informatech



ADMINISTRATION AND SECRETARIAL | COURSE

CMI Recognized The Certified Executive/PA Masterclass

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Course content

Why Attend

Executive assistants hold a critical position of influence and must build a robust partnership with the senior management team. This course will enable you to have the right competencies to work in collaboration with your manager. After all, your success will directly affect your manager's success. This course seeks to supplement your current capabilities by adding other highly-needed competencies that will lead to excellence in your position. During this course, you will discover ways to enhance your confidence and forward-thinking ability, allowing you to become a true business partner with the executive team. You will learn and practice powerful emotional intelligence strategies that you can immediately apply in the workplace. Moreover, you will participate in detailed discussions on the importance of building systems and having a systematic thinking approach, leading you to create several systems at the workplace. The next segment of this course discusses how to deal with visitors and internal and external customers professionally and how to make your department and company more customer-friendly. Finally, you will learn how to develop action plans that will enhance your professional image and the image of your department and company.

This is a highly interactive course that uses several groups and individual role-plays. You will constantly engage in practical group and individual activities, allowing you to test and apply your learning immediately. Moreover, using several self-assessment tests will enable you to discover your hidden talents and areas for improvement. Finally, you can discuss, share, and find solutions to your work challenges in a supportive environment.

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

• Perform the role of modern personal assistants and acquire fundamental practices to support stakeholders

• Apply emotional intelligence to foster excellent business relationships both laterally and vertically

• Harness modern communication concepts and strategies to facilitate workflow

• Use the main functions of management to build and maintain different organizing systems that will lead to increased productivity

• Demonstrate professional skills in using creativity, serving internal customers, and managing stress

Senior administrators, office managers, executive assistants, and supervisors of junior staff who already possess the essential administration skills and are seeking to further advance their careers.



Course content

Why Attend

- Forward thinking
- Emotional control
- Building and maintaining systems
- Image building
- Interpersonal communication
- Handling stress
- Service orientation

Course outline

Progressive Role of the Executive or Personal Assistant

- Understanding the strategic role of today's executive assistant
- Working 'with' versus working 'for' your leader
- The challenges impacting the 21st century administrators
- Competencies of the modern personal assistant
- Self-empowerment: Creating your mission statement
- Developing forward thinking: Being a proactive thinker
- Using technology to get things done

Emotional Intelligence (EI) Skills for Handling People

- Definition of EI
- The conceptual model
- Understanding the four dimensions of EI:
- Awareness of one's role



Course content

Course outline

- Management of own responsibilities
- Awareness of office politics and environment
- Management of stakeholders
- Recognizing how stress and feelings affect performance
- Applying EI in building relations and dealing with difficult situations

Effective Interpersonal and Written Communication

- Building excellent relationships with colleagues
- Dealing with difficult personalities
- Developing self-confidence and assertiveness
- Presenting your ideas and influencing others
- Effective business writing:
- Writing powerful emails
- Writing minutes of the meeting

Mastering Management Practices

- Planning
- Setting SMART objectives
- Writing your personal goal-setting plan
- Organizing
- Delegating effectively
- Setting task priorities
- Directing/Leading
- Understanding the team dynamics



Course content

Course outline

- The coaching clinic
- Controlling
- Setting useful metrics
- Building and maintaining systems

The Executive/PA guidelines for Success

- Forging a customer service culture in your office
- The importance of internal customer service
- Making your department customer-friendly
- Dealing with visitors
- Creativity tools for decision making
- Definition of creativity
- Creativity tools for generating improvements
- The personal creativity profile
- Stress Management
- Identifying causes of stress
- The personal stress worksheet
- Preventive measures to help you manage time



Seminar dates

Available seminar dates

Live dates and pricing for CMI Recognized The Certified Executive/PA Masterclass generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	Rome - Italy	Classroom	**€3,400.-**
18 - 22 January 2027	Istanbul - Turkey	Classroom	**€2,280.-**
15 - 19 February 2027	Cape Town - South Africa	Classroom	**€3,400.-**
15 - 19 March 2027	Barcelona - Spain	Classroom	**€3,080.-**
19 - 23 April 2027	Paris - France	Classroom	**€3,600.-**
17 - 21 May 2027	Frankfurt - Germany	Classroom	**€2,600.-**
21 - 25 June 2027	London - U.K	Classroom	**€3,360.-**
19 - 23 July 2027	Barcelona - Spain	Classroom	**€3,080.-**
16 - 20 August 2027	Rome - Italy	Classroom	**€3,400.-**
20 - 24 September 2027	Istanbul - Turkey	Classroom	**€2,280.-**
18 - 22 October 2027	Cape Town - South Africa	Classroom	**€3,400.-**
15 - 19 November 2027	Barcelona - Spain	Classroom	**€3,080.-**
20 - 24 December 2027	Paris - France	Classroom	**€3,600.-**

Live online option	Online delivery is available at €1,850.-.