

A background image showing a diverse group of business professionals in a meeting, smiling and looking at documents. The image is overlaid with a semi-transparent purple and white geometric pattern.

Executive PA: Empower Yourself

Appreciate Your Value And Manage Up Effectively

22 - 23 February 2021

This is an **interactive Virtual Instructor-Led Training (VILT)**. Kindly ensure you have a working Webcam and Headset with Microphone.

- ✓ Strictly limited number of seats to ensure maximum learning and experience for all delegates
- ✓ Thorough and customised program to address current market concerns
- ✓ Provision of a digital certificate to participants at the end of the training

KEY BENEFITS OF ATTENDING

- **OFFER** support on an operational, strategic, and tactical level
- **LEARN** how to prioritize, structure, and run your day more efficiently
- **UNDERSTAND** the value of running team task list as a management support person
- **LEARN** how to care for and provide exceptional service
- **CREATE** written materials that people will read
- **MANAGE** your thoughts and actions to boost your self-esteem and profile
- **ENGAGE** more constructively in times of conflict
- **DEVELOP** a higher degree of stress resistance
- **BUILD** trust and **TAKE** extreme ownership
- **BE** the custodian of your executive /company brand

WORKSHOP OVERVIEW

The role of the PA/EA has evolved over recent years. They will be experts in building relationships, dealing with conflict and decision making. They are emotionally intelligent leaders, who are prepared to take risks and be creative. They must be willing to represent their manager, give presentations, attend meetings and delegate.

This interactive program has been designed by a former award-winning Executive Assistant and qualified Results Based coach. This session is designed to empower you with tried and tested strategies for success in this role.

We will deal with the operational and emotional requirements for this role, how to exceed expectations and excel in the workplace. The program is suitable for new assistants who are looking for tools and tricks of the trade or experienced assistants who want to boost their profile and value within their organization.

WHO SHOULD ATTEND?

- Executive PAs
- Office Managers
- Executive Secretaries
- Personal Assistants
- Executive Assistants
- Confidential Secretaries
- Senior and Junior Secretaries
- Administrative Assistants

TESTIMONIALS

“Her presentations are not boring bullet-form presentations, and you cannot wait to see what happens on the next slide. Anel is a vibrant, interesting speaker with a wealth of knowledge. I can highly recommend her for any speaking engagement.”

~ Executive Assistant to the CEO, Exxaro

“Both content & presentation hit the bullseye - talk really captured what is happening, what is important, what matters most.”

~ Management Assistant, Nokia Philippines

“I can proudly say that Anel is the best trainer and presenter I had never met before. She knows how to connect with everyone in the class. She has a very good knowledge of the course content and her communication is simple, clear and direct.”

~ CPEA to Director General, Tanzania Civil Aviation Authority

“...Anel was very knowledgeable and was able to tailor the whole training to our individual need, even following up after and keenly monitoring our progress. The experience with Anel from start to finish was faultless.”

~ Executive Assistant, Telkom Kenya Limited

“Anel is a poised trainer, she knows her subject well and able to feedback straight to the point. Her teaching method is straightforward and easy to understand, she has helped me to sharpen my presentation skills highlighting some of my problem.”

~ Sembcorp

“The training was very interesting and useful for the development of a better speaker for not just public but for presentation”

~ Business Development Executive, Dewan Filharmonik PETRONAS

IN-HOUSE TRAINING:

In-house training, specifically designed for your organisation, can be a cost-effective way to train a group of staff. All **WEventz** courses listed are available to be run virtually, whatever suits you, either as they stand or modified to suit your needs. If you have other areas that you would want covered in a training session, please contact us to discuss your needs and we will try to help.

Programme

DAY 1

SESSION 1: THE CONNECTION ECONOMY AND THE ASSISTANT'S ROLE IN IT

- How has the world economy changed?
- How do we evolve our role to be prepared for the future?
- The Connection economy offers new opportunities for the successful assistant

SESSION 2: TACTICAL SUPPORT – GOOD TO GREAT

- How do we offer support on an operational, strategic, and tactical level?
- Why should we focus on all three spheres to be effective?
- How do we ensure that we are providing maximum ROI to our teams and management?

