



Executive Assistant
ACADEMY

THE MOST RESPECTED AND RECOGNISED EA TRAINING INSTITUTION IN AUSTRALIA

CORPORATE EXECUTIVE ASSISTANT TRAINING



02 8402 5000

www.ExecutiveAssistant.com

WHO WE ARE

Established in 2005, Executive Assistant Network is a national membership organisation with over 6,000 members. EAN was created to champion the role of Executive Assistants and Personal Assistants. Our goal is to provide our members with high quality support services, website based tools, as well as a comprehensive range of educational initiatives designed to facilitate them becoming more efficient and proficient in their roles.

EAN IS THE LARGEST AND MOST RESPECTED EA MEMBERSHIP ORGANISATION AND RESOURCE CENTRE IN AUSTRALIA.

We have endeavoured to challenge outdated perceptions about the role, ultimately to help EAs and PAs focus on how they can improve their executives' effectiveness and productivity. Our products and services are designed to benefit senior EAs and PAs working with senior executives in both SME's and large corporations.

Our Specialty

The **Executive Assistant Academy** is the only dedicated national training centre providing the only comprehensive role specific training courses and education designed solely for PAs and EAs. Industry recognised, our program includes diploma qualifications, short training courses and conferences with ad-hoc mentor programs, and in-house programmes. Customised in-house solutions are another key aspect of our services.

A global first, our unique diploma qualifications have been designed to cover the wide array of technical business skills and knowledge, business acumen, managerial and soft skills required by modern-day assistants at different stages in their careers. Providing professional recognition as well as a formal qualification, they help EAs and PAs ensure they are continually evolving and growing and meeting the developing demands of their executives and businesses

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Senior support staff are potentially a company's most powerful natural resource, but they are also often the most undertrained and undervalued members of the team. At these levels, most senior EAs are self taught regarding many aspects of the modern role, a role that has evolved dramatically in the last 20 years. Often they have succeeded in their roles despite the lack of support they receive, and increasingly they are starved for the training needed to help them keep up with the complexities of modern business.

Many organisations are looking to rationalise their EA and PA positions whilst, paradoxically, in others, some executives are realising the vast benefits from having highly skilled and knowledgeable aides working alongside them to help manage their offices.

As the only industry recognised national training organisation for EAs in Australia, no other organisation can help businesses achieve what they need to in this area.

We believe that great EAs are a resource that should be nurtured and harnessed, and we believe we are the only organisation in Australia fully capable of helping businesses do this.

From Reactive and Directed to Proactive and Managing. The EA's new role in managing Executive Energy, Focus, Mind-Set and Priorities

- 1 Good EAs and PAs do more than provide a cost benefit saving in terms of executive time relative to the time of cheaper employees
- 2 Good EAs and PAs actually enhance productivity and performance
- 3 The true nature of what EAs and PAs actually do is often misunderstood (we have found that fewer than 25% of EAs believe they have job descriptions that accurately reflect what they do)
- 4 The true nature of the benefits provided by EAs is almost entirely misunderstood (fewer than 5% believe they have performance measurement criterion that are relevant for their roles)
- 5 If a basic assistant enhances executive performance by 20%, a good EA should enhance it by 40%, and a great one by closer to 50% - 60%
- 6 Forward looking and forward thinking EAs and PAs, who have full understanding of executive priorities and objectives, can work to ensure the executive spends as much time as possible on higher level thought activities, managing their energy to stop them being distracted by the day to day aspects of their office



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A GREAT EA HAS THE FOLLOWING ATTRIBUTES, ATTRIBUTES THAT ENABLE THE EXECUTIVE TO SPEND AS MUCH TIME AS POSSIBLE ON HIGHER LEVEL THOUGHT ACTIVITIES:

