



Executive Assistant ACADEMY

SPECIALIST ROLE RELATED TRAINING &
EDUCATION FOR EAs AND PAs

EA Masterclass



The Proactive and Strategic Partner- An EA Masterclass

Building Strong Foundations: the key to
exceptional Executive Office Management

A one-day program for EAs delivered from our EA &
Executive Partnership program

Offered by Executive Assistant Academy,
a division of Executive Assistant Network (EAN)
Level 1, 1/83 Bassett St, Mona Vale NSW, 2103
ExecutiveAssistant.com

 Executive Assistant
NETWORK

Introduction

The role of the EA in today's business world is changing – it is transitioning from being reactive and directed to where the EA is proactive and a manager of their Executive's office. This transition has usually evolved organically over time with little attention and thought given to planning or the provision of a defined path and program to ensure the EA can achieve their highest potential.

This ground-breaking one day course is part of our EA and Executive Partnership Model program that is focused on the skills and competencies that are essential for today's EA to improve their productivity and contribute to the efficiency and improved operation of their Executive's office.

The course is delivered by the Executive Assistant Academy which is the training division of the Executive Assistant Network. The Network was launched in 2005 to provide a range of support services, networking opportunities, online tools, articles, guides and videos, in addition to formal education and training, all designed to help EAs and PAs become more proficient and efficient, ultimately enabling them to increase the productivity and effectiveness of the executives they work with.

Since inception, close to 2,000 EAs and PAs have experienced education or training offered through the Executive Assistant Network. In addition to our constant research and development, this regular contact with EAs and PAs around Australia and with those who have attended from overseas, has ensured that we have maintained a position as the foremost experts in regards to the training and education needs of Executive Assistants and Personal Assistants in the Asia Pacific region, if not the world.



Overview

This one day program is based on the insights and learnings from our 11 years of conferences, networking functions and research activities with some of Australia's leading EAs and Executives. It has been designed to provide the EA with the latest developments in their role as managers of the Executive office and to enhance their skills and knowledge to optimise their relationship with their Executives.

The program is based on these key premises:

- A strong and cohesive Partnership between EAs and Executives is essential for EAs to work effectively in managing and directing the affairs of the Executive office
- The role of the modern EA has, by necessity, moved beyond the task based duties of old, and now requires the ability for them to make decisions, show initiative, unravel complexities, and help manage executive focus, energy, priorities, and relationships

The program includes the following key elements:

- A visual model for how EAs manage the office of their Executives and the components, knowledge and skills required
- A Partnership assessment tool that helps identify issues with alignment plus any gaps in processes, capabilities, knowledge, and skills



Benefits of the program

To the Executive Assistant

- 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.
- Increased effectiveness of 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

To the organization

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



PROCESS

The one-day program consists of 3 major topics:

- **Vision & the EA/Executive Partnership Model**
- **Assessment Tool/Survey analysis**
- **EA Skills – Communication & Their Executive’s World**

These topics are discussed and analyzed in the context of the traditional perspective of the EAs role and job function and what it now has evolved to – one where the EA is proactive and the manager of the Executive’s office and provides the basis for the development of a partnership between the EA and their Executive.

The workshop content is based on a unique customized model created by EAN. This model has been developed and formulated as a result of over 11 years of interactions, conversations, research and interviews at conferences, networking functions and exhibitions with EAs and Executives throughout Australia.

The EAN model views the role of the EA from a holistic perspective where they are the Manager of the Executive Office. The essential building block of the model is trust – it then expands to include all the essential elements that an EA encounters in their role covering technical skills, industry knowledge and the social and interpersonal skills that are integral to the role. These elements are all inter-related and connected as an EA would experience in the day-to-day management of their Executives office. The model is not static – the interpretation and relevance of the various elements is constantly changing with the priorities of the moment and the business needs of their Executive and the organization.

Integral to the workshop success and knowledge development is the incorporation of an assessment tool for the EA and their Executive to undertake which is designed to identify the misalignments in the partnership and underpin and support the delivery of the workshop content.

This pre-workshop assessment tool is undertaken by both the EA and their relevant Executive. It asks them to consider and evaluate the strength of the relationship between the two of them in terms of their understanding of the EAs management and operation of the office, their understanding of their Executive’s role and priorities, management of key tasks, and their perceptions of how the EA supports the brand and professionalism of the Executive. (The assessment tool consists of approximately 50 questions on these areas of the EA and Executive relationship. The number may vary slightly depending upon individual client needs).



Topic 1- VISION & THE EA/EXECUTIVE PARTNERSHIP MODEL

Overall Learning Objective:

- **Provide an understanding of the EA Model and the impact this has on the role of the EA as a Manager of the Executive Office**
- **Focus the EAs on the potential of the partnership and building their capacity to develop the potential of their executive(s).**

Essential knowledge, capabilities and skills required for the modern EA are covered in this session based on the EAN Model. The model is unpacked to deliver a new perspective on the EA's role in a modern organization. The basis of any partnership is trust – this is examined in detail along with the technical knowledge required, social and interpersonal skills, and understanding your Executives business priorities.

Topic 2 – ASSESSMENT TOOL/SURVEY ANALYSIS

Overall Learning Objective:

- **Gain an overall perspective and understanding of the results of the EA/Executive Assessment Tool and the opportunities this presents to develop the EA/Executive Partnership.**

Here we discuss the identified misalignments, what this means for the partnership, how to address them and the opportunities this presents. The outcomes of the survey are addressed from an overall perspective – there is no reference to any individual responses from both the EAs and their Executives.

Topic 3 – EA SKILLS – COMMUNICATION, THEIR EXECS WORLD

Overall Learning Objective:

- **Build and strengthen partnership capacity to developing communication skills and self-awareness in EAs**
- **Strengthen the EAs capacity to maintain motivation and vitality when meeting challenges and pressures**

An overview of different communication styles, the role of emotional intelligence, communication barriers and dealing with difficult and demanding people will be covered, along with relationship building, managing stressful situations and being an ambassador for change and positive outcomes.



OUTCOMES

- Provide a basis for the EA to discuss with their Exec the Partnership parameters based on the model and insights from the workshop
- EA to identify the key Partnership strengths and development areas
- EA to be able to identify areas of strength and development covering technical skills, industry knowledge and social skills and interpersonal skills
- EA to be able to identify and understand the areas of alignment and misalignment in their relationship with their Executive
- EA to be able to identify communication skills essential to improving relationships and the skills needed to meet challenges and pressures
- This workshop provides a springboard for the EA and the Executive to define the partnership expectations

The overall objective of this course is to enable the EA to return to their workplace, engage in a meaningful discussion with their Executive and implement quantifiable strategies and plans to maximise the working relationship between themselves and their Executive and to contribute positively to the performance and output of the office.

INVESTMENT

One Day Public Course for EAs

EAN Full Members \$995 + GST / Associate & Non-Members \$1,150 + GST

REGISTRATIONS

Public courses can be booked online from within our website,
www.ExecutiveAssistant.com

For In-House options or for the sister program which involves the attendance of both EA and Executive, please contact us on +61 (0) 2 8402 5000 for more information or by email to training@executiveassistant.com

