



The role of the Executive PA



The role of the Executive PA is complex and demanding, requiring great skill and dexterity at many levels - managing relationships, information and communication flows between executive board members; troubleshooting a multitude of requests via email, telephone and paper; managing projects, changing priorities and logistical details. All of this while underpinning and supporting the organisation's business strategy at the highest and most influential level.

An exhausting, and at times an isolated, position to be in, while simultaneously appearing to be calm, composed and in complete control! Indeed, the swan that appears graceful and elegant while paddling away under the surface to keep things moving forwards smoothly is an apt analogy for an Executive PA.

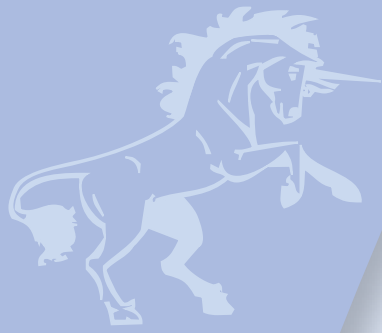
Expectations and pressures are high and, just as many Executives benefit from Executive Coaching, so too can the motivated Executive PA in order to complement and strengthen the working relationship between Executive and Assistant.

In such a fast-paced and prominent role it is often difficult to find the time, space and support to stand back in order to evaluate and plan how best to move forward and grow your role. Executive PA Performance Coaching can transform how you develop and influence your own career as a professional and ambitious Assistant.

Castalia Coaching Ltd is the premier provider of specialist Executive PA Performance Coaching; we provide challenging coaching and development opportunities to Senior Executive PAs and Executive Assistants. Our bespoke programmes address the complexities facing senior level Assistants and focus on the growth of the individual in all aspects of their role from managing global relationships to influencing strategic direction. We deliver the support, tools and models to move beyond being a great Executive PA to becoming an exceptional Executive Assistant.

We have worked with some of the highest-level corporate PAs in the UK and have worked in a diverse range of organisations including:

O2 Plc	Genzeme Ltd	Aspen RE	Manchester City Football Club
Virgin Atlantic	Arup	Pfizer	Specialist Schools & Academies Trust
Astrazeneca	British Nuclear Group	AOL (UK) Ltd	Bighams Ltd
McMillan-Scott PLC	Elior UK	Premier Oil Plc	Walsall Council



www.castalia-coaching.com

Executive PA Performance Coaching



Executive PA Performance Coaching is a one-to-one professional business relationship which extends over a specified length of time. The agendas for the meetings are driven by you; focussing on your individual business priorities and your role development. You and your coach will focus on the areas of your particular role in which you want to improve and expand. Therefore there are no predefined areas that should or should not be covered; the agenda really is driven by you.

With the support of your Executive Coach you will have a unique opportunity to be completely focused on how to develop your role and your business relationship with the Executive you support. You will be able to set ambitious goals, explore strategies, and find successful ways in which to implement the actions you need to take to succeed. Executive PA Performance Coaching removes much of the interference that prevents peak performance by providing profound clarity around achieving your objectives.

Together with the support of your coach you will:

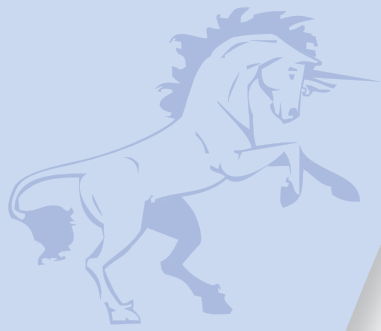
- *Clarify your key relationships and the critical elements of your role within the organisation*
- *Define the specific details of each of the elements and how you influence outcomes*
- *Commit to implement identified steps and strategies required to achieve top performance*
- *Integrate tools, models and strategies to develop yourself and your role*

The results are exciting and cathartic, bringing about positive, permanent improvement in effectiveness, influence and relationships.

You will become:

- *Clear and focused on the overall impact of your role and your influence within the organisation*
- *Confident in implementing success strategies to your business priorities*
- *Be in Control of the successful outcome of all elements of your role*

Executive PA Performance Coaching is a powerful way to develop yourself and your role and to move beyond the expected boundaries of what it means to be a top flight Executive PA.



Castalia Development Programmes



The duration of Executive PA Performance Coaching undertaken depends entirely on your own particular development and support needs. We run two Executive PA Performance programmes lasting three months and six months. Bespoke programmes are also tailored to meet your specific needs.

Three months Executive PA Performance Coaching

Five individual meetings with your own personal coach, meeting approximately every three weeks in your own working environment; duration of the meeting is typically two hours. In between the core coaching meetings you will have access to telephone and e-mail support throughout the three-month period from your coach. This programme is suited to Executive PAs who are performing adeptly, but require some focus to expand the boundaries of their role and develop their participation and contribution to their organisation. It gives the opportunity to address many immediate and some longer-term objectives.

