



Executive Assistant  
ACADEMY



# STRATEGIC PLANNING AND **PROJECT** **MANAGEMENT** MASTERCLASS

PROFESSIONAL DEVELOPMENT SERIES

Executive Assistant Academy  
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## OVERVIEW

**Strategic planning is how an organisation or an individual defines their objectives, values, missions and the way to achieve these. Project management is the discipline of planning, organizing, motivating, and controlling resources to achieve specific goals. A project is a temporary endeavour with a defined beginning and end undertaken to meet unique goals and objectives.**

EAs and PAs must think strategically, understanding how their business operates and how their executives arrive at the decisions they make. This requires understanding of how strategic plans and business plans are developed.

This interactive course has been designed to enable EAs and PAs to identify and understand the overall trends underpinning the functioning of their organisation and how these guide the implementation of specific projects. This course will provide participants with a clear framework for how a successful strategic plan and business plan should be developed and tailored to the specific needs of an organisation or business unit.

## WHO SHOULD ATTEND

- ALL EAs AND PAs WHO WANT TO EVOLVE AS MANAGERS OF THEIR EXECUTIVE'S OFFICE
- ALL EAs AND PAs ALREADY INVOLVED WITH THEIR COMPANY'S OR DEPARTMENT'S STRATEGIC BUSINESS PLANNING PROCESS
- ALL EAs AND PAs DEALING WITH AD HOC PROJECTS TO MANAGE
- ALL EAs AND PAs WISHING TO WORK AS AN ASSOCIATE IN PARTNERSHIP WITH THEIR EXECUTIVE

## COURSE OBJECTIVES

- UNDERSTAND YOUR EXECUTIVE'S PRIORITIES AND WHAT KEEPS THEM AWAKE AT NIGHT
- UNDERSTAND HOW SHORT AND LONG TERM PROJECT GOALS FIT WITHIN THE BROADER STRATEGIC PLAN
- GAIN THE ABILITY TO WORK ON THE STRATEGIC BUSINESS PLANNING PROCESS
- DEAL WITH ANY SORT OF PROJECT WITH A CLEAR AND EFFICIENT STEP-BY-STEP METHODOLOGY
- UNDERSTAND THE STRATEGIC IMPACT OF ALL YOUR DECISIONS AND ACTIONS

## COURSE CONTENT

This course will give you the tools needed to understand how the business you work in operates and how to develop both a business plan and strategic plan.

## THE COURSE MODULES COMPRISE OF:

### STRATEGIC PLANNING:

here we study the definition and use of a strategic plan, as well as learning how to read, write and understand a plan

### PROJECT MANAGEMENT:

this module covers the definition of a project. How to plan and organise a project, the tools and processes needed to implement, control and monitor a project, and how to effectively manage the close of a project

## DURATION

1 DAY

EA MEMBERS \$750 PLUS GST

EA ASSOCIATES \$995 PLUS GST

NON MEMBERS \$995 PLUS GST