



**Executive
Assistant
Network**

SPECIALIST ROLE RELATED TRAINING
& EDUCATION FOR EAs AND PAs



Fully Revised &
Updated for the
AI Workplace

THE EA MASTERCLASS

The Intelligent Assistant: Mastering
Mindset, Impact & Automation



**Executive
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Our flagship one-day program
for EAs delivered from our EA &
Executive Partnership Program

Introduction

The role of the EA has fundamentally transformed. Today's most effective EAs operate as strategic enablers, force multipliers who redirect executive time toward high-value activities while leveraging AI and automation to eliminate friction across all executive operations.

This transformation cannot be left to chance. Research shows that when strategic EAs enable their executives to operate at just 20% greater effectiveness, the downstream business impact is exponential - contributing seven-figure value through five-figure salaries.

This ground-breaking one-day masterclass introduces the EA DNA Model™ - a research-backed framework that systematically moves EAs from reactive task-takers to strategic partners through three critical phases: Responsive → Proactive → Strategic, with Foundation → Advanced → Mastery progression in each phase.

The course is delivered by the Executive Assistant Academy, which is the training division of the Executive Assistant Network. Since 2005, we have worked with close to 2,000 EAs and PAs, conducting extensive research into executive productivity and the strategic potential of EA partnerships. This regular engagement with leading EAs and executives across Australia and internationally has established us as foremost experts in EA strategic development.

Our latest research, including the Strategic Leverage study, demonstrates that no other role contributes seven-figure value on a five-figure salary - making strategic EA development one of the highest-ROI investments organisations can make.

Overview

This one-day programme is based on insights from over 18 years of conferences, research, and strategic analysis with Australia's leading EAs and executives. It equips EAs with the mindset, tools, and technology skills to operate at the highest levels of strategic impact.

The programme is built on these key premises:

- Strategic EA partnerships are force multipliers that create exponential executive impact
- Modern EAs must master three pillars: Mindset, Impact & Automation
- AI and automation don't replace EAs - they elevate their strategic value
- Systematic development using the EA DNA Model™ accelerates partnership effectiveness

The programme includes these key elements:

- The EA DNA Model™: Framework for Responsive → Proactive → Strategic progression
- Strategic Leverage Analysis: Understanding and quantifying EA business impact
- AI & Automation Integration: Practical tools for eliminating friction and amplifying results
- Partnership Assessment Tool: 57-question survey identifying alignment opportunities (completed pre-course by both EA and Executive)

Benefits of the Programme

For the Executive Assistant:

- Strategic Positioning: Clear framework for transitioning from support to strategic enabler
- Technology Mastery: Hands-on experience with AI tools that can save up to 25 hours per month
- Influence & Impact: Skills to shape priorities, frame conversations, and become a trusted adviser
- Professional Growth: Join the 60% of EAs expanding into project management and strategic work
- Confidence & Clarity: Understand exactly where you sit in the EA DNA Model™ and how to advance

For the Organisation:

- Enhanced Executive Productivity: Address the reality that executives spend 25% of their time on tasks that could be automated or delegated
- Accelerated Decision-Making: Enable faster executive action through streamlined, proactive support
- Operational Excellence: Eliminate the 1.8 hours daily that employees spend searching for information
- Strategic ROI: When an EA enables 20% greater executive effectiveness, the business impact can be exponential
- Future-Proof Operations: Equip your EA team with AI and automation skills for sustainable competitive advantage

Programme Structure

Pre-Course Preparation

Both EA and Executive complete the comprehensive 57-question EA & Executive Alignment Survey, plus an AI & Automation Readiness assessment.