- They create or reinforce a personal brand that is congruent with that of their executive
- They create a brand for the office of their executive (embodied by their partnership / team), that enables the partnership to function effectively throughout the organisation
- They develop strong internal networks with all important individual or group stakeholders and other teams and divisions, but most importantly with their executive's other direct reports
- They act as an essential corporate thermometer for their executive providing them with invaluable information on vibe, mood or cultural shifts, in general, or regarding specific issues or policies
- They have broad corporate and industry knowledge, sound business acumen and an intuitive business brain that enables them to demonstrate they fully understand all their executive's short medium and longer term goals and priorities
- They demonstrate their understanding of relative priorities and goals in applying appropriate filters within their role as the conduit of information flow and access to the executive and office
- They manage the activities and focus for their executive in line with their understanding of relative priorities and goals
- They act as a protector or even gatekeeper to isolate their executive from destabilising or distracting influences when required
- They assist their executive in monitoring and maintaining their emotional and physical wellbeing and provided support for them as needed
- They act as a sounding board and provide advice or counsel for the executive when required
- They proactively manage the smooth dissemination of information, ideas or policies emanating from the office of the executive
- They champion and advocate for ideas or policies emanating from the office of the executive
- They establish strong external networks that can facilitate their executive in achieving their business development goals and objectives

If you want to upskill and enhance your EAs and PAs to ensure your executives are working as effectively as possible and your business is operating as effectively as possible, then you need to contact us. Executive Assistant Academy is the only specialist provider of holistic, role-specific education and training for EAs and PAs in Australia.

Contact us today to arrange a consultation.

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CORPORATE EA & PA TRAINING AND EDUCATION SOLUTIONS

Executive Assistant Academy offers 3 diploma qualifications, our EA and Executive partnership model program, short-course programmes & an annual conference series along with EAN membership and the myriad of benefits this brings. All of our public short course programmes or diploma qualifications can be offered for in-house delivery. Where you have 4 or more staff interested in a particular short course or program, in-house delivery is typically a more cost effective solution.

But we know that in many organisations, specific skills gap issues, be they technical or soft skills, or even issues relating to approach, outlook or attitude between EA and executives, might require bespoke packages to meet the specific needs of the organisation and employees. This is where customisation is vital and where EAN is unique in its ability to deliver this type of role-specific customisation.

EAN'S EA & EXECUTIVE PARTNERSHIP MODEL

"A ONE-DAY PROGRAM FOR EXECUTIVE'S AND THEIR EAs."

The relationship between EA and Executive is one of the most profound yet critical in modern businesses. But too often the development of these relationships is left to evolve organically over time, with little defined planning or articulation of purpose or process.

This course is designed to help remove the lottery of chance, and to accelerate the development of a trusted Partnership, enabling EA and Executive to be confident that it has the right foundations and structure to ensure alignment in all critical communication, task, responsibility and reporting areas, and guarantee a more productive and effective working relationships.

DELIVERED OVER ONE DAY, THE COURSE UTILISES A PROCESS OF SELF-DISCOVERY IN ADDITION TO BENCHMARKING AGAINST INDUSTRY STANDARDS.

The process is also underpinned by a number of EAN models and frameworks developed over the past decade with our members.

Benefits to Executive Assistants

- A clear understanding of how trust is built, what can accelerate the growth process for trust in a relationship and what can maintain it
- Greater alignment around strategic vision, purpose, objectives and priorities
- A clear vision, with benchmarks, for how EA and Executive Partnerships can work and function most effectively
- Greater alignment around brand and values
- Shared expectations and understanding around role parameters and boundaries in addition to delivery expectations
- Increased effectiveness in all aspects of managing relationships and delivering against objectives and priorities
- Managing and directing actions, tasks and communications, with emphasis on the EA intercepting increasing amounts of the distractions for the Executive, enabling them to maintain focus on higher level cerebral activities

Benefits to Organisations

- Improved company or division productivity
- Better management of Executive focus and energy, leading to improved Executive insight, creativity, vision and leadership
- Improved Executive Team relations and function
- Improved stakeholder management and engagement
- Improved staff morale, job satisfaction and stress management skills.



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DIPLOMA QUALIFICATIONS

QUALIFICATIONS DELIVERED TO YOU

Our qualifications are specifically designed to ensure that they meet the changing needs of EAs & PAs, their executives and their broader organisations in relation to business skills and knowledge, business acumen, managerial skills as well as interpersonal skills and communication. We have designed these qualifications to ensure they map

against Nationally Accredited Qualifications. On completion of the EAN qualification, students will also be awarded with a Nationally Recognised Qualification. Unlike generalist business or management qualifications, ours are fully role specific, and have been designed around what EAs and PAs actually do or are expected to do.

