

Executive PA: Achieving Exceptional Performance

Master the key management techniques that will help you perform your role confidently, whilst maximising your value as an executive assistant by proactively contributing to overall effectiveness

Kuala Lumpur, Malaysia

29th & 30th November 2010

“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.”

Albert Schweitzer,
Philosopher, Physician and Humanitarian

An all-rounder Executive PA plays a pivotal role in the management team. This training will equip Senior Executive PAs with the necessary skills and techniques to excel in every task, achieve organisational objectives and discover new ways to contribute to the overall success of the management team.


marcusevans

Your course trainer:

Susie Stuble Managing Director
Castalia Coaching Limited

Testimonials from past marcus evans Executive PA events facilitated by Susie Stuble Executive PA, Bangkok, August 2007:

“This course is very useful to any PA / EA”
Executive Secretary to Country CFO,
ABB Limited Thailand

“Useful and beneficial course. I will recommend my friends and colleagues to attend it”
Executive Secretary to Country Manager
BNP Paribas Thailand

“Susie gave us a lot of tips and tricks. Also, the content was very useful. I do recommend that Marcus Evans keeps Susie as a speaker especially for PA events”
Executive Assistant
East West Seed Roh Ltd.

“Excellent!”
Secretary to the Chairman,
Bank Thai Public Co. Ltd.

Pre-course questionnaire:

To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly what your training needs are. The completed forms will be analysed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

***Early Bird & Group Discounts**
Ask about our savings

Key benefits and learning outcomes:

By the end of this 2-day training course, you will be able to:

- **Utilise** the principles of project management to successfully manage your workload
- **Apply** techniques which will help you to prioritise effectively and focus on activities that add most value to the organisation
- **Focus** on how to manage a dynamic high profile boss and a rapidly growing organisation
- **Importance** of leadership to the changing role of today's Executive PA
- **Integrate** tools, models and strategies to develop yourself and your role
- **Gain** clear and focused overall impact of your role and your influence within the organisation
- **Learn** to analyse situations to become a better problem solver, and to adapt to a changing environment
- **Developing** the confidence to speak up, and to make people listen
- Ultimately, **ensuring** you are working at your peak, to deliver maximum productivity and effectiveness for yourself, your boss and your company's benefit

marcus evans training courses are thoroughly researched and structured to provide intense and intimate practical training applicable to your organisation. Benefits include:

- Combinations of educational presentations, productive in-session assignments and participant collaboration to provide actionable learning
- Strictly limited seats to allow for greater one-on-one interaction with the trainer
- Detailed pre-course questionnaires to allow us to tailor the program to address your individual concerns
- Comprehensive course materials, action plans and checklists
- Utilisation of the skills, learning, experiences and knowledge of the participants and workshop leader through interactive plenary and small group discussions

Monday 29th November 2010

Session One

Demystifying Executive PA's role in today's business world and broadening the width of responsibilities

- Taking a business wide view of your role within the management team
- Positioning your own individual areas of influence and participation
- Identifying your key contacts internally and externally
- Creating your own personal "Map of Influence" and putting your role into context
- Seeking ways to expand your role and create opportunities to increase your responsibilities

Session Two

Creating a professional identity and confident image

- Exploring the key elements and business value of your role and how you project and portray this to others
- Developing a strong professional identity
- Realising how body language, personal image, grooming and confidence increase your business productivity and contribution to the management team
- Finding your own inner "Executive" to operate effectively as part of the management team
- Earning credibility from your Executives and key business contacts by projecting a confident image and reliable professional

Session Three

Honing communication and negotiation skills to enhance effectiveness and influence

- Managing, influencing and developing your key relationships
- Developing your negotiating skills to reach your business objectives
- Presenting your ideas and communicating with impact and confidence
- Powerful listening and questioning techniques: How to obtain the information you require
- Understanding how tone and timing effect your communications
- Using your intuition and trusting your professional judgment

In this session, attendees will join in practical demonstration of negotiation skills and role-play to develop a unique personal communication style.

Session Four

Upward management of your Executive

- Learning how to pro-actively develop your business relationship with your executive
- Exploring key ways to develop critical communication and information flows
- Understanding and supporting your boss's business priorities
- Practical strategies on how to improve the business relationship, adding value and expanding the boundaries of your role
- Taking on greater responsibility to underpin the operations of your boss

Attendees are encouraged to actively contribute in this session, bringing forward specific issues faced in working with your own Executive for case studies and personal learning.

Session Five

Taking on more challenging activities to enhance your value in the workplace

- Taking the initiative and making decisions effectively
- Assessing the key steps to quick problems-solving and dealing with emergencies independently
- Delegating creatively and developing relationships in the team and across the organisation
- Setting priorities and smart goals; and increasing personal credibility

Professional In-House Courses

If you have a number of delegates with similar event needs, then you may wish to consider having a professional in-house course delivered locally on-site. Course can be tailored to specific requirements.

For further details, please use the contact information given on the last page of this brochure.

About your course leader

Susie Stuble is the Managing Director of Castalia Coaching Ltd, a specialised company based in London dedicated to the professional development needs of senior Corporate PAs and Executive Assistants across Europe and beyond. Susie is a highly respected and sort after coach and trainer and has worked with some of the highest level and influential Executive Assistants in the corporate world. Susie herself spent 10 years as a PA and Executive Assistant before re-training as an Executive Coach in order to use her extensive experience to support others to reach their highest potential in a difficult and complex role.

