

# PA's of EXCELLENCE

Training and Development  
for 21st Century PA's

## **The Corporate Diamond PA Masterclass**

**Thursday 26<sup>th</sup> November 2009**

**9.30 – 16.30**

**MWB Meeting Rooms Liverpool Street,  
55 Old Broad Street, London, EC2M 1RX**

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.

Our Masterclass 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 spent 19 years in the recruitment industry, the last ten of these as a Director with the UK's leading specialist recruitment company. Now working in the Career Management field she is supporting individuals in managing all aspects of their career - from guidance and coaching to career development planning and job search strategy.

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).

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

*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:**

*“Many thanks for a thought provoking and lively day - really enjoyed meeting you, Jane and Sue. It was also a great opportunity to take time out of work and meet other PAs and understand some of the issues they have to overcome. I'm convinced everyone left feeling positively focused - I know I certainly did.” Jenny - Waitrose*

*“The course came at just the right time for me as our organisation will be undergoing significant change in the next six months. To have a day out from the usual demands of a busy office environment gave me some valuable thinking time, and the course has provided me with some excellent tools with which to begin to think through and plan for the next steps in my career. It was also valuable to meet up with senior PAs working in similar roles. Often the PA can feel isolated in a small organisation without the support of a peer group, so it was reassuring to hear and swap stories of the typical work issues we all face.”  
Judith – ngage Solutions Ltd*

*“I met my own objective for the day in that it gave me plenty of thought to refocus my attention on certain aspects of my role. I thought the smaller group worked well as everyone got an opportunity to be involved at some point during the day and have a say. I found the coaching session useful and I would like to do more work in this area. Career development (my personal development), I am now better armed to refocus my attention and I am setting some realistic targets for myself both in my PA role and my personal targets. Personal Branding: useful feedback from other delegates and I can build on this and be more aware of how important it is to give the right impression and the impact on people you come across both in work environment and personal situations.” Elaine, Openreach*

*“I thoroughly enjoyed the Masterclass. The small group size made learning new skills very easy; it was also encouraging to note that although our PA roles were different, we faced the same challenges in our relationships with clients, colleagues and our bosses. It certainly provided me with a lot of food for thought, and I am continuing to use the skills that we learnt on the day” Kathleen, DCL Power*