

# The Executive PA

Practical Strategies On Achieving Professional Excellence That Will Contribute To The Success Of Your Organisation

Crowne Plaza Mutiara Hotel, Kuala Lumpur, Malaysia • 3rd – 4th December 2009



## Course Facilitator:

**Susie Barron-Stubley**  
Managing Director  
**Castalia Coaching & Training**

Founder and Chairman  
**The 100 Network**

Member  
**European Management Assistants  
IPA**

**Free Takeaway**  
Included in the course materials will be templates for delegates to take away and integrate into their own systems

## Testimonials:

*“Very knowledgeable and enthusiastic to impart her knowledge”*

**Executive Secretary  
SHELL**

*“I thoroughly enjoyed the day... Susie’s approach and knowledge was exceptional. Also the way she interacted with us all, made me feel very comfortable and able to open up and express myself. I would definitely recommend this course and Susie as a trainer.Thank you.”*

**Senior Secretary  
Wates**

*“In my experience, most courses either cover things you already know leaving you bored or have no real relevance to what this job really entails and so are pointless. This course was highly informative, vibrantly presented and actually assisted me in making effective positive changes at work that improved my performance. Highly recommended!”*

**Personal Assistant  
HMV**

*“Having never had any coaching before, this has been a fabulous opportunity to spend time with someone who has loads of experience as a PA. Susie has really helped me to think about my current role, the personalities that populate it and how certain aspects can be improved upon. She has also made me think about where I am going and what I want to do with the rest of my career. It is an empowering experience as it allows you to explore your thoughts, ambitions and dreams - not something we get chance to do in the increasingly busy world we live in.”*

**Personal Assistant  
Astrazeneca**

## Capitalise On The Expert Knowledge to Gain Maximum Value on These Vital Issues:

- ❖ **CLARIFY** your key relationships and the critical elements of your role within the organisation
- ❖ **DEFINE** the specific details of each of these 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
- ❖ **BENCHMARK** against best practices and examples for further improvements
- ❖ **BENEFIT** from a range of workshop exercises and case studies

**UNI** training courses are thoroughly researched and carefully structured to provide practical and exclusive training applicable to your organisation.

Benefits include:

- Thorough and customised programmes to address current market concerns
- Illustrations of real life case studies
- Comprehensive course documentation
- Strictly limited numbers

Proudly Organised by:



## Workshop Overview

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 via email, telephone and paper; managing projects, changing priorities and logistical details. All of this while underpinning and supporting the organisation's business strategy at the highest and most influential level.

An exhausting, and at times an isolated, position to be in, while simultaneously appearing to be calm, composed and in complete control! Indeed, the swan that appears graceful and elegant while paddling away under the surface to keep things moving forwards smoothly is an apt analogy for an Executive PA.

Expectations and pressures are high and, just as many Executives benefit from Executive Coaching, so too can the motivated Executive PA in order to complement and strengthen the working relationship between Executive and Assistant.

In such a fast-paced and prominent role 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. Executive PA Performance Coaching can transform how you develop and influence your own career as a professional and ambitious Assistant.

### DAY 1 | 3rd December 2009

#### TAKING A STRATEGIC VIEW OF THE ROLE OF THE EXECUTIVE PA

- ❖ Clarifying your role within the management team
  - ◆ Developing your own individual areas of influence and participation
- ❖ Identifying and strengthening your key contacts internally and externally
- ❖ Creating your own personal "Map of Influence"
- ❖ Putting your role into context
- ❖ Global trends on the development of the PA

#### COMMUNICATION, NEGOTIATION AND INFLUENCE

- ❖ How to manage, influence and develop key relationship
- ❖ Developing negotiation skills and confidence to reach business objectives
  - ◆ Presenting ideas and communications with impact and confidence
- ❖ Powerful influencing techniques
  - ◆ How to obtain the information you require
- ❖ Using intuition and trusting your professional judgement

#### PROFESSIONAL IDENTITY AND IMAGE

- ❖ Exploring key elements and business value of your role
  - ◆ How to project and portray this elements and values to others
- ❖ Developing a strong Professional Identity
  - ◆ How personal branding and confidence increase business productivity and contribution to the management team

#### UPWARD MANAGEMENT OF YOUR MANAGER

- ❖ How to proactively develop the business relationship with your Manager
- ❖ Key ways to develop critical communication and information flows
- ❖ Understanding and supporting your Managers business priorities
- ❖ Taking on greater responsibility to underpin the operations of your Manager
- ❖ **Practical exercise: Practical strategies on how to develop the business relationship; adding value and expanding the role of your role**

### DAY 2 | 4th December 2009

#### PROJECT MANAGEMENT SKILLS AND MANAGING RELENTLESS MULTIPLE PRIORITIES

- ❖ Working proactively within project teams
  - ◆ Developing your project management skills
- ❖ Developing a framework to manage projects from planning stage to implementation to the successful post evaluation of a project

#### SELF MANAGEMENT AND MANAGING YOUR OWN PROFESSIONAL DEVELOPMENT

- ❖ Time and priority management
  - ◆ Managing interruptions
  - ◆ How to structure your working day
- ❖ Ongoing personal and professional development and career management
- ❖ Effective prioritisation techniques in managing time and workload
- ❖ Developing a vision of career progression in the short, medium and long term

