

# Castalia Coaching & Training

Premier providers of challenging  
Executive PA development programmes

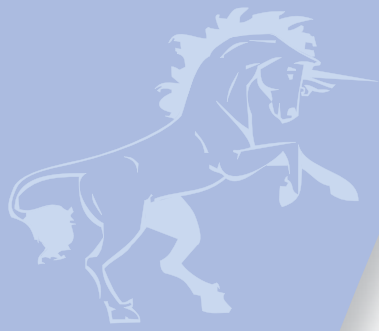


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# CASTALIA

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Executive PA Coaching and Training



## Introduction

The role of the Executive PA is complex and demanding, requiring great skill and dexterity at many levels - managing relationships, information and communication flows between Executive board members; troubleshooting a multitude of requests, managing projects, changing priorities and logistical and operational details. All of this while underpinning and supporting the organisation's business strategy at the most influential level.

Expectations and pressures are high in such a fast-paced and prominent role and it is often difficult to find the time, space and support to stand back in order to evaluate and plan how best to move forward and grow your role. Castalia Coaching and Training is the premier provider of specialist Executive PA Performance Coaching and Training, we provide challenging coaching and development opportunities to Senior Executive PAs and Executive Assistants. Our bespoke programmes address the complexities facing senior level Assistants and focus on the growth of the individual in all aspects of their role from managing global relationships to influencing strategic direction. We deliver the support, tools and models to move beyond being a great Executive PA to becoming an exceptional Executive Assistant.

We are proud of our international reputation for training and coaching the best PAs/EAs in the business. We work with many of the world's leading organisations at the highest of levels; our training programmes are not the standard run-of-the-mill model, we train PAs to become fully integrated and effective members of the management team. With our experience we set ambitious standards and challenge the established boundaries of the role of the PA; quite simply, we equip our PAs to be the best in the world.

We are a team deeply committed to ensuring the complex development needs of senior level assistants are acknowledged and met. All of our Trainers and Coaches have worked as senior level Assistants themselves and are experienced and qualified Executive Coaches.

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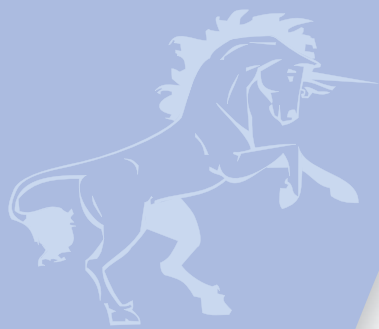
### **Susie Barron-Stubley, Managing Director**

Susie Barron-Stubley founded Castalia Coaching & Training in 2005. She has a passion matched by few for the professional development of PAs and has coached and trained some of the highest level and most influential Assistants in the corporate, government and celebrity fields. An experienced international Executive Coach, Trainer and Motivational Speaker, she specialises in developing senior level Assistants and has changed the working practices of thousands of PAs around the world. A regular traveller, she delivers advanced Executive PA training in South Africa, China, India, Dubai, Australia and South East Asia, giving her a comprehensive global perspective on the role of Senior Assistants. In the UK she continues to research, develop and deliver innovative and challenging development programmes to support Assistants in rapidly changing business environments to meet the increasing skill sets required of Senior PAs. She is a prolific writer on the development needs of Assistants and sits on the judging panel of The Times/Hays PA of the Year Awards.

### **Laura Belgrado, Senior Associate Trainer**

Laura has over 20 years experience of working in an international corporate environment, starting off in the Events & Conference Industry, and over the past 8 years, as EA to the Managing Director of one of the world's largest global IT corporations. She has extensive experience in managing, organising and operating across a complex business matrix. Laura is a regular speaker at different International PA Conferences and leads several workshops for Executive PAs and Managers alike. It is her dedication and passion to develop, motivate, coach and train the PA community that has made her realise her own goal and aspiration by joining Castalia Coaching & Training as a Senior Associate Trainer.

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## Executive PA Performance Coaching

**E**xecutive PA Performance Coaching is a one-to-one professional business relationship which extends over a specified length of time. The agenda for the coaching sessions are driven by you; focussing on your individual business priorities and your role development. You and your coach will focus on the areas of your particular role in which you want to improve and expand. Therefore there are no predefined areas that should or should not be covered; the agenda really is driven by you.

