

The Secrets of Top Performing PAs

1 Day Intensive Development Programme
for Personal Assistants



CASTALIA

Executive PA Coaching and Training



This is a focused high level training programme specifically designed for Personal Assistants that will provide you with the skills to:

- **Positively influence the business relationship you have with your Executive**
- **Develop your Management, Communication and Influencing skills**
- **Expand and build on the systems that underpin the operations of your office**
- **Provide you with self management and effective prioritising techniques**

This unique programme gives Personal Assistants a deep insight into the significance of their role within the management team and the organisation. We have designed this programme from our extensive experience of working 1-2-1 with some of the highest level EAs and PAs in the corporate world. We understand what Personal Assistants have to manage on a day to day basis and this programme addresses those complexities.

You will have the opportunity to focus on the business partnership you have with your Manager, including key ways in which to develop critical communication and information flows. You will develop your management, communication and influencing skills, in addition to developing strong systems to underpin the needs of your Executive and Office, including self management and effective prioritisation techniques in managing your time and workload.

This programme has been thoroughly researched and structured to meet the complex development needs of PAs based on current patterns and trends of how this professional group are required to operate at Executive level.

This is a fast paced and intensive programme to ensure delegates receive maximum benefit from their time away from the office, with emphasis on delegates discovering their own strategies to fit the needs of their Manager and organisation. The programme is highly interactive and delegates will be expected to actively take part in exercises and group discussions.

Learning Objectives:

By the end of the programme you will be able to:

- **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
- **Focus** on how to develop your role and business relationship with the executive you support
- **Integrate** tools and strategies to develop yourself and your role
- **Maintain** confidence in implementing success strategies to your business priorities



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The Secrets of Top Performing PAs programme dates for 2010

London: Thursday 11th March Thursday 20th May
 Thursday 22nd July Thursday 26th August
 Thursday 21st October Thursday 25th November

Programme

9.00am Taking a business wide view of the role of the Executive PA

Your role within the Management Team, developing your own individual areas of influence and participation. Identifying and strengthening your key contacts internally and externally. Creating your own personal "Map of Influence". Putting your role into context.

10.30am Coffee & Networking

10.50am Communication, Negotiation and Influence

How you manage, influence and develop your key relationships. Developing your negotiating skills to reach your business objectives. Presenting your ideas and communication with impact and confidence. Powerful influencing techniques; how to obtain the information you require. Using your intuition and trusting your professional judgment.

12.30pm Lunch & Networking

1.30pm Upward Management of your Manager

How to pro-actively develop the business relationship with your Manager. Key ways to develop critical communication and information flows. Understanding and supporting your Manager's business priorities. Practical strategies on how to develop the business relationship: adding value and expanding the boundaries of your role. Taking on greater responsibility to underpin the operations of your Manager.

3.00pm Tea & Networking

3.20pm System and Self Management

Managing complex and changing workloads, exploring the systems that underpin the effectiveness of your office. How to develop and build 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 workload.

5.00pm Close

Support materials

Delegates will leave the training with comprehensive and practical course material including templates and exercises to continue your development following the end of the course.

“This programme signifies a beginning of positive change; as a PA and as an individual; leaving at the end of the day represents where the change, and the hard work, really starts to happen.”

Susie Barron-Stubley, Managing Director, Castalia Coaching and Training



Programme Leader

Susie Barron-Stubley 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.

Testimonials

“The Secrets of Top Performing PAs is by far the best training course I have been on for some time in the PA profession. Susie is an excellent trainer / presenter and certainly knows how to captivate an audience. The opportunity to mix and network with other PAs was fantastic! The whole programme was to an extremely high standard and "hit the nail on the head" in terms of what I was looking for and I can recommend this to any PA who is looking for more training. Susie is 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**

“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

“The day was packed full of ideas and processes I could take away with me and put into action. And the great part was that we had to do a lot of the work ourselves which meant we were engaged all day and interacting with other people on the course so you also learnt about how they do things and sharing ideas.

I don't spend a lot of time looking at what my goals are and where I would like to see my career heading. This course brought this to my attention and I can now put together my plan of action and how I'm going to get to where I want to be. It also showed me ways I can work with my line managers to build a better relationship and help them get to where they want to be too. Thank you for a great day of learning and networking!”

Tamsin Rawle, Personal Assistant, Genzyme Therapeutics

Programme Costs

The cost of this intensive 1 day programme is £499 + VAT, including all training support materials and automatic membership to The 100 Network. To secure your place please visit our website to complete the online registration form. If you require any further information please contact Karen Butler at Castalia Coaching and Training.