

# PA's of EXCELLENCE

Training and Development  
for 21st Century PA's

## **The Corporate Diamond PA Masterclass**

**Thursday 20<sup>th</sup> August 2009**

**9.30 – 16.30**

**Central London, Venue tbc**

We welcome you to our new series of workshops, The Corporate Diamond PA Masterclass. Following research with our Global PA Network members we have put together a new series of workshops focusing on the core abilities of the 21c PA.

The introductory workshop to the Corporate Diamond PA Masterclass series focuses on increasing your motivation, develops your core skills and explores the potential of your own personal brand. We are living in extraordinary times and we all need to maintain our motivation and continue our professional development.

We support the potential of Executive PAs and we are delighted to be working with Kingston University Business School, Centre for Research into Employment, Skills & Society on upskilling and development of the PA profession through research we are currently conducting, which will be published in September 2009.

The day will cover the following topics:

- The Role of a 21c PA and development of your management skills to achieve results and be more productive.
- Learn to be a coach and increase your communication and influencing skills in the workplace.
- Do you have a career development plan and if not why not? Hear from an expert in this field.
- Welcome to Me Ltd – do you want to make a great first impression?
- Do you want others to see the best “you” that you can be  
To maximise your professional opportunities you need to ensure you are a first class supplier to your employer. The way you look, the way you sound and your use of body language allow others to form an opinion about you. By gaining a deeper personal insight through our practical session involving 360° feedback you will have the opportunity to develop and refine your Personal Brand for maximum impact in the workplace

## Your Trainers

**Rosemary Parr** is a CTI Co-active Coach, trainer and public speaker and has trained and worked with Executive PAs at workshops in the UK, Ireland, Spain, Australia, Jakarta, Manila, Bangkok and Mauritius. **Sue Stokell** has been working successfully with SMEs for over 25 years in an advisory and training capacity relating to business practice, marketing strategy, promotion and personal branding. She is an accredited independent advisor on Business Link projects and invited to speak at business networking events. **Jane Garrard** has 19 years experience as a recruitment consultant for the UK's leading recruitment company. Her expertise can support you in creating interview winning CVs, writing impressive letters of application, improving your performance at interview, and help you to develop a clear career development plan for the future.

The workshop will be followed by a motivational audio call a week later to embed the learning.

The Corporate Diamond PA Masterclass is an introductory workshop that will lead to additional training and development focusing on specific topics relevant to your role as a 21c PA. Please see our website for more information at [www.globalpanetwork.com](http://www.globalpanetwork.com)

August Price: Non-members price is **£450**.  
Global PA Network members price is **£395**.

Membership of the Global PA Network is half-price at £42.50 for **Platinum Members** & £32.50 for **Silver Members** until 30 September 2009.

*Discount applies for 2 or more delegates and for not for profit organisations.*

Payment Terms: Payment to be made prior to the date of Masterclass. Invoice, BACS or via [www.globalpanetwork.com](http://www.globalpanetwork.com)  
Please note Terms & Conditions of booking apply.

Please contact: [enquiries@globalpanetwork.com](mailto:enquiries@globalpanetwork.com) or  
Call Claire on 07759 927257

## Benefits for your Manager of PA training and development

- Results in improved performance
- Development of employees
- Feedback from the training assists in measuring your effectiveness within your role
- Increased confidence and motivation
- Develop knowledge and skills
- Ability to take on additional responsibility

### **Benefits for Delegates**

- Knowledge sharing
- To be engaged and inspired
- Confidence to bring in new working practices
- Learn new skills
- Increase motivation and enthusiasm
- Encourage career progression

### **Testimonials from 4<sup>th</sup> June Corporate Diamond PA Masterclass:**

“I really enjoyed the day, it was motivational and very energising. The number of attendees was perfect and the task really got you thinking outside the box. I found it a breath of fresh air – very helpful and forward thinking”. *Jean, BT*

“It was very worthwhile and a great opportunity to network, sharing experiences that help you understand what challenges other PA s face and how different the roles can be. The material is useful and something I can continue to work with and it was inspiring having somebody of such high calibre training you”. *Sacha, Müller*