With the support of your Executive Coach you will have a unique opportunity to be completely focused on how to develop your role and your business relationship with the Executive you support. You will be able to set ambitious goals, explore strategies, and find successful ways in which to implement the action you need to take to succeed. Executive PA Performance Coaching removes much of the interference that prevents peak performance by providing profound clarity around achieving your objectives.

Together with the support of your coach you will:

- **Clarify your key relationship and critical elements of your role within the organisation**
- **Define the specific details of each of the elements and how you influence outcomes**
- **Commit to implement identified steps and strategies required to achieve top performance**
- **Integrate tools, models and strategies to develop yourself and your role**

The results are exciting and cathartic, bringing about positive, permanent improvement in effectiveness, influence and relationships.

You will become:

- **Clear and focused on the overall impact of your role and your influence within the organisation**
- **Confident in implementing success strategies to your business priorities**
- **Be in Control of the successful outcomes of all elements of your role**

Executive PA Performance Coaching is a powerful way to develop yourself and your role and move beyond the expected boundaries of what it means to be a top flight Executive PA.

The duration of Executive PA Performance Coaching undertaken depends entirely on your own particular development and support needs. We run two programmes lasting three months and six months. Bespoke programmes are also tailored to meet your specific needs.

Please visit our website for further information on our  
Executive PA Performance Coaching Programmes.

[www.castalia-coaching.co.uk](http://www.castalia-coaching.co.uk)



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# The PA Retreat

## 2 Day Residential Development Programme for Management PAs

The PA Retreat is an entirely new approach to the professional development of the new breed of “super” PAs who are consistently required to operate effectively and confidently at senior management level, with significant input into the operations of the executives that they support. It gives participants a unique opportunity to stand back and fully focus on themselves, their role and their skills in an environment which challenges and supports significant and meaningful growth and progression.

You will successfully develop your core management skills to confidently contribute at executive level whilst supporting and guiding key individuals within the organisation. You will, quite simply, become an exceptional business partner to your Executive. The programme facilitates real change in the way you operate and communicate and how others perceive you and value your contribution to the operations of the management team whilst retaining focus on the vital objectives of your Executive and the organisation.

You will be developing alongside an influential group of senior Assistants from a range of companies and industries, sharing knowledge and best practice. The learning is not restricted to the training room, during the evening you are invited for drinks and dinner with facilitated discussions on the future of the role of the PA – giving you the opportunity to continue to network with your peers and participate in the future direction of the role of the PA. The programme is held at a 5 star venue away from the noise, speed and unrelenting pressure of corporate life to fully focus on your own personal and professional development.

### Course content:

#### Day One:

- Advanced Communication, Influencing Skills, understanding Emotional Intelligence
- Leading and developing the imperative Business Partnership with your Executive
- Success strategies on how to work proactively and productively within fast paced executive teams

#### Day Two:

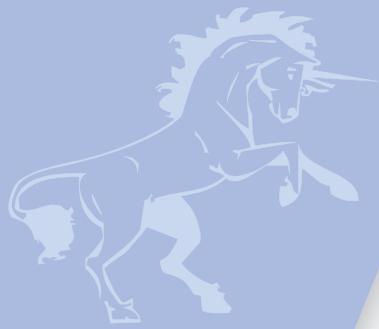
- Project Management Skills, Prioritising and Managing Multiple Priorities
- Developing and managing successful PA teams to underpin the operations of the management team
- Work/Life Balance. Understanding your own boundaries and value structures to gain control of your own work/life balance.

This development programme is specifically designed to give you the core management skills, tools and autonomy to become a confident and effective management PA whilst retaining strong focus on your own and your executive’s business priorities and objectives.

For detailed course content, upcoming dates and online registration, please visit our website:

[www.castalia-coaching.co.uk](http://www.castalia-coaching.co.uk)

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# The Strategic Business Assistant

An intensive one day development programme to accelerate performance as a proactive and business focussed Executive PA

**T**his challenging one day training programme has been exclusively designed for Personal Assistants, Executive PAs, Executive Assistants and Management Assistants who have limited time to be away from the office.

