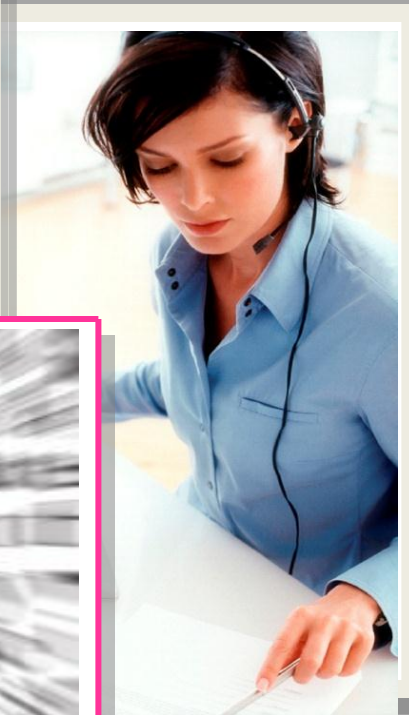




Personal-Assistant-Tips

Strategies For Advancing Your Career (In-house Training)

COURSE BROCHURE



Call: +44 207 792 5214

1-day advanced level course

www.holbornttraining.co.uk



STRATEGIES FOR ADVANCING YOUR CAREER AS AN EXECUTIVE PA

➤ The Aims of This Workshop

This 1-day workshop looks at ways to add value to the modern Executive PA role in order to raise the profile of the PA and the role, thereby advancing the career of the Executive PA. There are a number of strategies an Executive PA can use to become even more valuable to the boss and to the organisation, and this workshop will help PAs explore some of those strategies. The main themes of this workshop are increasing the level of personal assistance a PA provides to her/his boss, and significantly improving the way the PA is perceived by the boss and the organisation in general, through personal branding.

This workshop explores the ways in which you can work more productively with your boss's leadership style, and looks at ways to proactively identify your bosses priorities. Strategies for dealing with VIPs will also be explored, as will business networking techniques. This workshop will help you to take control of your career advancement so that you are correctly placed professionally, should you want to change jobs or roles. Sign up today and make proactive career development a part of your personal development plan.

➤ The Benefits of in-house Training

This workshop can be delivered in-house to teams of PAs, EAs and Administrators as tailored training, either in the UK or overseas. Tailored training can address the particular needs of PA support staff in your organization and provide an opportunity for them to come together and agree solutions to common problems.

➤ Why You Should Attend

The world economy is in constant flux and even highly skilled and competent Executive PAs have to be mindful that there is a certain degree of job insecurity. You may not be able to avoid redundancy but you can lessen the probability of it happening to you simply by staying at the top of your game, and that means paying attention to your continuous professional development. This course pulls together a number of different strategies to put you in control of your career and ahead of the pack.

➤ Who Should Attend

Executive Assistants, Executive Personal Assistants, Senior Personal Secretaries, Personal Assistants, Administrative Assistants and Office Managers

➤ Pre-Workshop Questionnaire

Each delegate is required to complete a pre-workshop questionnaire to assess their needs and identify their expectations.

ADVANCING YOUR CAREER THROUGH:

- Personal branding
- The use of social media tools
- Understanding what your boss really needs from you
- Tasks that add value
- Maximizing your performance appraisal scores

CAREER MENTORING TESTIMONIALS

"My coaching session with Marguerita has changed the way I approach my work. She has given me some excellent tips on time management, managing working relationships and making the most of my role. I came away from the session with new-found enthusiasm and an eagerness to put into practice the advice she shared with me."

Anya, Senior Administrator, London

"I am Business Intelligence - Assistant CEO, thriving reaching the position of Executive Assistant CEO. Marguerita's skillful approach of the particular topics I lack in administration and organization grew me overnight thus being able to face my new challenge in the utmost professional manner. The 'Executive PA Masterclass' is a worth investment and Marguerita a true friend and such an extraordinary professional!"

Diana, Executive Assistant, Switzerland

"Marguerita is a very sincere and a confident mentor. She helps you to get to your goal by making them more specific and channelling your thoughts to achieving those goals. I am more confident and I have an effective job strategy, and a formula to take charge of my career as a result of the session with her. Thank you."

Ayo, Personal Assistant, London

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IDENTIFYING THE REAL VALUE OF AN EXECUTIVE PA

A survey of CEOs conducted in 2009 by the Association of Personal Assistants (APA) in conjunction with Monster, TotalJobs and Reed.co.uk found that some executives attribute over 40% of their productivity to their PA. With this in mind, it makes good business sense to ensure that PAs have regular access to relevant PA training because it directly affects the productivity of the team.

DAILY COURSE SCHEDULE

- 0830 Registration & morning coffee
- 0900 Start of workshop
- 1030 Morning refreshments
- 1045 Workshop
- 1215 Networking Lunch
- 1330 Workshop
- 1500 Afternoon refreshments
- 1515 Workshop
- 1645 End of workshop

ABOUT YOUR WORKSHOP FACILITATOR

Your course Facilitator is Marguerita King BSc DipPA. Marguerita is the Managing Director of Personal-Assistant-Tips.com, a resource website that provides advice & useful links for PAs, secretaries and office managers. Marguerita currently writes and delivers training workshops for Executive PAs all over the world. She is also an APA recommended PA Consultant Mentor and has written a number of best practice articles for the APA's Members' Knowledge Zone. As a former PA with over 25 years experience in public and private sector organisations, Marguerita understands the daily challenges of the PA role and brings a wealth of knowledge to Executive PA training and mentoring. This practical experience led Marguerita to write the "Executive PA Masterclass", which was first delivered in Dubai. Marguerita also runs event management workshops for PAs and a workshop on advancing the PA career.

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STRATEGIES FOR ADVANCING YOUR CAREER AS AN EXECUTIVE PA

1-DAY WORKSHOP – Only £499.00 + VAT per delegate

COURSE OUTLINE

Enhancing Your Professional Identity

- § Establishing the objectives of the modern PA
- § Defining personal branding
- § Business networking strategies
- § Understanding your power
- § Your Online Identity

Increasing Your Value In The Workplace

- § Identifying your boss's priorities
- § Understanding what your boss needs from you
- § Identifying tasks that add value
- § Maximising your performance appraisal scores
- § Effective Techniques For Influencing Others
- § Coaching Your Team

The Job Search

- § Writing An Effective Resume
- § Job Search Strategies
- § Finding a Job Using Social Media
- § Interview Questions & Techniques
- § The Telephone Interview
- § The In-Tray Exercise

The PA Professional

- § The Virtual Assistant Role
- § The Benefits of Career Coaching
- § Continuous Professional Development
- § Writing Your Personal Development Plan
- § Joining a Professional PA Body

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