



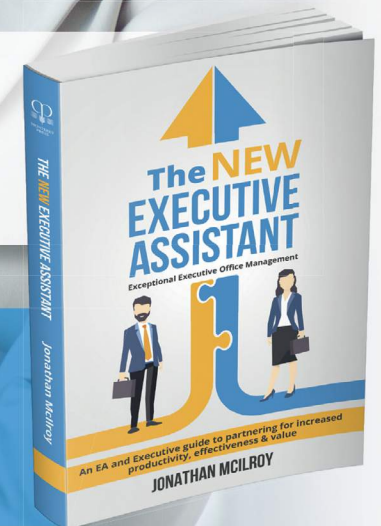
# Strategic Partnership Program

The Proactive & Strategic Partner –  
The Key to Exceptional Executive Office Management

## Two Day Executive Assistant Masterclass Australian Roadshow 2020

Delivered by the world's leading EA and PA training company and the author of the best-selling book –  
'The New Executive Assistant – Exceptional Executive Office Management'.

**Can you afford not to be there?**



For more information on dates and venues visit [ExecutiveAssistant.com/StrategicPartnershipProgram](http://ExecutiveAssistant.com/StrategicPartnershipProgram)

# Strategic Partnership Program

## The Proactive & Strategic Partner – The Key to Exceptional Executive Office Management

### Two Day Intensive Training Program – Places Strictly Limited to 20 EAs Per Course

#### 12 Key Reasons to Attend

- Focus on being proactive and managing rather than reactive and directed when managing the office of your executive
- Ensure greater alignment in purpose, vision, strategy and direction with your executive – take part in our unique pre-course EA and executive survey
- Build awareness of the key intangible elements of the EA role that deliver the greatest benefits for your executive
- Learn how to accelerate the development of trust in your partnership and maintain it indefinitely using our proprietary trust models
- Get firsthand insight into the partnership model from the internationally acclaimed book “The New Executive Assistant – Exceptional Executive Office Management”
- Create a growth and development plan guaranteed to help you and your executive gain better success
- Identify why it is imperative to be able to fully understand the relative importance of all your executives competing priorities at any given time
- Master the art of being an appropriate facilitator and conduit of information flow and access
- Examine how to be the glue in your executives’ team – the facilitator of best outcomes for all
- Investigate your role as a corporate thermometer and how to do this effectively without being played
- Grasp the nuances to identifying and then building and maintaining relationships with all important stakeholders
- Hone your emotional intelligence, communication, conflict resolution and persuasion skills as they relate specifically to your role as the manager of your executive’s office as positioned in our models

### What people have to say about our flagship international program

*Thank you, I enjoyed the course very much. I absolutely did take away some new things from the EA Masterclass. The part I took the most value from was definitely the survey results; I manage two executives and this provided me with clear, constructive feedback around my role and was a great conversation-starter with each of them. I now feel I have an even deeper understanding of their expectations around my support – and this is from already working with them for three years.*

**Erin Napier, Adobe Systems**

*I found the course really insightful. The course allowed me to distinguish between my everyday role and what I actually do, which is more than the required expectation. It showed me that now I can be more proactive and managing as I evolve in my career. It helped me gain tips on how to have a better and stronger partnership with my executive. To be able to build and maintain the trust you need to have to run the office. It also gave me an opportunity to see my strengths (and weaknesses) that my executive values in a different way and unpacking the underlying pressures of why they do what they do.*

**Tammy Shtrauser, ATO**

Program delivered by Jonathan McIlroy, author of ‘The New Executive Assistant – Exceptional Executive Office Management’, co-founder of Executive Assistant Network and Executive Assistant Academy

Early Bird rate is \$1650 for Full Members and \$1950 for Associate and Non Members.  
Standard rate is \$1950 for Full Members and \$2250 for Associate and Non Members.

### Dear Colleague

Irrespective of your technical skills and abilities, your competence in completing the many tasks, or managing the many responsibilities, that make-up your position description, if you are like many of the thousands of EAs we have worked with, the likelihood is that your executive and broader management team may not truly understand what it is that a great EA needs to do outside of their position description to make them totally invaluable.

This fact, the realisation that in many incidences, within organisations, that management and senior executives just don't know what they don't know, was the genesis for the book *The New Executive Assistant* and also for this two-day program.

After over a decade of research, we discovered that irrespective of the amount of technical expertise and business acumen that we help EAs and PAs develop, if the EA and executive don't find a way to learn how to align around every aspect of their understanding and vision of the role, around shared unity of purpose and direction, around shared understanding of the relative importance of different priorities, around shared understanding of the intangibles that make an EA really valuable, then the partnership can't ever function at its highest and most productive levels.

This program delivers results because it brings the executive into the equation. It ensures the executive partakes in the pre-course survey and this helps the EA and the executive create a better road map for success after the program. It creates a ground-zero for understanding and communication and then provides the frameworks to allow the development of collective and unified vision.