The Masterclass Day (9:00 AM - 4:00 PM)

Topic 1: EA Identity & The DNA Model™

Learning Objective: Transform from reactive support to strategic partnership

- Understanding the EA DNA Model™: Responsive → Proactive → Strategic progression
- Foundation → Advanced → Mastery development framework
- Strategic positioning: From task-taker to force multiplier
- Building trust and executive confidence in expanded EA capabilities

Topic 2: Strategic Leverage & Impact Measurement

Learning Objective: Quantify and amplify EA business contribution

- The Strategic Leverage research: Seven-figure value creation analysis
- Survey results analysis: Identifying EA/Executive alignment opportunities
- ROI measurement: Demonstrating and tracking strategic impact
- Communication strategies for elevated EA positioning

Topic 3: AI, Automation & The Future EA

Learning Objective: Master technology integration for strategic advantage

- Practical AI tools and automation workflows
- Decision frameworks for technology adoption
- Building your personalised EA AI Stack
- Case studies: Real-world productivity gains and strategic applications
- 30-Day AI Implementation Goal – identify and automate one workflow within a month

Topic 4: Implementation & Action Planning

Learning Objective: Create an immediate and sustainable implementation roadmap

- Developing your 90-Day Strategic Action Plan
- Partnership conversation frameworks using the BAAR Model
- Ongoing development and measurement strategies
- Peer learning and best practice sharing

Delivery

In-House Training (Available Now)

- Ideal for teams of 5+ EAs from the same organisation
- Fully customised examples and scenarios for your industry
- Delivered by EAN's expert facilitators with deep EA profession expertise
- All materials and resources included

Contact us for your tailored quote: training@executiveassistant.com

Public Masterclass (Expression of Interest)

Due to growing demand, we're exploring public masterclass sessions for individual EAs and smaller teams.

Register your interest for:

- Open enrolment public sessions
- Networking with EAs from diverse industries
- More accessible pricing for individual participants
- Regular scheduled dates throughout the year

Register your interest at: ExecutiveAssistant.com/EAMasterclass

Investment

One Day Public Course for EAs	\$925 plus GST per EA
In-House One Day Session for 5+ EAs	Contact for Quote

Programme Outcomes

By the end of the Masterclass, participants will:

- **Gain Role Clarity & Confidence**
 - Understand exactly where they sit in the EA DNA Model™ and how to progress from Foundation → Advanced → Mastery.
 - Define their unique value proposition as a strategic partner to their Executive.
- **Increase Influence & Strategic Contribution**
 - Apply communication strategies that shape priorities and influence decision-making.
 - Strengthen executive trust and alignment using the BAAR Model.
- **Master Future-Ready Skills**
 - Confidently identify, evaluate, and implement AI and automation tools.
 - Build a personalised EA AI Stack tailored to their role and organisation.
- **Deliver Immediate Impact**
 - Implement the 30-Day AI Implementation Goal, automating at least one workflow to free time for higher-value work.
 - Begin applying the Strategic Contribution Map to elevate daily performance.
- **Embed Long-Term Change**
 - Launch a 90-Day Strategic Action Plan to embed mindset, skills, and technology into everyday practice.
 - Establish measurable indicators of EA contribution and ROI for ongoing improvement.

The overall objective: Enable EAs to return to their workplace, engage in strategic discussions with their executives, and implement measurable strategies that transform the working relationship and contribute exponentially to business performance.

Your Immediate & Long-Term ROI:

- In 30 Days: Implement one AI-driven workflow to save time and increase efficiency.
- In 90 Days: Deliver measurable strategic improvements through your personalised action plan.

About Executive Assistant Academy

Executive Assistant Network was launched in 2005 to provide a range of support services to connect EAs and PAs globally. EANs regular networking events, conferences, online tools and formal qualifications are all focused on helping EAs become more proficient and productive at managing the modern executive office.

With a vision to support, inspire and advocate for EAs globally, EAN are the leading EA network worldwide.

The Executive Assistant Academy is the division of the Network that oversees education and training. Since inception, over 2,000 EAs and PAs have experienced education or training offered through the Executive Assistant Academy.

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.

If you have any questions or enquiries regarding our qualifications or any of our other education initiatives, including short courses, conferences and customised in-house training initiatives, please do not hesitate to contact us by email:
training@executiveassistant.com

Contact Information

Executive Assistant Academy
A division of Executive Assistant Network (EAN)
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Specialist Role Related Training & Education for EAs and PAs



If you want better performance from your Executives, train their EAs. If your Executive's output matters, focus on the person managing their input.