



Adam Fidler Academy

THE SCHOOL FOR EXECUTIVE ASSISTANTS

Behind every leader and top CEO is an Executive Assistant. But, where do the best Executive Assistants and Personal Assistants go to be educated and trained? Adam Fidler Academy is more than a secretarial school; it offers tailored education for Executive Assistants and has already trained some of the world's most talented assistants

Classrooms crammed with computer desk-based students grappling with shorthand and touch-typing are, thankfully, a thing of the past. So too is a curriculum rigidly focused on Word and PowerPoint training.

Instead, small groups gather around a boardroom table and learn how to be dynamic business managers whose role goes far beyond looking after their leader's diary. Welcome to Adam Fidler Academy.

The Manchester-based private college specialises in the education of Personal Assistants (PAs) and Executive Assistants (EAs). It attracts EAs from around the world to its learning suite in trendy Ancoats, as well as offering some courses in London.

"We are, really, a modern-day secretarial school, without the secretarial curriculum," laughs founder Adam Fidler.

"One thing is for certain – the EA and PA role has changed enormously in the last ten years. That means the upskilling and education of those who undertake the position has had to adapt and match the competencies now required to fulfil the complex brief of Executive Assistant."

So what do the EAs learn? "Our curriculum focuses on management skills, administrative management and business studies – the key competencies of a modern EA," adds Adam.

"Our EA students become adept in project management, emotional intelligence, commercial awareness and financial acumen. We re-inforce business support as a professional function – and see the EA as an integral part of the management team.

"We also teach our students to harness technical skills such as ChatGPT and AI – which allows them more autonomy in the role."

Adam, a former EA of 20 years, worked at firms such as Bank of America and Boots Plc, and has been training assistants since 2011, as well as coaching CEOs on how they can work better with their EAs.



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Adam's knowledge and expertise in this area is unparalleled. He foresaw the need to close the gap between secretarial training and management education.

With course titles including The Strategic Executive Assistant™ and Get Ahead as an Executive PA™, as well as formal qualifications equivalent to HNC or degree-level, such as the EA Diploma, he ensures EAs learn the higher-level skills. These include conceptual thinking, problem-solving and critical analysis, along with an appreciation of the more traditional skills they need to look after a busy CEO.

The Academy is one of a handful of private colleges in the world which operates in this niche market. Yes, there are plenty of PA and EA networking organisations around, but for the

career-savvy EA, high-quality learning, mapping to industry and educational standards, is difficult to find.

We ask Adam what his views are on the future of the profession. "I have made no secret of the fact I firmly believe the 'PA' role will wither on the vine with firms only employing general Team Administrators, and highly-skilled Executive Assistants," he says.

"EAs are the ones who will support the executive function by achieving strategic goals. In fact, many of our clients would never dream of calling their support staff 'PAs' any longer. Few firms use the title 'secretary', but it's still out there. Many firms now use the 'EA' title for all their executive support staff, without really understanding what the role is, or how they should be operating.

"That's where we help – by re-inforcing that today's EAs really are business managers – they support the operational running of the office, as well as managing their executive's workflow, and wellbeing.

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