

# Global Executive Assistant Leadership Masterclass

Essential Development for EAs to Drive Strategy and Growth

**3** HALF-DAY  
SESSIONS

VIRTUAL MASTERCLASS

SEPTEMBER 18<sup>th</sup> - 20<sup>th</sup>, 2024



## KEY TAKEAWAYS AND OUTCOME

BY THE END OF OUR 3-DAY INTENSIVE MASTERCLASS, YOU WILL:

- Possess the complete toolkit to thrive as an influential EA leader
- Have the skills and confidence to drive strategy and lead change
- Be ready to advance to new roles and responsibilities in your career
- Have a competitive edge over peers in your profession
- Become an indispensable partner to senior leadership



In collaboration with



GLOBAL PA  
ASSOCIATION

Rosemary Parr

Founder

Global PA Association & Training Academy





## Course Introduction

Are you an experienced EA looking to expand your influence, impact and responsibility? Do you aspire to transition from a supportive tactical role to a strategic leadership position?

Look no further than our 3 half-day **Global Executive Assistant Leadership Masterclass**. This intensive training program is specifically designed to equip ambitious EAs with the complete toolkit to become an indispensable advisor and leader.

Learn to drive strategy, spearhead initiatives, and steer your executive and organization toward even greater success. This training will arm you with advanced expertise in core business functions like HR, marketing, finance, and management. You will gain the strategic perspective and business acumen needed to lead teams, manage projects, and make high-impact contributions.

The training will also upgrade your communication, presentation and customer service skills to build executive presence and engage seamlessly with global stakeholders. Plus, develop future-ready digital fluency and understand how technologies like AI are transforming work.

Through real-world case studies, interactive exercises and hands-on learning, you will gain the confidence and capability to thrive in senior EA roles. Whether you want to maximize success in your current position or expand your responsibilities, this program provides the ultimate upskilling to reach new heights.

# Top Reasons to Attend

- Unlock your full leadership potential. Discover how to expand your influence and lead strategic initiatives that drive business results.
- Master the business skills crucial for senior EA roles from Marketing to HR and Finance, gain expertise across key functional areas.
- Become an indispensable partner to senior executives. Cultivate the strategic mindset, business acumen and leadership presence to advise executives.
- Fast-track your career growth. Stand out from your peers and accelerate your career progression.
- Take away an actionable skilling roadmap. Leave equipped with a 30-60-90-day plan to put your new skills into practice for immediate impact.
- Receive an ILM accredited digital credential, CPD Standards Office Certificate, and 1-year complimentary membership of the Global PA Association.

# Who Should Attend

Ambitious, high-potential Executive Assistants, PA's, Office Managers looking to:

- **Transition from tactical to strategic roles**
- **Expand scope of influence and responsibility**
- **Develop expertise across critical business functions**
- **Future-proof their careers in a fast-evolving workplace**



# Course Schedule Agenda

- The training starts at 9.00 AM and will conclude at 1.30 PM on all three days.
- You can expect consistent Q&A and networking sessions throughout the training.
- All times are expressed in Eastern Standard Time (EST) on the Agenda.



## Module 1: EA Leadership & Business Management

Advance your Executive Assistant leadership skills and capabilities when working at Executive level. Increase your commercial and business knowledge of organisational structure, culture, corporate social responsibility, how business finance works and your organisation's position in its business environment. Review case studies of Leadership in Practice and the challenges that Executive Leaders face.

## Module 2: Understanding HR

Role of HR in a business context and the importance of its function. Managing HR policies, Employee Relations, Recruitment, Learning & Development. Benefits of Coaching and Mentoring to develop employees.

## Module 3: Marketing & Sales Fundamentals

Identify and evaluate appropriate sales and marketing strategies. Review sales and marketing funnels. Assess the use of social media for marketing purposes. Understand the concept and application of CRMs.

## Module 4: Management Skills & Crisis Management

Introduction to Management Theory. Review management planning, process, project management, implementing operational plans. The role of management in organisations, influence, power and authority. Crisis management planning, managing risk and creating contingencies.

## Module 5: Wellbeing & Mental Health at Work

Explore why wellbeing, resilience and mental health are critical to business success. How can the conditions for high wellbeing and resilience at work be created? Increase awareness of how we think, feel and behave using mindfulness and emotional intelligence awareness.

## Module 6: Communication in a Diverse World

Implement advanced communication skills in listening, persuasion, negotiation. Develop your cross-cultural communication skills. Recognise differences and similarities in cultural groups and how to engage effectively and avoid misunderstandings. Understand the principles of global business etiquette.

## Module 7: The Future of Work - Tech & Digital Skills

Advancements in Artificial Intelligence, Cloud Computing, and emerging Software trends, along with Digital and Technological Skills. Investigating the roles of Intelligent Scheduling, Calendar Management, Data Analysis, and Task Automation in boosting efficiency. Focusing on effective Document Management and the critical role of Communication and Collaboration in today's digital age. Addressing the management of Hybrid Working as a modern work approach. Conversing about approaches to adapt to Technological Changes in a dynamic and evolving professional environment, with the aim of maintaining high productivity and engagement.

## Meet The Trainer



Rosemary Parr is the Founder and Director of the Global PA Association and Training Academy, which she established in 2007 to champion professional development for managers and office professionals worldwide.

With over 15 years of experience training managers and executive assistants across the globe, Rosemary is passionate about empowering EAs, PAs and administrative professionals to upgrade their skills and become strategic business partners. Her clients include leading organizations and government agencies in the UK, Middle East, South Africa, Asia Pacific and North America.

Prior to launching Global PA Association, Rosemary gained insight into the EA profession as the Executive Assistant to the Chairman of BT PLC. Recognizing the immense potential of EAs, she made it her mission to provide networking, accredited training programs and career advancement opportunities.

Under Rosemary's leadership, Global PA Association has become an internationally respected training provider. They are recognized by reputed institutions like the Institute of Leadership & Management (ILM) and the CPD Standards Office.

Rosemary is a skilled communicator who has presented at major global conferences and collaborated with the BBC and The Times on projects. Her ability to connect with and train culturally diverse audiences is unmatched.

With decades of real-world experience, industry knowledge and training expertise focused exclusively on EAs, Rosemary is the ideal instructor for this program. Participants will benefit immensely from her insights and guidance to excel as leader.

**Rosemary Parr**  

Founder

**Global PA Association & Training Academy**