She has supported high profile public figures and corporate leaders and has liaised with institutions from British Royal Households to global business executives. Her unique insight into the world of the Executive PA brings a distinct quality and depth to her specialist development programmes. Susie's true area of specialism lies in supporting Executive PAs to lead, influence and develop the business relationship between Executive and Assistant and expand the boundaries of their own particular role. Susie is in great demand as a speaker and motivator of Executive PAs, and is a regular contributor at the annual 'The Times Crème Executive PA Exhibition' speaking on subjects from 'The Role of the PA within the

Management Team to Developing the Executive/Assistant Relationship'. She has recently been invited to develop training sessions for the 'European Management Assistants' annual training conference in the UK and will be chairing a panel discussion of some of Europe's top Executive Assistants and PAs. Susie is also the Founder and Chairman of The 100 Network; a members only club for senior corporate PAs to network, exchange ideas and focus on their continued professional development along with raising the profile of the role of the Executive PA. Susie brings together PAs from a cross section of industries to celebrate the role of the Executive PA and provide its members with a strong professional identity across industries.

Companies worked with include:

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

Who should attend

All Senior Level Personal Assistant and Senior Secretary who manages one or more executives

- Personal Assistants
- Senior Secretaries
- Office Managers
- Departmental Secretaries
- Support Officers
- Executive Secretaries
- Administrative Assistants
- Confidential Secretaries
- Office Administrators
- Training & Development Managers

From the full spectrum of industries including but not limited to:

- Pharmaceutical
- Telecommunications
- Heavy Industries
- Banking & Finance
- Engineering
- Retailing
- Computer / IT
- Media/Media Agency
- Petrochemicals & Chemicals
- Oil & Gas
- Properties & Real Estate
- Insurance
- Manufacturing
- Automobile
- FMCG

Programme schedule Day One & Day Two

0830	Registration and coffee
0900	Morning session begins
1030-1050	Morning refreshments and networking break
1300	Networking luncheon
1400	Afternoon session begins
1530-1550	Afternoon refreshments & networking break
1700- 1730	Course concludes

Tuesday 30th November 2010

Session One

Reinforcing clear office, system and self management

- Managing a complex and changing workload, exploring the systems that underpin the effectiveness of your office and auditing your current systems
- Developing and building successful systems - paper and electronic
- Self management and motivation and how to fit it all into your working day
- Effective prioritisation techniques in managing your time and priorities
- System management for multiple priorities, finding the best solutions to fit your needs

In this session, attendees will get practical tips and tricks for effective email and diary management.

Session Two

Effective Project Management: Managing projects efficiently and striving for project management excellence

- Defining the goals and objectives of a project
- Improving your skills to be able to effectively manage, track and control projects and tasks under your control
- Developing strategies of how to plan and administer project time-lines, resources and reporting
- Allocation of responsibilities and budgets

Session Three

Capitalising on your strategic position to enhance your leadership style

- Adapting leadership and organisation skills to gain substantial increase in performance
- Matching the factors of leadership style that can influence your team
- Recognising the importance of networking to your success
- Interacting with people to reinforce positive working relationship

Session Four

Reducing and managing stress: Achieving work/life balance

- Managing your work/life balance and setting your own boundaries
- Identifying imbalance and setting personal and professional goals
- Tracking your stress triggers and how to anticipate and manage your responses
- Managing the stress and pressures of running a busy office

In this session, attendees will join in practical exercises to discover where the balance lies and how to ensure all personal needs are met.

Session Five

Managing your own professional development

- On-going personal and professional development and career management
- Developing a vision of your career progression in the short, medium and long term
- The value of building collaborate relationships with other Executive PAs
- Knowledge sharing, mentoring and networking
- How to develop an internal PA network and build a strong cross-functional support team?

After this session, attendees will be required to make action plan and move forwards:

- Developing an individual practical action plan to integrate all of the techniques and tools learnt over the two days to be applied directly to your own role
- Committing to make positive changes in working practices when you are back at work

Testimonials from past marcus evans Executive PA events facilitated by Susie Stubleby Executive PA, Bangkok, August 2007:

"Very useful course since I had no experience in PA before. I received many useful tips from the instructor to be used and implemented in my job"

**PA to Chief Officer – Marketing
Ayudhya Allianz CP Life PCL.**

"The trainer is very good, skilful and the content is very detailed and can be used in real life"

**Executive Secretary & Admin Officer
DaimlerChrysler Thailand Ltd.**

"Good! Interesting, useful, worthwhile"

**Personal Assistant to Vice President
Diethelm Ltd.**

"Very knowledgeable and enthusiastic to impart her knowledge"

**Executive Secretary to Chairman
Shell Malaysia**

"Good presentation. Excellent!"

**Senior Administrative Assistant
Merck Sharp & Dohme**

"A very good and highly recommended training for Executive PAs like me"

**Admin Assistant to Finance VP
Pilipinas Shell Petroleum Corp.**

Why you cannot miss this event

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 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. The 2-day Executive PA professional training course can transform how you develop and influence your own career as a professional and ambitious Assistant.

This unique course will give senior PAs an opportunity to focus entirely on the development of their own role and the business relationship they have with their Executive. Delegates will gain a deep insight into the significance of their role to the management team and the organisation. They will learn how to pro-actively lead and develop their role to meet and exceed the support expectations of their Executive. Delegates will develop their management, communication and influencing skills, and learn how to build a strong professional identity within the organisation. Delegates will be expected to actively participate in each session and share their experiences. We will be using delegate's real issues at work as case studies and personalised learning opportunities. Delegates should also be prepared to participate in role-plays to develop their skills and embed the learnings of the sessions.

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the course leader, who have kindly committed and supported the event.