This is a highly practical course and delegates will come away from the course energised, inspired and equipped with strategies and tools to accelerate their personal performance with immediate impact on their own, and their Executive's performance and productivity – results are instantaneous, having discovered powerful success strategies in becoming a trusted strategic business partner to your Executive/Director/Manager.

Focus is on personal leadership, negotiation, decision-making and problem solving. All the ingredients to reach your potential as a fully integrated strategic business Assistant. This is a fast paced and intensive course held in central London; numbers are restricted to a maximum of 12 delegates per course to ensure maximum interaction between delegates and trainer.

## Course content:

- Understand dominant leadership theories and the importance of developing your own personal leadership style as an Executive PA
- Constructively and positively manage complex and demanding personalities within the leadership team
- Decision-making and Effective Problem Solving
- Apply negotiation skills to arrive at win-win solutions
- Realise your potential as a strategic partner to your Executive and his/her team

Delegates will come away from this course with the key skills required to confidently control and manage a fast paced and high volume workload whilst providing informed direction and guidance with speed and assurance.

For detailed course content, upcoming dates and online registration, please visit our website:

[www.castalia-coaching.co.uk](http://www.castalia-coaching.co.uk)

*“Susie’s inspirational coaching methods gave me the confidence to approach my boss to discuss some very ambitious career plans, and the negotiating skills to ensure that I have his full support in achieving them. Her presentation style is super enthusiastic and engaging and everyone who attended the recent course she ran for us here at G4S has benefited enormously from the key skills covered during the meeting, and managing a diverse international management team seems far less daunting than before.”*

Sophia Spencer, Executive Assistant G4S PLC





# The Secrets of Top Performing PAs

## 3 Disc Training DVDs Box Set

**F**or the cost of sending just one of your PAs on an individual training course, now **ALL** of the PAs in your organisation can experience powerful training on how to manage their own, and their Manager's business priorities, and successfully build effective working relationships with the key people within their working lives.

**No training department should be without this invaluable resource for all of your PAs to share and go back to time and time again.**

With **over two hours** of highly focused training, including role plays by a team of actors to reinforce and embed the learning, plus downloadable templates to work from, these training DVDs have revolutionised how Personal Assistants can access high quality and relevant PA training, providing a permanent resource for training departments to transform PAs, and their Manager's effectiveness.

The core learning in this box set of training DVDs includes:

- **Understanding the strategic positioning of the role of the PA**
- **Defining, negotiating and communicating your responsibilities, becoming a fully integrated member of your Manager's team**
- **Working collaboratively and strategically with your Manager, understanding your Managers priorities, developing and maintaining a strong working partnership with your Manager**
- **Developing confidence and assertiveness, communication and influencing skills, understanding and extending your own communication patterns**
- **Managing your key relationships – internally and externally. Clarifying implicit and explicit expectations – communicating your own expectations**

The 3 disc set includes bonus features of an interview with Susie Barron-Stubley conducted by Mike Caridia, MD of pa-assist.com and a discussion between Susie, Mike and Gareth Osborne, Director General of the APA on the future role of Personal Assistants.

For the first time, Personal Assistants can access Susie's specialised PA training programmes without needing to leave the office, taking them to the next level and become a Top Performing PA themselves.

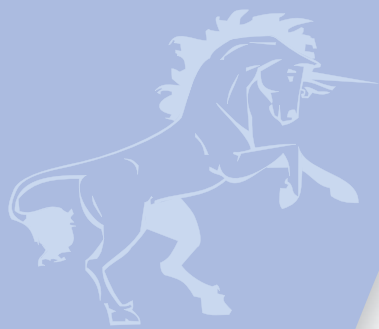
These are the **ONLY** comprehensive training DVDs on the market available to Personal Assistants.

Hear Susie talking about these training DVDs, alongside Laura Belgrado, EA to the Managing Director of one of the world's largest global IT corporations, by visiting our website to watch the trailers.

[www.castalia-coaching.co.uk](http://www.castalia-coaching.co.uk)



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## The Secrets of Top Performing PAs **LIVE!**

**B**ased on the success of The Secrets of Top Performing PAs training DVDs, PAs can now experience the training in person with Susie Barron-Stubley on this highly interactive one day development programme.