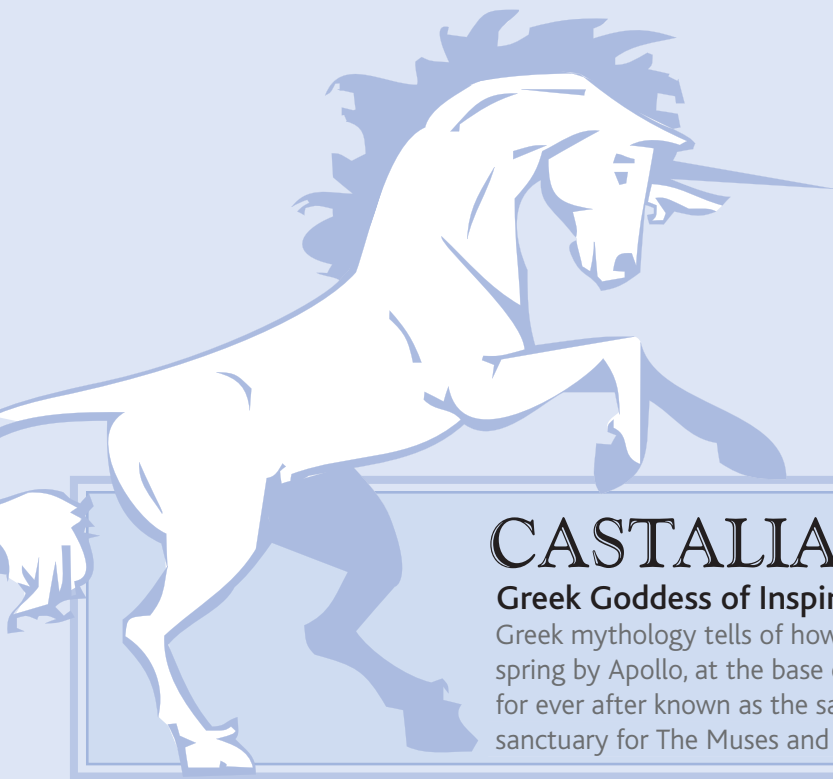
Six Months Executive PA Performance Coaching

Eight individual meetings with your own personal coach, meeting approximately every three weeks in your own working environment; duration of the meeting is typically two hours. In between the core coaching meetings you will have access to telephone and e-mail support throughout the six-month period from your coach. This programme is suited to Executive PAs who are focusing on their immediate and longer-term objectives.

Executive PA Team Coaching

Castalia additionally develops teams of Executive PAs within their own organisation. We deliver programmes to address the development needs of complete teams of Executive PAs to meet the specific needs of the leadership team and organisation. These programmes not only develop each Assistant in their own role but ensure the team is working effectively together to underpin the operations of the leadership team. Programmes are typically a blend of group training and individual coaching.

We work with you on a confidential basis, within your organisation's own ethics and guidelines, and feedback structures are agreed and defined before the coaching process begins.



CASTALIA

Greek Goddess of Inspiration

Greek mythology tells of how Castalia was turned into a flowing spring by Apollo, at the base of Mount Parnassus. Castalia was for ever after known as the sacred place of inspiration and sanctuary for The Muses and the Unicorns.

TESTIMONIALS

“ ... I've found new and effective ways to communicate with my Exec and our working relationship grew from strength to strength. I pushed for my promotion to Executive Assistant and I confidently managed to negotiate my salary increase. On top of all this, our company was recently sold and my Exec was offered another very senior role (much higher than what he already was) and as a result, he asked me to continue supporting him after his promotion admitting that, he would not like anyone else to fill my place, which felt wonderful. Our working relationship is now rock solid and it feels great to know that he appreciates me greatly. Thank you! ”

Colleen Beck, Executive Assistant, AOL (UK) Limited

“ ... my confidence has soared. I have implemented Susie's suggestions and receiving her totally impartial feedback was invaluable. ... It feels like a light has been turned on, now that I know what my goals are. I am totally focussed on my future and with the tools learned from Castalia; I have no doubt that I will reach my goals. I cannot thank them enough and I recommend Castalia Coaching unreservedly. ”

Carol Hollett, PA to Chairman and Chief Executive, McMillan-Scott Plc

“Castalia Coaching has assisted my growth both in work and personal life. The coaching sessions were informal yet focus driven and have proved to be invaluable by discussing and laying out clear action points regarding the more challenging parts of my career. As a result of the discussions I now have a valuable structured outline of my goals and objectives.

... I would have no reservations in recommending this very worthwhile programme. ”

Emma Hulme, Personal Assistant to the Director of Sales, Manchester City Football Club



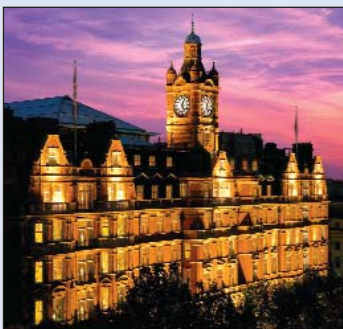
The 100 Network is an exclusive members-only club made up of Castalia's past and current clients. Members meet quarterly for either a champagne reception or luncheon at the luxury 5 star Landmark Hotel. Members have the opportunity to network and build strong links and friendships with other Assistants from a cross-section of industries. Focus for networking events is on continued learning and development and raising the profile of the role of the Executive PA. Members also have access to The 100 Network Online to share information on the private forums enabling members to keep in touch easily throughout the year.

“ ...It was really nice to meet likeminded professionals striving to succeed in this demanding, and sometimes, lonely profession. We all seemed to have similar aspirations and fears about our roles, which was comforting to know that I was not alone.

We also learn from one another's experiences at work and give each other advice/guidance where we can. I like to think of networking as a "support group" whereby offering support to fellow professionals to better themselves. ”

Charisse Brown, PA to Chief Executive - Aspen Re

The Landmark Hotel is one of London's premier 5 star Hotels; at its heart is the magnificent 8 story atrium and the Winter Garden Restaurant, famous for its afternoon tea and providing an unrivalled location in which to dine underneath the towering palm trees. The luxurious Mirror Bar serves a range of Champagnes, Cocktails and Cognacs and for total relaxation The Landmark Health Club and Spa offers guests a unique environment in which to enjoy a selection of massage treatments, saunas, a fitness studio and a swimming pool.



The 100 NETWORK in partnership with

The
Landmark
LONDON

www.londonlandmark.com



If you would like to discuss where Executive PA Performance Coaching can take you, there is always someone on hand to discuss your individual and organisation requirements, so please contact us to talk about how Castalia can benefit you and your organisation.