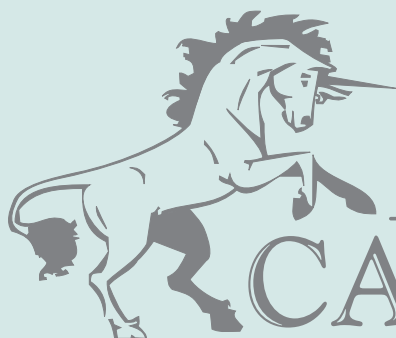


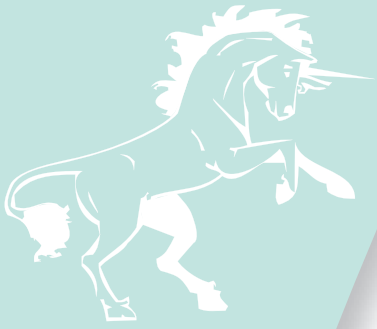
# the PA Retreat

2 Day Residential Development Programme  
for Management PAs



**CASTALIA**

Executive PA Coaching and Training



## The PA Retreat

*The PA Retreat* is an entirely new approach to the professional development of the new breed of "super" PAs who are consistently required to operate effectively and confidently at senior management level, with significant input into the operations of the executives that they support.

The truly effective management PA is the foundation that supports every great leader and every successful organisation. Today the management PA is more a business partner than a staff member. To succeed in this fast paced, demanding role requires confidence, great communication and negotiation skills, the ability to manage multiple projects and priorities and strong operating skills. **The challenge is to develop these skills whilst under the relentless day-to-day pressure of corporate life.**

If you aspire to join the elite core of management PAs who possess the vital management and leadership skills to work in partnership with the world's most eminent business leaders - **this is the development programme for you.**

You will successfully develop your management and leadership skills to confidently contribute at executive level whilst supporting and guiding key individuals within the organisation. You will, quite simply, become an exceptional business partner to your executive. The programme facilitates real change in the way you operate and communicate and how others perceive you and value your contribution to the operation of the management team.

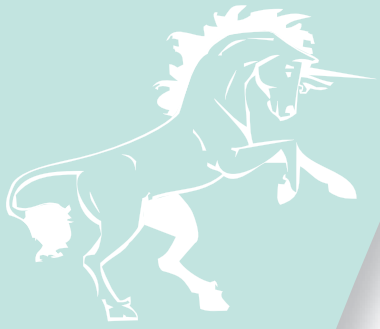
*The PA Retreat* gives participants a unique opportunity to stand back and fully focus on themselves, their role and their skills in an environment which will challenge and support significant and meaningful growth and progression. You will develop your skill sets and advance the scope and responsibilities of your role **whilst retaining focus on the vital objectives of your executive and the organisation.**

You will be developing alongside an influential group of senior Assistants from a range of companies and industries, sharing knowledge and best practice and be participating in the on-going evolution of the role of the senior management PA. The learning is not restricted to the training room, during the evening you are invited for drinks and dinner with facilitated discussions of the future role of the PA - giving you the opportunity to continue to network with your peers and contribute to the future direction of the role of the management PA.

This syllabus is specifically designed to give you the core management skills, tools and autonomy to become a confident and effective management PA whilst retaining strong focus on your own and your executives' business priorities and objectives.



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## Two Day Programme

### Advanced Communication and Influencing skills.

Understanding and using the power of both verbal and non-verbal communication to get the best out of yourself and those around you. Strong influencing skills are essential for PAs to be able to operate professionally at all levels within the organisation, by developing your own personal presence and authority through non-verbal techniques you will create your own **"aura of authority"**. You will learn how to manage conflict, personality types, and adapt your own style to match others to achieve the results you require.

### Leading the imperative business partnership with your executive.

Operating successfully within executive teams whilst advancing the scope of your role.

Management PAs are required to operate within powerful executive teams, often with little guidance or support, this element of the programme will equip you to become a confident, fully integrated member of the executive team by unleashing your **inner-executive**. Success strategies on how to work proactively and productively with fast faced, tough executives. You will develop strategies to enable you to plan and prioritise your own and your executives' objectives proactively and effectively.

### Project Management skills and managing relentless multiple priorities.

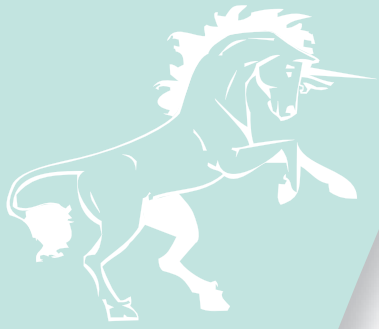
Complex and demanding priorities can be challenging to manage, developing your project management skills is essential to enable you to work proactively within project teams. This workshop will equip you to plan and run projects and project teams effectively and confidently, whilst achieving the results you require. You will develop a framework to manage projects from the planning stage to implementation to the successful post evaluation of a project.

