses or damages under these terms and conditions shall be limited to the total fees paid or payable by you.

5. LIABILITY: Personal-Assistant-Tips cannot be held responsible for the interpretation of course materials or for the actions of delegates or others. Notwithstanding anything contained in this document, each party shall be liable for and hereby releases and indemnifies the other party from and against, any of its own indirect, incidental, special, consequential losses or damages or punitive damages (whether or not foreseeable), including without limitation, damages, losses, lost revenue, lost business, business interruptions, arising out of or related to the course work, the venue, travel to or from the course, failure to gain entry clearance into the UK, failure to obtain a UK visa, hotel accommodation, any advice given by Personal-Assistant-Tips, or anything else whatsoever.

6. OVERSEAS DELEGATES: Personal-Assistant-Tips.com is not a college and as such does not carry a Tier 4 Licence to enable student visitor visa assistance to travel to the UK, therefore Personal-Assistant-Tips cannot be held responsible for delegates' failure to obtain a visa or entry clearance to the United Kingdom.

7. GOVERNING LAW: The Laws of England



Other Personal-Assistant-Tips Services

- ❖ In-house PA Training
- ❖ PA Mentoring
- ❖ Virtual Executive PA Services

2012 PUBLIC WORKSHOPS

London
Tues 6th & Wed 7th March

London
Tues 5th & Wed 6th June

London
Tues 25th & Wed 26th September

London
Wed 5th & Thurs 6th December

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