



# ADAM FIDLER'S 'THE STRATEGIC EXECUTIVE ASSISTANT™'

EDINBURGH – FRIDAY 20 SEPTEMBER 2019

**THE SCOTSMAN HOTEL, 20 NORTH BRIDGE, EDINBURGH, EH1 1TR**

This course covers current and future trends in administrative/PA support, with appropriate considerations that EAs must consider if they are to be part of the new style Executive Support that meets the requirements of future organisations, leaders and managers. The content of this programme is unrivalled, as it brings management skills to the modern EA.

Course content on this **one-day programme** will include:

<p><u>Global Trends in Administrative Support</u></p> <ul style="list-style-type: none"> <li>• A new definition of Executive Support</li> <li>• Core competencies of the new EA</li> <li>• The EA as an enabler and business manager</li> <li>• Decision making and responsibility; the strategic Executive Assistant</li> <li>• Let's see it from the Executive's perspective - what do bosses want?</li> <li>• Leadership styles – adapting your style to suit your Executive</li> <li>• Supporting your Executive by 'managing upwards' and developing your managerial capabilities</li> </ul>	<p><u>Emotional Intelligence</u></p> <ul style="list-style-type: none"> <li>• The importance of self-awareness and emotional intelligence</li> <li>• Developing Executive Presence - developing gravitas</li> <li>• Why gravitas is important</li> <li>• Merging of temperament, competency, skills and knowledge to instill confidence in others</li> <li>• Developing your own executive presence – your personal journey</li> <li>• Reverse-mentoring to create a better boss/PA dynamic</li> </ul>
<p><u>Leadership and Management in Context of the EA role</u></p> <ul style="list-style-type: none"> <li>• The difference between leadership and management to contextualise your EA role</li> <li>• Business strategy for the EA</li> <li>• What is 'strategy' and what does this mean for the EA?</li> <li>• Developing strategic awareness.</li> <li>• Company strategy and the Executive's priorities</li> <li>• Key tools to demonstrate and enhance your commercial and business awareness</li> </ul>	<p><u>The Transition of Job Descriptions</u></p> <ul style="list-style-type: none"> <li>• From Personal Assistant to Executive Assistant</li> <li>• Duties of the EA compared to duties of the PA - a new job description.</li> <li>• EA Success Factors™ defined for the new Executive Assistant</li> <li>• Impacting your own and your Executive's profile, productivity and performance</li> <li>• Next steps, goal setting and career planning</li> </ul>

## About Adam Fidler

Adam Fidler is the Principal and Founder of Adam Fidler Academy, which offers inspirational teaching and learning for PAs, EAs and business support professionals. His most popular courses 'Get Ahead as an Executive PA' and 'The Strategic Executive Assistant' run regularly in Manchester, London – and abroad. After graduating with a degree in business studies in 1999, Adam worked as a corporate Board-level Assistant in a variety of organisations, including The Boots Company PLC, Bank of America and Salford City College. He qualified as a teacher in 2008 and has, since then, educated hundreds of Assistants all over the world. Adam's cutting edge perspectives on the true role of the Executive Assistant make him a leading authority and thought-leader in the industry, where his work has received worldwide acclaim. For more information on Adam's courses, along with testimonials, please see the website: [www.adamfidler.academy](http://www.adamfidler.academy)



The price is £550 (plus VAT) per delegate.

The day will be a full day's training, including lunch, refreshments and extensive course materials.

We advise confirming your place as soon as possible by e-mailing [adam@adept.consulting](mailto:adam@adept.consulting)