SESSION 3: TIME MANAGEMENT – THE ROLEX THEORY

- Time is a very valuable asset, learn how to prioritize, structure, and run your day more efficiently
- Learn how to time block
- Understand how distraction and stress impact productivity
- Make the diary management front and center of your planning and preparation - time as an asset

SESSION 4: TO DO LIST MAGIC – MAKING SENSE FROM MAYHEM

- Learn how to prepare and use a proper to-do list
- Understand the value of running team task list as a management support person
- The assistant as your executive's backup memory

SESSION 5: CUSTOMER CARE

- Understand who your stakeholders are
- Learn how to care for and provide exceptional service
- Dealing with difficult customers

SESSION 6: FOCUSED WRITTEN COMMUNICATION

- Learn how to create written materials that people will read
- Understand principles of writing and how the human brain works which can be applied to all types of writing, from emails to reports

Programme

DAY 2

SESSION 7: BUILDING CONFIDENCE

- How confidence can be developed
- Body language and voice tips to feel more confident
- Thoughts, actions, and body impact confidence levels. Find out how to manage these to boost your self-esteem and profile within your team

SESSION 8: DIFFICULT CONVERSATIONS AND CONFLICT

- How to engage more constructively in times of conflict
- Learn the rules of engagement for successful conflict resolution
- Learn how to prepare for high stakes discussions

SESSION 9: DEVELOPING RESILIENCE

- How does stress impact your well-being and productivity
- How do you develop a higher degree of stress resistance
- Find your reset button

SESSION 10: CONSISTENCY AND ACCOUNTABILITY

- How to build trust
- Consistency as the key to credibility
- Take extreme ownership

SESSION 11: BUILDING A POWERFUL PERSONAL BRAND

- What is a personal brand?
- How to proactively build and protect your brand
- Being the custodian of your executive /company brand

SESSION 12: TOP SKILLS FOR 2025

- What are the top skills for 2025 according to the World Economic Forum
- How do we acquire these skills and utilize them
- How do we mitigate our skill gaps
- How should these skills inform our development plans



Anel Martin

Principal

Anel Martin Training Pty Ltd

Winner of:

PA of the Year Award

Author of:

The Executive Secretary Guide to Building a Powerful Personal Brand

Programme Schedule (GMT+8)

12.45pm	:Registration & Logging In
1.00pm	:Session Begins
2.30pm	:Break
2.45pm	:Session Resumes
4.15pm	:Break
4.30pm	:Session Resumes
6.00pm	:Session Ends

ABOUT YOUR COURSE FACILITATOR:

Anel is a multi-award winning former personal assistant with 15 years' experience in the corporate world. Winner of the coveted PA of the Year Award in South Africa, she has been training assistants since 2009 as demand for her programs grew.

She is well known for her fresh and dynamic approach and her ability to help employees understand the changing landscape of business and what will be required from them to stay relevant in the future. She held both CAP-OM and CMOP certifications and has a Business Management Diploma and studied Drama which makes her uniquely positioned to work with clients on body language, voice, confidence, and presentation skills. This also makes her fun to watch.

She has worked with groups as large as 2000 from 24 different countries and truly has a global view, she has participated in events in New Zealand, Ghana, Kenya, Zanzibar, Malaysia, Singapore, France, United Kingdom, and the United States. She has been exposed to delegates from all over the world, different accents, backgrounds, and industries.

She is a qualified Results Based Coach who specializes in working with clients on time management, confidence and goals setting with great success. As a coach she is passionate about helping her clients create better lives and careers.

Anel is currently rated as one of the best trainers for assistants in the world by Executive Secretary Magazine and has appeared at all the top events for her industry. She is a published author and her book is entitled The Executive Secretary Guide to Building A Powerful Personal Brand.

Anel has also worked with several premium companies across the globe for in-house training interventions and performance coaching namely:

- ✓ HSBC
- ✓ Petronas
- ✓ SAP North America
- ✓ Exxaro
- ✓ MTN
- ✓ Sanlam
- ✓ Oppenheimer Group
- ✓ Telkom South Africa
- ✓ Discovery
- ✓ Stanlib

PRE-COURSE QUESTIONNAIRE:

A questionnaire will be forwarded to you to establish your exact training needs and issues of concern to ensure that you gain maximum value from this course. Your completed questionnaire will be analysed by the course facilitator prior to the training and addressed during the training.