#### DEVELOPING THE EXECUTIVE PA TEAM

- ❖ The value of building collaborative relationships with other Executive PAs
  - ◆ Internally
  - ◆ Externally
  - ◆ How to develop internal PA network and build a strong cross-functional support team to underpin the operations of the management team
- ❖ Sharing knowledge, systems and processes
- ❖ Creating a model of excellence and career structure to other PAs and administrative staff within the organisation

#### WORK/LIFE BALANCE

- ❖ Gaining control of your own work/life by understanding:
  - ◆ Your own boundaries
  - ◆ Value structures
- ❖ Performing at the peak of your potential by building a day to day strategies
- ❖ Understanding your stress triggers whilst under pressure:
  - ◆ Anticipate
  - ◆ Managing situations

#### PRE-COURSE QUESTIONNAIRE

To ensure that you gain maximum value from this course, a detailed questionnaire will be forwarded to you upon registration to establish your exact training needs and issues of concern. Your completed questionnaire will be analysed by the course trainer prior to the event and addressed during the event. You will receive a comprehensive set of course documentation to enable you to digest the subject matter in your own time.

## About Your Course Facilitator

**Susie Barron-Stubley** is a highly respected and sought after coach and trainer and has trained thousands of PAs around the world from Bangkok to London and Dubai and many places in between. She has a passion matched by few for the professional and personal development of PAs and has worked with some of the highest level and influential Executive PAs and Assistants in the corporate, government and celebrity fields. Her training is considered to be amongst the best in the world and last year two of her clients won prestigious PA of the Year Awards. She is a regular speaker at international PA conferences and summits and regularly writes articles for national publications on the professional development of Executive PAs.

Susie started her career with a Diploma in Secretarial Management at the exclusive Miss Sprules Secretarial Collage in England and later went on to study Social Policy and Administration at University. She is an active member of many professional bodies and associations who represent PAs, including the European Management Assistants and IPA. Susie herself spent 10 years as a PA and Executive Assistant before re-training as an Executive Coach in order to use her extensive experience to support others to reach their highest potential in this difficult and complex role. She has supported high profile public figures and corporate leaders and has liaised with institutions from British Royal Households to global business executives. Her unique insight into the world of the Executive PA brings a distinct quality and depth to her specialist development programmes.

Susie is in great demand as a speaker and motivator of Executive PAs, and is a regular contributor at the annual **The Times Crème Executive PA Exhibition** speaking on subjects from **The Role of the PA within the Management Team** to **Developing the Executive/Assistant Relationship**. She has recently been invited to develop training sessions for the European Management Assistants annual training conference in the UK and will be chairing a panel discussion of some of Europe's top Executive Assistants and PAs.

Susie is also the Founder and Chairman of **The 100 Network**, a members only club for senior corporate PAs to exchange ideas, network and focus on their continued professional development along with raising the profile of the role of the Executive PA. Susie brings together PAs from a cross section of industries to celebrate the role of Executive PA and provide its members with a strong professional identity across the industries.

### Partial list of clients:

- ◆ Shell
- ◆ Premier Oil
- ◆ BHP Billiton
- ◆ Conocophillips
- ◆ Credit Suisse
- ◆ PWC
- ◆ AOL
- ◆ Orange
- ◆ Pfizer
- ◆ AstraZeneca
- ◆ O<sub>2</sub>
- ◆ GE
- ◆ Virgin Atlantic
- ◆ KPMG
- ◆ Roland Berger & Partners Ltd
- ◆ Manchester City Football Club
- ◆ British Nuclear Group
- ◆ G4S
- ◆ ARUP
- ◆ Ernst & Young
- ◆ ING Life Ltd
- ◆ GSK
- ◆ Barclays Bank
- ◆ Aspen RE
- ◆ Daimler Chrysler
- ◆ HMV
- ◆ Royal Bank of Scotland
- ◆ Deloitte & Touche
- ◆ Intercontinental Hotel Group
- ◆ The National Trust

### Who Should Attend

This workshop is designed specifically for:

- ◆ Personal Assistants
- ◆ Executive Assistants
- ◆ Executive Secretaries
- ◆ Confidential Secretaries
- ◆ Senior & Junior Secretaries
- ◆ Administrative Assistants

And any senior level Personal Assistant or Senior Secretary who manages one or more executives.

### Program Schedule

#### (Day 1 & Day 2)

08:30	Registration
09:00	Morning Session Begins
10:40 - 11:00	Refreshments & Networking Break
12:45	Luncheon
14:00	Afternoon Session begins
15:30 - 15:50	Refreshments & Networking Break
17:00	Course Ends

### Why You Cannot Miss This Event

The truly effective management of PA is the foundation that supports every great leader and every successful organisation. Today the management PA is more a business partner than a staff member. To succeed in this fast paced, demanding role requires confidence, great communication and negotiation skills, the ability to manage multiple projects and strong operating skills. The challenge is to develop these skills whilst under the relentless day-to-day pressure of corporate life.

This workshop is tailored for these '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. By the end of this workshop, you will develop your skill sets and advance the scope and responsibilities of your roles whilst retaining focus on the vital objectives of your executive and the organisations.