

# THE INDISPENSABLE EXECUTIVE ASSISTANT PRESENTED BY ADAM FIDLER



**Our Secretary Event promises to deliver a ground-breaking programme presented by one of Europe's most popular EA Trainers!**

**R 6, 575 Ex VAT | 25-26 May 2020 | Corporate Conference Centre, JHB**

The Indispensable Executive Assistant provides a totally fresh perspective on the evolving role of the Executive Assistant. Building on the Ultimate Personal Assistant course, this new advanced programme empowers current PAs and EAs to develop their business awareness and management understanding further to become personal leaders, enablers and business support managers in their own right. The course covers current and future trends in administrative support, with appropriate considerations that EAs must consider if they are to be part of the new style Executive Support that

## **About Your International Facilitator - Adam Fidler**

Adam Fidler is renowned for his passion about the value of first-rate executive support, his inspirational teaching style, and his perspectives on the true role of the Executive Assistant.

After graduating with a degree in business studies in 1999, Adam has worked as a Board-level PA in a variety of Blue-Chip organisations, including Boots PLC and Bank of America.

He has been training Secretaries, PAs and EAs since 2008, and is a regular speaker at industry events and conferences throughout the world.

Adam is passionate about self-development and life-long learning, and his sessions are renowned for their practical nature, and emphasis on providing easily-implemented strategies to improve business performance and effectiveness.

Adam is now the Principal of his own Academy, Adam Fidler Academy, based in the UK which offers education for EAs, PAs and Business Support Managers.



OPSA members with professional memberships will receive **2 CPD training points** when they attend this course, which is proudly endorsed by the **Association for Office Professionals South Africa**

## Introduction

- What is being an Executive Assistant all about?
- Don't we already know all there is to know about secretarial support?!

## Global Trends in Administrative Support

- What's been happening throughout the world in relation to PAs and EAs
- Why evolution of the role has been too slow
- Discovering why a revolution is absolutely necessary for PAs to survive

## A New Definition of Executive Support

- New titles: Business Support Manager, Business Partner, Executive Assistant - what do all these jobs have in common?
- Establishing the critical core competencies
- The EA as an enabler
- Decision making and responsibility: the strategic Executive Assistant
- Understanding Boss Mode versus PA Mode - thinking and doing

## Let's See It from The Executive's Perspective - What Do Bosses Want?

- What bosses look for in their EAs
- Leadership styles - adapting your style to better suit your Executive
- Supporting your Executive by 'managing upwards'

## Leadership and Management in the Context of the EA Role

- The difference between leadership and management
- Transactional management versus traditional management
- What about transformational leadership - can the EA be part of that?

## Business Strategy for the EA

- What is strategy & what does it mean for the EA?
- How can EAs become more strategic?
- Company strategy and the Executives priorities
- Introduction to Risk, Compliance and Governance
- Handling internal politics

## The Importance of Emotional Intelligence

- It's (still) all about behaviours
- The essential Cs: confidence, courage and conviction

## Developing Executive Presence - Developing Gravitas

- What it is and why it's important
- Merging temperament, competency, skills and knowledge to instil confidence in others
- Developing your own Executive Presence - your personal journey

## Dispelling the PA 'Myths' that no longer serve PAs or their Bosses!

- Why EAs are no longer 'front of house'
- Why the Executive Corridor is dead
- If you're not around, how is the boss going to cope?
- It all starts with you! How are you contributing towards your success or failure?
- Reverse-mentoring to create a better boss / PA dynamic

## The Transition of Job Descriptions - From PA to EA

- Duties of the EA compared to duties of the PA
- It's a hard life... and it will only get worse!
- Do you have the will? Do you have the skill?
- 'Gather and getting' versus 'doing and vetting'!

## Success Factors Defined For the New Executive Assistant

- A model for success; a model to share with your boss
- Personal growth and action planning
- Impacting your own and your Executive's profile, productivity and performance
- The EA Manifesto - a new definition of the EA role

Contact us on **(011) 454 5505** to  
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**www.cbmtraining.co.za** for more  
information.