**Delegates will also have the benefit of taking away the complete set of DVDs at the end of the course to refer back to time and again and share with colleagues and even your boss.**

Susie will present the training herself, giving you a clear structure on how to define and develop your role and increase your influence within your Manager's team. You will go through the same best practice models as shown in the DVDs with added material on developing your own communication and influencing skills.

You will have the opportunity to watch the role-plays as our actors demonstrate the process of moving from an unproductive Boss/PA relationship to a defined and successful partnership which allows both Andrew (our Executive) and Caroline (our PA) to excel in their careers.

With high interaction between Susie and delegates and the opportunity to have direct feedback from Susie about your own particular working situation and business relationships and how best to manage them, it is a great opportunity to participate in a highly interactive and practical day. You will take away a complete delegate folder with templates and worksheets and, of course, the DVDs themselves.

### **Course content:**

#### **Taking a business wide view of the role of the Executive PA**

Understand your role within the Management Team, develop your own individual areas of influence and participation. Identifying and strengthening key contacts, internally and externally. Creating your own personal "Map of Influence".

#### **Communication and Influence**

How you manage, influence and develop your key relationships. Develop your negotiating skills to reach your business objectives. Presenting your ideas and communication with impact and confidence. Powerful influencing techniques; how you obtain the information you require.

#### **Upward Management of your Executive**

How you pro-actively develop the business relationship with your Executive. Key ways to develop critical communication and information flows. Practical strategies on how to develop the business relationship; adding value and expanding the boundaries of your role. Taking on greater responsibility to underpin the operations of your Executive.

#### **System and Self Management**

Managing complex and changing workloads, exploring the system that underpin the effectiveness of your office. How to develop and build successful systems. Self management and motivation and how to fit it all into your working day. Effective prioritisation techniques in managing your time and workload.

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**For detailed course content, upcoming dates and online registration, please visit our website:**

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## Connecting Managers with their PAs for Ultimate Business Success

A one day training programme for Managers and Executives to attend to develop a successful framework to work with their own PAs.

**W**e understand that it can be challenging for Managers and Executives to identify the most effective ways to get the greatest benefit working with a PA.

This one day development programme provides a solid framework for unlocking the potential of the business partnership and how utilising your PA gives an extra business advantage. Recent research has shown that an Executive's output raises by up to 40% with an effective Assistant – that's quite some statistic and one that should not be ignored.

The focus of this one day development programme is on:

- Identifying your own personal business support needs and areas for delegation
- Setting up and maintaining clear communication structures
- Communicating out to your team the expectations and responsibilities of your PA
- Empowering your PA to work pro-actively and autonomously
- Developing joint processes to support your workload and business priorities
- Providing feedback and setting challenging goals for your PA

This development programme is designed for all levels of Managers that work with a PA, whether you are experienced in using the services of a PA, in the process of establishing a business relationship with a new PA, a first time "PA user", or are looking to develop the business partnership further.

Delegate numbers are capped at 10 participants to allow for maximum interaction, discussion and individual feedback.

**For detailed course content, upcoming dates and online registration, please visit our website:**

**[www.castalia-coaching.co.uk](http://www.castalia-coaching.co.uk)**

All of our PA training programmes can be tailored to train your team of PAs in-house, providing delegates with the opportunity to grow as a strong team and share processes and information effectively. Please do not hesitate to contact us to discuss your organisational needs.

**Castalia Coaching & Training, 3rd Floor, 207 Regent Street, London W1B 3HH**

**Tel: +44 (0)207 310 8764 • Fax: +44 (0)207 717 9645 • [www.castalia-coaching.co.uk](http://www.castalia-coaching.co.uk)**

*“Starting an effective and productive working relationship with any new PA is always a challenging task, especially with the never ending day to day work still being there. The Executive PA Performance Coaching that my new assistant Emma received was a fundamental part of accelerating the transition towards a fully effective partnership. In particular, giving the PA the confidence and structure to take the initiative on various activities on my behalf was especially helpful. If you really want your PA to do more than just follow basic instructions and they have the right ‘can do’ attitude, I would recommend you get them support from Castalia. Pay back is instantaneous.”*

Brian Tenner, Finance Director, British Nuclear Group

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