Our qualifications are comprised of:

EAN DIPLOMA IN EXECUTIVE OFFICE ADMINISTRATION



This qualification has been designed for Level 1 assistants, i.e. clerical or team assistants with less than 2 years of experience in a direct or team support role or those wishing to embark on a career as an EA but with only limited administration experience. With an emphasis on technical capabilities, the program focuses on the basic requirements involved in administering an executive's office or the offices of a group of executives and providing essential executive support.

This course is typically suited to aspiring EAs and PAs and those at the start of their administrative careers.

EAN DIPLOMA IN EXECUTIVE OFFICE MANAGEMENT



Designed for EAs and PAs who want to master the tasks and responsibilities in managing an executive office, whilst also gaining exposure to management theory, projects, teams, networking and planning.

- Improved level of empowerment and ownership as EAs and PAs are exposed to key techniques in management theory, feedback and performance.
- Exposure to project management techniques, with an emphasis on planning, teams and negotiation to better outcomes.
- The development of specific skills that relate to Event Management and planning with attention to presentation skills and communication.

This course is typically suited to EAs and PAs with 2 years of experience and beyond.

EAN ADVANCED DIPLOMA IN EXECUTIVE OFFICE MANAGEMENT



Designed for EAs and PAs who want to become true business partners with their executive - gaining exposure to higher level management theory and concepts such as strategic thinking, compliance, leadership and mentoring.

- Improved level of empowerment as EAs and PAs are exposed to higher concepts to better engage with and support their executive.
- Exposure to strategic plans and thinking, with an emphasis on short and long term goals, culture, corporate values, mission and risk.
- How to speak money and read financial documents to better support the executive office.

This course is typically suited to EAs and PAs with 8 years of experience and beyond.

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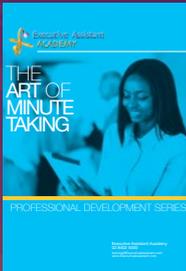
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PROFESSIONAL DEVELOPMENT SERIES

EAN HAVE DESIGNED AND CREATED A UNIQUE SERIES OF SHORT COURSES DESIGNED TO MEET TRAINING GAPS OR NEEDS FOR MODERN EAs.

These full day training courses are exclusive to the Executive Assistant Academy and designed specifically for EAs and PAs.



The Art of Minute Taking & Business Writing for EAs and PAs

1 Day Course

No matter how much the role of EAs evolve, these skills never go out of fashion or demand. As their career evolves and they interact with more senior colleagues and stakeholders, they become even more important!



Essential Business Management Awareness & Understanding

2 Day Course

In managing the office of their executive, modern EAs are being required to support their executives in ways they never did previously, taking on greater roles and responsibilities and with greater expectations. Gaining an understanding of how businesses function and are run is absolutely essential for modern EAs.



Event Planning & Event Management for EAs and PAs

1 Day Course

According to a recent member survey, about 95% of EAs and PAs are involved with organising events, conferences or other meetings. This course gives EAs sufficient knowledge and skills to take the stress and risk out of any event and make it a success!



Self-Management and Self-Leadership – Essential Time & Prioritisation

1 Day Course

Organisational and time management skills are what often makes great EAs. As the role continues to expand they are required to make greater judgment calls around competing priorities, ensuring these skills are up to the task is vital.



Strategic Planning and Project Management

1 Day Course

Modern EAs are being asked to take on greater responsibility to manage major projects within their organisations. They are also expected to assist their executives with every aspect of their planning and then the execution of their strategies. So having a fundamental understanding of both is essential. This one day course provides an overview of the fundamentals they need to know about both disciplines.



The EA vs The World - Advanced Communications Workshop

1 Day Course

As the glue that holds the executive office together, including all direct reports and key stakeholders, having advanced interpersonal and communication skills is vital for all EAs who wish to succeed at the highest level. This is also one of our most sought after programs.



Understanding Corporate Finance

1 Day Course

The role of an EA is to help increase the efficiency and effectiveness of their executive. To do that they need to understand what their objectives are, what their risks are and what key measurable they are tracking, monitoring and assessing along the way. To do this all senior EAs must have at least a basic to intermediate knowledge of the key aspects of corporate accounting, reporting and finance.