### Developing and managing successful PA teams to underpin the operations of the management team.

PAs frequently work in silos with their executives often duplicating work done elsewhere in the company. By bringing the PAs together as a professional structured team to underpin the operations of the management team as a whole has real benefit to both the PAs and the management team by sharing knowledge, systems and process. By understanding group dynamics and utilising the talent of each team member and ensuring continued motivation and momentum of all management PAs, creates a strong **"Professional Identity"** for the PAs in the organisation and creates a model of excellence and career structure to other PAs and administrative staff in the organisation.

### Work/Life balance.

Understanding your own boundaries and value structures is an important element of gaining control of your own work/life balance. This workshop will allow you to build in day to day strategies to ensure that you can perform at the peak of your potential. You will understand your own stress triggers whilst under pressure and be able to anticipate and manage these situations, giving you greater control over your work and personal life.



*The PA Retreat* is a residential two day programme held at The Vineyard at Stockcross, Berkshire, a luxury 5 star Hotel and Spa just 5 minutes from Newbury train station. The restaurant holds 2 Michelin Stars and all delegates will experience the culinary delights of Masterchef judge, John Campbell, in this exclusive setting. Delegates will also receive complimentary use of the Spa and accommodation will be your own private suite with direct access to the gardens. This is a truly exceptional setting in which to develop yourself and network with fellow delegates.

Our philosophy is that this is a true retreat in every sense. Dress code is smart casual as opposed to business suits. Mobile phones will be required to be switched off during the development sessions, but breaks will be available for you to pick up messages and call in to the office. *The PA Retreat* is held in small groups to ensure maximum interaction between delegates and facilitator away from the noise, speed and unrelenting pressure of corporate life.



## The 100 Network

Following your experiences on *The PA Retreat* you will be invited to become a member of The 100 Network, an exclusive members' only club made up of previous delegates from Castalia's coaching and training programmes. Membership is complimentary and gives you access to a dedicated members only website with private forums enabling delegates to keep in touch easily. You will also be invited to special networking events with a focus on continued learning and development with other senior level PAs.



## Programme Director

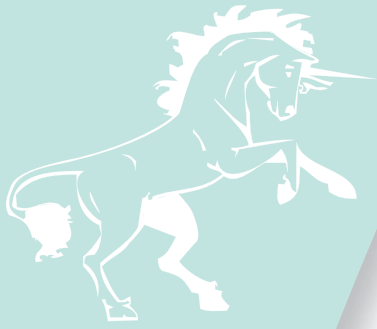
*The PA Retreat* is delivered by Susie Barron-Stubley, Managing Director of Castalia Coaching & Training.

Susie is a highly respected and sought after coach and trainer and has trained hundreds of PAs across the world; she can often be found flying off to far flung places from Thailand to the US to Dubai to deliver public and in-house training programmes. She has a passion matched by few for the professional and personal development of PAs and has worked with some of the highest level and influential Executive PAs and Assistants in corporate, government and celebrity fields.

She is a regular speaker at international PA conferences and regularly writes articles for national publications on the professional development of Executive PAs. 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 this 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.

Susie's true area of specialism lies in supporting Executive PAs to lead, influence and develop the business partnership between Executive and Assistant and expand the boundaries of their own particular role.

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## Testimonials

*“Susie is an excellent trainer / presenter and certainly knows how to captivate an audience.... simply one of the best trainers in the industry!”*

Victoria Darragh, Executive Assistant to Susan Scott-Parker OBE  
Regional Chairman South East, European Management Assistants

*“I thought the course was fantastic - Susie was a great presenter and was happy to answer all the random questions we asked. This is the first time I've actually enjoyed a course, mainly because it was 100% relevant for my role. I have definitely taken away a lot of ideas which will help me develop myself, my role and the relationship with my manager.”*

Mel Partridge , Executive Assistant , De La Rue

*“After your wonderful seminar my world has changed a lot - for the better - thanks to you! I am utterly & forever grateful for all that I've learned from you.... Your words of wisdom, tips & advice have caused a viral effect on everybody. You taught us resilience & positive thinking.”*

Sheela Sabandal, Executive Assistant, Globe Telecom, Philippines

*“In my experience, most courses either cover things you already know leaving you bored or have no real relevance to what this job really entails and so are pointless. This course was highly informative, vibrantly presented and actually assisted me in making effective positive changes at work that improved my performance. Highly recommended”*

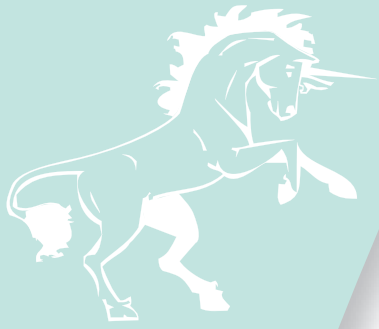
Bim Amoako, Personal Assistant, HMV UK

*“Very knowledgeable and enthusiastic to impart her knowledge”*  
Executive Secretary to Chairman, Shell Malaysia

*“Invaluable!”*

Rosie Perry, Senior Personal Assistant, Roland Berger Strategy Consultants





Please complete the registration form below or alternatively register online to secure your place on this unique programme. Please fax back to **+44 (0)207 717 9645** or post back to:

**Karen Butler, Castalia Coaching Ltd, Suite 401, 302 Regent Street , London W1B 3HH**

Cost: The cost of this residential 2 day intensive programme is £1,250 + VAT, to include all programme materials, accommodation, meals and automatic membership to The 100 Network.

