



ADMINISTRATION AND SECRETARIAL

CMI Recognized The Certified Executive/PA Masterclass

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

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.

Why Attend

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.

Who Should Attend

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.

— Learning Objectives

- 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

— Course Outline

DAY 1

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

DAY 2

Emotional Intelligence (EI) Skills for Handling People

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

DAY 3

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

DAY 4

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

DAY
5

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

— Upcoming Classroom Dates

DATE	LOCATION	FEE
19 - 23 October 2026	London - United Kingdom	€2,100
2 - 6 November 2026	Barcelona - Spain	€1,925
21 - 25 December 2026	Rome - Italy	€2,125
18 - 22 January 2027	Istanbul - Türkiye	€1,425
15 - 19 February 2027	Cape Town - South Africa	€2,125
15 - 19 March 2027	Barcelona - Spain	€1,925
19 - 23 April 2027	Paris - France	€2,250
17 - 21 May 2027	Frankfurt - Germany	€1,625

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.