This program also delivers because at its heart it is focussed on executive productivity and effectiveness and in providing the EA and the executive with the understanding of what it takes to deliver to the executive what they need most – an emphasis on their energy, focus, mindset, relationships and competing priorities.

Many EA courses focus on time management, on advanced administrative or secretarial skills or even on software and computer literacy and general I.T. skills and knowledge. We look at these in other programs but not in this one. This program is the foundation upon which all of our other programs are based, including our diploma and advanced diploma qualifications. This program underpins them all because through experience we have witnessed what happens when you focus on alignment, on partnership and on working together. When you focus on what it takes to ensure the EA is the most effective manager of the executive office that they can be.

We have delivered the core elements of this program to hundreds of individuals, and also within a multitude of organisations, often to entire teams of EAs, and the feedback we have received has been unequivocal. There is no other program that includes the tools and models that ensure the outcomes for EAs and executives that this program does. So we hope you can find the opportunity to attend when the course reaches your city soon.

Kind regards

**Jonathan McIlroy**



**Enhanced awareness plus unity and alignment around role scope, boundaries, purpose, direction, function and delivery**

**This program can be delivered in-house for organisations as required with additional bespoke elements if necessary. Contact us for more information.**

## Day One Program

### Session 1 – Program overview and vision for the EA and executive partnership program outcomes

- Understanding the structure of the two days and the pre-course survey
- Examining tasks and utilising outcomes after the course

### Session 2 – A Model for the Manager of the Executive Office

- Examine a comprehensive model for the role of the EA that is not based around traditional tasks, responsibilities and duties
  - Focus on what aspects of the EA model enable an executive to be their most productive and effective
- Examine the many intangible elements of the role that provide extensive value but are seldom understood

### Session 3 – EA and Executive Alignment Survey Analysis

- Unpack the results from the EA and Executive Alignment surveys
- Examine collective results and, where requested, individual results
- Identify areas of alignment and misalignment between the EA and executive regarding the purpose of the role, opportunities in the role, the scope and potential of the partnership, boundaries, strategic direction and focus areas of key benefit

### Session 4 – A Model for Building & Maintaining Trust

- The weakness in letting trust simply evolve
- A three-stage process for building trust
- The relationship between aligned purpose, communication, delivery and belief in maintaining trust
- Examining the human elements in integrity and values

### Session 5 – The strategic EA: business acumen and knowledge fundamentals that enable an EA to be proactive

- The importance of the relative weighting in executive priorities
- Thinking strategically and learning the language of the executive
- Project management fundamentals and the EA role
- Finance, reporting and business imperatives
- Executive KPIs and Dashboards – why it is vital to know what is important to your executive

## Day Two Program

### Session 6 – The Advanced EA Communicator

- Verbal and non-verbal communication
- The influence of personality traits
- Communication and building rapport in relationships

### Session 7 – Emotional Intelligence

- Define and practice self-management, self-awareness, self-regulation, self-motivation and empathy
- Interpret and recognise your own emotions and what sits behind these
- Master tools to regulate and gain control of your own emotions
- Seeing the other side when dealing with others

### Session 8 – Conflict Resolution and Negotiation

- Identify the different sources, causes and types of conflict
- Understand the main approaches to conflict resolution
- Learn to apply conflict resolution approaches
- Determine how to identify and prevent conflict before it escalates

### Session 9 – Influencing and persuasion

- Identify the difference between persuasion and manipulation
- Understand the key aspects of persuasion
- Utilise the concepts of pushing and pulling when influencing others
- Learn key presentation and storytelling techniques

### Session 10 – Closing the loop on the program with your executive

- Your survey results – next steps with your executive to ensure you get full alignment and a common ground for understanding, communication and future development
- Personal development planning
- Your personal next steps in planning for how to manage the office of your executive and your partnership



**Enhanced EA and Executive Partnership**

### Student Qualifications and Pathway

All students undertaking this course will be issued with an Executive Assistant Academy Certificate in Executive Office Management (Cert. EOM™).

This course matriculates into the Diploma of Executive Office Management or Advanced Diploma of Executive Office Management depending on the experience of the student and their time in an EA or PA role.

Students undertaking this course who go on to study an EAA diploma via classroom or distance learning delivery can claim a \$750 discount off the cost of the diploma.

## The ground-breaking program for Senior Level EAs and PAs

### Who Should Attend?

This program is designed for EAs, PAs and all those in similar roles who are working with senior managers and executives and want to develop better partnerships with their executive and gain the insight knowledge, skills and direction to improve their relationship and deliver greater outcomes when managing the office of their executive so as to ensure the executive delivers increased productivity and effectiveness.

Whether you have been in an executive support position for one year or 20, our experience tells us that the fundamental issues we see with executives not truly recognising where the greatest value in a great EA comes from means this course is suitable for everyone. That is why it underpins both of our diploma qualifications because it provides the groundwork and base line for development in every EA and executive relationship and then beyond that the professional and educational development of every EA.