Name:	
Position:	
Company:	
Address:	
Tel No.:	
Fax No.:	
Email:	
PO Number:	

Please select from the dates below the days you would like to attend *The PA Retreat*

2009 Dates:	February 19th & 20th <input type="checkbox"/> April 30th & May 1st <input type="checkbox"/> July 9th & 10th <input type="checkbox"/>
	September 24th & 25th <input type="checkbox"/> November 19th & 20th <input type="checkbox"/>

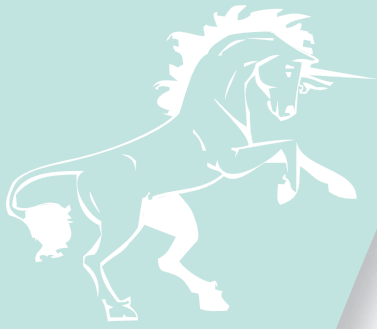
I have read and accept the Terms and Conditions:

Signed:	
Name:	
Date:	
Organisation:	



The Vineyard at Stockcross, Stockcross, Newbury, Berkshire, RG20 8JU

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## TERMS & CONDITIONS

### Payment

The course fee must be paid in full on receipt of invoice; payment can be made by cheque or BACS payment. Castalia Coaching Ltd reserves the right to re-allocate the course place to another delegate if fees are not paid on time. The delegates place will not be confirmed until payment has been received.

### Cancellation

All cancellations to bookings prior to the start of the programme are subject to the following charges.

The following charges apply if you cancel:

29+ days before a course	=	20% of the course fee
15-28 days before a course	=	50% of the course fee
1-14 days before a course	=	100% of the course fee

### Delegate substitution

There will be no charge if a substitute person wishes to replace the original delegate. Please inform Karen Butler of any changes to the original booking.

### Cancellation of courses by Castalia Coaching Ltd and changes to course content

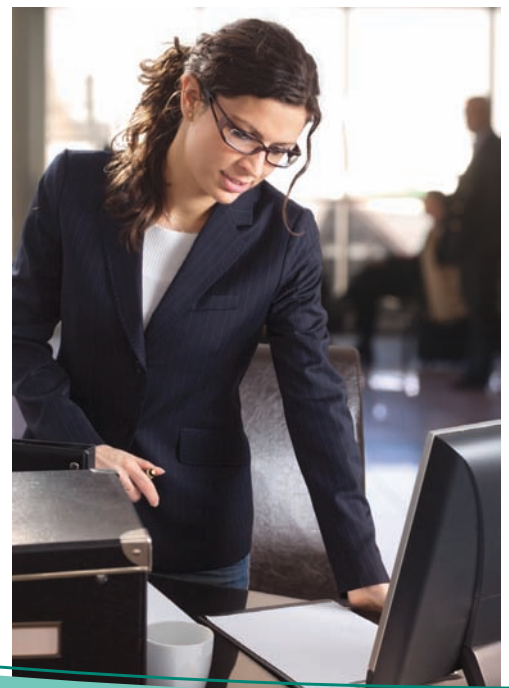
Castalia Coaching Ltd reserves the right to alter or change any of the courses' content and/or programme leader without prior notice. Castalia Coaching reserves the right to cancel published programme dates. In these circumstances, delegates will be offered an alternative date, a credit note or a full refund. Castalia Coaching Ltd has the right to change venue at any time without liability.

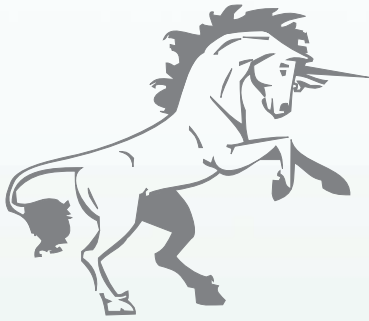
In the event of a cancellation where an alternative cannot be provided, monies received in respect of that course will be refunded in full.

### Programme materials and training

The programme materials and training for Castalia Coaching Ltd programmes cannot be relied upon for legal interpretation. Neither Castalia Coaching Ltd nor its employees, trainers or associates can accept responsibility for delegates' actions, or those of other people reading the course notes or interpreting the training in litigation, or responsibility for any loss incurred as a result of relying on the programme or the programme materials. If in doubt, consult a lawyer.

All programme materials are subject to Copyright and should not be shared, distributed or copied without prior authorisation from Castalia Coaching Ltd.





# 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.

Castalia Coaching Ltd

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