BLACKBIRD FOR TRAINING

The Certified Executive PA Masterclass

8 – 12 February 2027
Lisbon (Portugal)



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Introduction

Executive assistants today hold a pivotal role within organizations, requiring them to establish strong partnerships with senior management teams. This course is designed to equip you with the advanced skills and competencies necessary to excel in your role and contribute to your manager's and organization's success.

By joining this executive assistant training, you will gain the confidence and forward-thinking mindset to become a strategic business partner with executive leadership. You will explore effective leadership coaching principles, emotional intelligence strategies, and organizational systems that boost productivity. This course also covers interpersonal and written communication techniques, professional customer service approaches, and stress and time management skills.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic importance of the executive assistant and personal assistant roles in modern organizations.
- Apply emotional intelligence to build strong professional relationships and handle challenges effectively.
- Master advanced interpersonal, verbal, and written communication techniques.
- Use organizational and management principles to create systems that improve efficiency and productivity.
- Deliver exceptional internal and external customer service and develop customer-friendly processes.
- Manage stress and time effectively to meet organizational goals and personal milestones.
- Gain expertise in the responsibilities of a personal assistant, preparing for advanced roles.



Course Outlines

Day 1: The Evolving Role of the Executive/Personal Assistant

- Defining the executive assistant role and its strategic importance.
- Collaborating "with" versus working "for" senior leaders.
- Key competencies of the modern executive personal assistant.
- Becoming a forward-thinking professional: enhancing proactivity.
- Leveraging technology to improve workflows and productivity.

Day 2: Emotional Intelligence EI for Professional Success

- What is emotional intelligence? Definition and conceptual models.
- Understanding the four dimensions of EI:
    - Self-awareness in the workplace.
    - Managing personal responsibilities effectively.
    - Navigating office politics and professional dynamics.
    - Building and maintaining stakeholder relationships.
- Applying EI to resolve conflicts and foster a positive work environment.

Day 3: Communication Skills - Verbal, Non-verbal, and Written

- Building strong relationships with colleagues and management.
- Handling challenging personalities and situations confidently.
- Enhancing self-confidence and influencing skills.
- Professional writing:
    - Crafting impactful emails.
    - Writing concise and effective meeting minutes.

Day 4: Management Practices for Assistants

- Planning:
    - Setting SMART goals for professional growth.
    - Developing a personal goal-setting strategy.
- Organizing:
    - Effective task delegation and prioritization.
- Leading:
    - Understanding team dynamics and leadership within your role.
    - Coaching and supporting team members to achieve results.
- Controlling:
    - Establishing and monitoring performance metrics.
    - Creating organizational systems for better productivity.



Day 5: The Executive Assistant's Guide to Success

- Building a culture of exceptional customer service within the office.
- Fostering internal and external customer relationships.
- Professional techniques for managing visitors and clients.
- Creativity in problem-solving:
    - Definition of creativity and its application in decision-making.
- Managing stress:
    - Identifying stress triggers and developing coping strategies.
- Time management:
    - Implementing preventive measures to optimize time usage.

Why Attend This Course? Wins & Losses!

- Master the advanced skills needed for the executive assistant role.
- Learn actionable strategies to enhance communication and customer service.
- Strengthen your ability to build systems that drive organizational efficiency.
- Develop emotional intelligence to handle complex workplace challenges.
- Earn a recognized certification in executive assistant training, setting you apart in your career.

Conclusion

The role of the executive assistant extends beyond administrative tasks—it is about becoming a vital contributor to organizational success. By enrolling in this executive assistant course, you will gain the tools and knowledge to excel in your role, elevate your professional image, and prepare for future opportunities.

Don’t miss the chance to transform your career—register now and embark on your journey to becoming an indispensable executive personal assistant!

