The Certified Executive PA Masterclass: Advanced Skills

27 September – 1 October 2027
Brussels (Belgium)



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Why This Course

The role of the Executive Personal Assistant has evolved far beyond traditional administrative support. Today's EAs are strategic partners, trusted advisors, and key contributors to organizational success. This intensive 1-week masterclass is designed to strengthen the advanced capabilities required to thrive in high-level executive environments.

Participants will enhance their strategic thinking, communication excellence, leadership presence, and technological agility—empowering them to become indispensable assets to their executives and organizations.

What You'll Learn and Practice

By attending this program, you will be able to:

- Build strong, strategic partnerships with senior executives.
- Communicate confidently and professionally in high-level interactions.
- Apply advanced organizational and time management strategies.
- Strengthen leadership presence and develop a compelling personal brand.
- Leverage technology and innovation to enhance efficiency and impact.

The Program Flow

Day 1: Strategic Partnerships and Executive Support

- The evolving role of the Executive Personal Assistant
- Building trust and long-term strategic partnerships
- Anticipating executive priorities and decision-making needs
- Managing multiple executives and key stakeholders effectively

Day 2: Advanced Communication and Interpersonal Skills

- Professional business writing and executive correspondence
- Delivering persuasive presentations and briefings
- Navigating office dynamics and resolving conflicts diplomatically
- Applying emotional intelligence in high-pressure environments



Day 3: Project Management and Organizational Excellence

- Applying practical project management tools in the EA role
- Advanced time management and prioritization frameworks
- Planning and coordinating high-level meetings and executive events
- Creating efficient systems for streamlined executive operations

Day 4: Leadership Development and Personal Branding

- Developing leadership qualities and executive presence
- Building and nurturing professional networks
- Crafting a strong and authentic personal brand
- Strategic career planning and professional growth pathways

Day 5: Innovation and Technology in the EA Role

- Leveraging productivity platforms and digital tools
- Supporting digital transformation initiatives
- Managing virtual coordination and remote collaboration
- Staying ahead of emerging trends in executive support

Individual Impact

Participants will leave the program with:

- A personalized action plan to strengthen executive partnerships.
- Advanced communication tools for complex professional scenarios.
- Practical project management frameworks tailored to EA responsibilities.
- A clear personal branding and career development strategy.

Organizational Impact

Organizations will benefit from:

- Executive assistants who operate as proactive strategic partners.
- Improved communication flow and operational efficiency.
- Stronger executive support aligned with organizational goals.
- Administrative leaders equipped to drive innovation and excellence.



Training Methodology

- Interactive workshops and applied exercises
- Real-world case discussions and scenario simulations
- Peer collaboration and knowledge exchange
- Action planning sessions focused on immediate workplace implementation

Beyond the Course

By the end of the one week, participants will be ready to:

- Operate confidently as strategic executive partners.
- Enhance organizational efficiency through structured systems and tools.
- Communicate with influence at senior levels.
- Position themselves as high-value professionals in modern executive environments.