### About Executive Assistant Academy (EAA)

Executive Assistant Academy has delivered education and training to over 7,100 EAs and PAs from over 2,800 businesses and government organisations from within Australia and overseas. A division of Executive Assistant Network which was founded in 2005 and with a membership and social media base of over 60,000 EAs and PAs worldwide, our education and training has developed a reputation for being ground breaking, original and invaluable to both individuals and their organisations. As true thought leaders, global experts and consultants, we deliver what others can't – education, training, development and consultancy for EAs AND executives that delivers tangible results for organisations.

We approach EA training holistically. Using proprietary models and tools developed over 14 years, we focus on the many areas of the EA role that often get overlooked. With a true 360-degree perspective on the EA role, we regularly help businesses and individuals to resolve a typical problem – people not knowing what they don't know in respect of the way an EA and executive should best function together. Our broader solutions help businesses and individuals identify those factors and provide alignment, clarity and perspective around what the role actually is and should be, before then focusing on delivering the education and training solutions that help people and businesses get to the next level.

For those needing solutions for specific skills or knowledge gaps, we have public and in-house courses or tailored solutions that can deliver on specific known requirements. Whatever the requirement of any EA or business in relation to EA and, or, executive partnerships, working arrangements and parameters, or knowledge and skills requirements, we have a solution for you.



**Greater executive team cohesion and performance**

**Some of the government bodies or agencies that have employees whom we have been entrusted to deliver qualifications to include:**

Dept. of Agriculture and Water Resources, Dept. of Defence, Dept. of Environment & Energy, Dept. of Health, Dept. of Home Affairs, Dept. of Human Services, Dept of Industry, Innovation and Science, Dept. of the Prime Minister and Cabinet, Dept. of Finance, Dept. of Infrastructure, Transport, Cities and Regional Development, Dept. of the Environment, Australia Taxation Office, Attorney General's Department, Australian Bureau of Statistics, Australian Trade Commission, CSIRO & Reserve Bank of Australia

**Some of the prominent businesses that have employees whom we have been entrusted to deliver qualifications to include:**

AMP, Allianz, ANZ Bank, Australian National University, Bankwest, Commonwealth Bank, Deakin University, Deloitte, Ernst & Young, IAG, ING, KPMG, La Trobe University, Linfox, Macquarie, Mazda, McDonald's, Nestle, News Corp, Norton Rose Fulbright, Origin Energy, Raytheon, Rio Tinto, Roche, Siemens, Suncorp, Telstra, University of Sydney, University of Queensland, Volkswagen & Westpac Bank



## International Association of Professional Career Colleges Accredited Organisation

Executive Assistant Academy is accredited and recognised by the International Association of Private Career Colleges (IAPCC). IAPCC accreditation ensures that the Academy has met IAPCC benchmarks in the areas of course content, course delivery, student assessments, administration and tutorial faculty.



**Increased executive productivity and effectiveness**

## About your course facilitator and trainer – Jonathan McIlroy - The leading authority on Executive Office Management



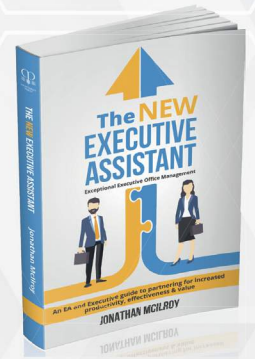
Jonathan McIlroy is co-founder and an Executive Director at Executive Assistant Network and Executive Assistant Academy and the author of the internationally acclaimed 2018 book 'The New Executive Assistant - Exceptional Executive Office Management' that has already been sold in over 30 countries.

For 14 years he has helped run EAN and EAA and has spent extensive time researching the role of the EA with thousands of EAs and hundreds of executives.

Jonathan has a Masters Degree with Honours in Politics from the University of Edinburgh and prior to the establishment of EAN in 2005 he had a distinguished and auspicious executive management career running successful businesses in Australia and the United Kingdom.

He is a highly passionate, highly entertaining and very emotive presenter, facilitator and trainer whose extensive business knowledge and acumen, combined with his unique and comprehensive, research based, knowledge of the EA role ensures students have an unrivalled experience and leave with unique insights, skills, tools, knowledge and a detailed road map to help them partner with their executives to get the absolute best outcomes.

Jonathan is also one of the consultants at EAN who advises organisations on every aspect of the EA role including EA and executive relationships, EA role structure, career role mapping, career pathway training and career development.



## Coming to a city near you!! With extremely limited places in each city this event will sell out

### Check out our website for full course and venue details and for how to register.

We aim to bring this program to as many people around Australia as we can in 2019 and 2020. If your nearest city isn't on our list as yet and you have a group that you know would want to attend, then please contact us. Or if you have a group that would want to have the course delivered within your organisation, we would also be delighted to organise that.

**Maximum EAs in any course 20** to ensure sufficient interaction and discussion around key points.

| Adelaide | Brisbane | Canberra | Darwin | Gold Coast | Hobart | Melbourne | Newcastle  
Perth | Sydney |