

# Executive PA Masterclass

Maximising the value as an Executive Assistant by mastering key management techniques and proactively contributing to the organisation effectiveness

Shanghai, China

1st & 2nd November 2010

*“I know the price of success: dedication, hard work, and an unremitting devotion to the things you want to see happen.”*

Frank Lloyd Wright

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.



## Your course facilitator:

**Susie Barron-Stubley** Managing Director  
**Castalia Coaching Ltd**

## Benefits of attending this training:

- **Clarifying** the key role of executive PA within the organisations
- **Developing** successful and harmonised business relationship with all level executives
- **Harnessing** the skills to communicate effectively with bosses, peers, staffs and external parties
- **Mastering** techniques to manage multiple priorities, deadlines and projects
- **Building** assertive behavior to handle difficult situations
- **Applying** new tools and techniques to excel in your daily work
- **Managing** personal development: Getting the best out of yourself

**marcus evans training courses are thoroughly researched and structured to provide intense and intimate practical training to your organisation. Our format:**

- An in-depth tailored programme to address market concerns
- Interactive roundtable discussions and breakout sessions to provide actionable learning
- Strictly limited numbers to allow for greater interaction and one-on-one interaction with the trainer
- Pre-course questionnaires to allow you to tailor the program to address your individual concerns
- Comprehensive course documentation

## 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.

## Testimonials from past delegates

*“It’s been a very good seminar”*

Executive Secretary  
**Standard Chartered Bank, Thailand**

*“It was a good training. Presented well, attractive, interactive and fun”*

Executive Secretary / PA  
**Premier Oil, Indonesia**

*“Very knowledgeable and enthusiastic to impart her knowledge”*

Executive Secretary to Chairman  
**Shell, Malaysia**

*“Susie Stubley was very inspiring! The Executive PA session was very informative and has given me the drive to excel more on what I do, and hopefully transfer the knowledge to my colleagues who are also aspiring to become the best PAs. I am certain that with the learnings I’ve gained, I will be able to serve my boss better and have stress free days from now on”*

Administrative Assistant  
**Intercontinental Hotels Group**

*“You’re perfect! Susie – well done”*

Executive Management Secretary  
**Sarawak Shell Bhd**

*“Excellent!”*

Secretary to the Chairman  
**Bank Thai Public Co. Ltd.**

*“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 seminar was quite different from the local trainings I attended. It was an exciting 2 days experience worth all my time”*

Executive Secretary  
**Mizuho Corporate Bank Ltd. (Manila Branch)**

**The course will be conducted in English only.**

# Monday 1st 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 be a reliable professional

## Session Three

### Honing communication and negotiation skills to enhance effectiveness and influence

- Managing, influencing and developing your key relationships
- Developing your negotiation 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 affect 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 proactively 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

## About your course facilitator:

**Susie Barron-Stubley** 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 sought-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 in corporations with her last permanent role as the Executive Assistant to Director General of The National Trust of UK before retraining 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'. Besides, she also develops training sessions for the 'European Management Assistants' annual training conference. She has deep understanding of Asian cultures as she has been conducting trainings in Malaysia, Indonesia, Thailand and other Asian countries.

Susie is 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.

### Susie has trained PAs from:

- KPMG
- AOL
- Price Waterhouse Coopers
- Shell
- Virgin Atlantic
- Premier Oil
- Aspen RE
- Thames River Capital
- Tishman Speyer
- The National Trust
- Libra Natural Resources
- ARUP
- Ernst & Young
- Intercontinental Hotel Group
- BHP Billiton
- Conocophillips
- United Utilities PLC
- Deloitte & Touche
- Bear Stearns International Limited
- HMV UK
- Roland Berger & Partners Ltd
- Department for International Development
- GE Money
- Credit Suisse
- Orange
- Pfizer
- AstraZeneca
- Manchester City Football Club
- British Nuclear Group
- O2
- Genzeme
- McMillian Scott PLC
- Elior
- Barclays Bank Plc
- ING Life Ltd
- GlaxoSmithKline
- Horizon Capital Advisors LLC
- Winterthur Life
- United Laboratories Inc.
- Royal Bank of Scotland
- G4S PLC
- DaimlerChrysler
- Innocent Drinks
- Specialist Schools & Academies Trust

## Testimonials from past delegates

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

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

*"I must say that even on our first day I was so struck at what Susie was discussing with us. It made me realise that I am a great part of our organisation!"*

Executive Assistant  
**B & M Global Services Manila Inc.**

*"To attend this event is very useful – or call it making my day!"*

Pool Secretary  
**Holcim Services (Asia) Ltd.**

*"Good presentation. Excellent!"*  
Senior Administrative Assistant  
**Merck Sharp & Dohme**

*"I may not be a PA but I've learned a lot about organising techniques which can produce ease on my job. Will help me to work smarter"*

Training & HR Manager  
**Blue Cross Insurance, Inc.**

## Tuesday 2nd 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

### Why you cannot miss this event

An executive PA is often the glue holding an organisation together. Liaising with various teams and individuals can be a complex task. To be an excellent PA, you will need to have a clear understanding of the whole business from top to bottom and the dexterity to communicate with people from all levels. At the highest level, the job is not just about following instructions but requires the PA to be assertive and take the initiative.

This highly-practical **Executive PA Masterclass** will provide you with a great opportunity to develop your own role and relationship with your Executives. Communication and negotiation skills will be enhanced while office, time and project management techniques will be reinforced. You will learn how to proactively lead and improve your role to meet and exceed the expectations of your Executives and how to build up a professional identity and image within the organisation. By the end of this masterclass, you will become an indispensable executive PA and office leader.

### 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 & two

0830	Registration and coffee
0900	Morning session commences
1030	Morning refreshments and networking break
1050	Morning session re-commences
1230	Networking Luncheon
1330	Afternoon session commences
1500	Afternoon refreshments & networking break
1520	Afternoon session re-commences
1700	Course concludes

### In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution 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.

**marcus evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.