To find out more about our Professional Development Series, or to speak with a consultant about how we can work with you and your team to identify any areas of issue or concern and then develop training or education solutions that meet your specific requirements, please contact Executive Assistant Academy at training@executiveassistant.com Or by phone on the number to the right.

EAN

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PUBLIC PROGRAM INVESTMENT

All public programs are priced on a per student basis.

EAN Diploma in Executive Office Administration

EAN MEMBERS \$3,500 PLUS GST
ASSOCIATE AND NON-MEMBERS \$4,000 PLUS GST

EAN Diploma in Executive Office Management

EAN MEMBERS \$4,000 PLUS GST
ASSOCIATE AND NON-MEMBERS \$4,500 PLUS GST

EAN Advanced Diploma in Executive Office Management

EAN MEMBERS \$4,000 PLUS GST
ASSOCIATE AND NON-MEMBERS \$4,500 PLUS GST

Short Courses

*Ranges from \$750 for One Day courses to
\$1750 for Two Day courses*

EAN MEMBERS \$750-\$1,500 PLUS GST
ASSOCIATE AND NON-MEMBERS \$995-\$1,750
PLUS GST

IN HOUSE PROGRAM INVESTMENT

Where you have 4 or more staff interested in a particular public short course or programme it is typically more cost and time efficient to organise an in-house session. Our costs for in-house sessions start from \$4000 plus GST per day. For Diplomas we typically require at least 6 students in any course to run these in-house and these are priced at our standard public rates.

Tailored Programmes

*Need a program developed and delivered to
suit your specific needs?*

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OUR REACH

OUR SHORT COURSE AND DIPLOMA STUDENTS HAVE COME FROM A DIVERSE RANGE OF ORGANISATIONS, INCLUDING:



I found the EAN Diploma in Executive Office Management really beneficial. Not only did I find the content really interesting, I was able to immediately use the skills, information and ideas learned in my current role. In particular the Management and Leadership module and the Project and Risk Management module were extremely valuable and certainly helped me to gain a better understanding of what the role of the EA is truly transforming in to. I really enjoyed the classroom sessions.

NATALIE O'BRIEN - CBA

I recently completed the Advanced Diploma. The great thing about both the course and the Executive Assistant Academy itself is that they have a clear and focussed intention to always make content relevant specifically to EAs and PAs. There is a multitude of organisations and membership groups out there for a multitude of different professions, and to have one that's sole focus is to advocate for the professional EA/ PA is a real positive for our role. The Diploma really helped me to identify the skills that I really do have, and provided me with the appropriate language to be able to explain these skills as well as take them further

and gain knowledge by undertaking research and having discussions in our facilitated groups which I could then expand on. The facilitator we had in Perth was exceptional, delivering content in a way that was always relevant to our role and individual organisations/ workplaces and taking time to talk through concepts that were more difficult to grasp. Everyone at the Executive Assistant Academy was extremely helpful and always took a no-stress approach to any question I asked. I really did grow professionally from using the assessments to explore issues that were relevant to my individual working situation and I have come through the course with a new sense of motivation to really drive my and my team's productivity at work. It is easy to tell that the Executive Assistant Academy really do have an enthusiasm and passion for being a genuine advocating body for the professional EA/PA. You will come out the other end with a sense of achievement and confidence that can really translate to increased and improved workplace performance.

BELINDA THORNE - St John Ambulance

I have thoroughly enjoyed the course and the content of all assignments was so relevant to where I'm at in my career at the moment. Thank you for all your support and guidance over the 12 months, it was very helpful and I have been singing the praises of the course and yourself to other EA's. My Manager has been really impressed in what I have completed and learnt from the course.

SHARON JUDD - Slater and Gordon Group

The EAN Diploma or Advance Diploma is extremely relevant to the current EA. We are working in a Partnership with our manager and not behind them. From the course, we learnt about Mentoring, how to be a strategic thinker and planner, how to read financial reports, the difference between management and leadership. We have a small size class which I like the most. I am now mentoring two junior PAs at the moment and the experience is fantastic.

LILIAN HUI - IAG Limited

EAN