MERCURY

The Certified Executive Personal Assistant (PA) Masterclass

30 November – 4 December 2026
Boston (USA)



Dubai - UAE: +971 4 450 5697
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Ref: 15445_1081303 **Date:** 30 November – 4 December 2026 **Location:** Boston (USA) **Fees:** 7500 Euro

Introduction:

Executive Assistants today occupy a vital position of influence, playing a significant role in the success of their executives and organizations. In the Certified Executive Personal Assistant PA Masterclass, participants will be empowered with the right competencies to partner effectively with senior management.

The success of an executive personal assistant directly impacts their manager's success, and this Executive Personal Assistant PA course is designed to build upon existing abilities, infusing them with crucial competencies that foster excellence.

Participants will learn to boost their confidence and become proactive thinkers, aligning closely with the executive team. The Executive Personal Assistant PA course will cover emotional intelligence strategies essential for strong workplace relationships and the development of systematic approaches to enhance workplace efficiency.

This Executive Personal Assistant PA training course aims to equip executive personal assistants with the skills and knowledge to drive business success and advance their careers. Attendees will acquire skills for professional interaction with visitors and customers, harnessing methods to their professional image and that of their organization.

Targeted Groups:

- Executive Assistants and Personal Assistants.
- Professional individuals in executive management roles.
- Business Managers and Directors.
- Company Leaders and Department Heads.
- Executive Secretaries and Secretarial Staff.
- Executive Support Staff.

Course Objectives:

By the end of this certified executive personal assistant PA training course, participants will:

- Provide comprehensive support to all stakeholders, promoting the business's success.
- Utilize emotional intelligence to cultivate outstanding business relationships at all levels.
- Implement cutting-edge communication techniques to enhance workflow.
- Apply core management functions to establish and sustain effective organizational systems, leading to productivity gains.
- Showcase professional skills in creativity, serving internal customers, and managing stress.

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Targeted Competencies:

The target competencies in this executive personal assistant PA training will:

- Guidance for Executive/PA success.
- Proficiency in management practices.
- Emotional intelligence for effective people management.
- Skilled in interpersonal and written communication.
- Understanding the evolving role of the executive or personal assistant.

Course Content:

Unit 1: Progressive Role of the Executive or Personal Assistant:

- The strategic significance of today's executive assistant.
- Collaborating with leaders for collective impact.
- Challenges facing contemporary administrators.
- Essential competencies of a modern personal assistant.
- Crafting a personal mission statement for self-direction.
- Embracing proactivity in thought processes.
- Leveraging technology to achieve workplace objectives.

Unit 2: Emotional Intelligence EI Tact and Skills for Handling People:

- EI conceptual framework.
- Four dimensions of EI:
    - Self-awareness.
    - Self-management.
    - Social awareness.
    - Relationship management.
- The impact of stress and emotions on job performance.
- Using EI to build strong relationships and handle challenging interactions.

Unit 3: Effective Interpersonal and Written Communication:

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- Establishing strong collegial relationships.
- Strategies for managing difficult personalities.
- Boosting self-confidence and assertiveness.
- Influencing others through presenting ideas effectively.
- Mastering business writing for impactful communication:
    - Crafting influential emails.
    - Taking clear and useful meeting minutes.

Unit 4: Mastering Management Practices:

- Strategic planning.
- SMART goal-setting.
- Personal development through goal-setting plans.
- Streamlining tasks through effective organization.
- Mastery of the art of delegation.
- Task prioritization techniques.
- Directing/Leading.
- Leadership insights for team dynamics.
- Implementing coaching practices.
- Performance metrics for control and accountability.
- Setting useful metrics.
- System establishment and preservation methods.

Unit 5: The Executive/PA Guidelines for Success:

- Forging a customer service culture in your office.
- The importance of internal customer service.
- Make 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.
- Time management preventive measures.