

# PA's of EXCELLENCE

Training and Development  
for 21st Century PAs

## The Exceptional 21<sup>st</sup> Century PA Masterclass I

Thursday 2<sup>nd</sup> April 2009

Venue: MWB Business Exchange, Cavendish Square, London, W1  
9.30 - 1630

The Exceptional 21<sup>st</sup> Century PA Masterclass I is a personal development and motivational day for Executive Assistants, Personal Assistants and Senior Secretaries. The Masterclass will be facilitated by Rosemary Paur, Coach, trainer and public speaker and Sue Stokell, Business Consultant and trainer.

The aim of the Masterclass is to focus on the personal development of Executive & Personal Assistants and Senior Secretaries and within a supportive environment unlock their potential to manage their daily tasks more effectively and give them the confidence and self-belief to express their needs with confidence in the workplace. The day also aims to further develop their leadership and managerial skills.

The Masterclass will run between 9.30 and 4.30 with breaks for coffee and lunch.

### Morning Session

#### 'How to stay on Top, Motivated and Inspired'

The morning session will be facilitated by Rosemary Paur and she will work with delegates on tools and tips to **maintain your enthusiasm at work and increase your productivity**. At times we all lose our momentum and enthusiasm and as a result negativity can build and our work suffers. Rosemary will take you with humour, through varying exercises that will **energise and inspire you**. We will look at how fear affects our lives and causes blocks and work on liberating you to fulfil your potential.

There will be a demonstration of **coaching** with a participant on an issue that a delegate may be stuck on in their life. This demonstration will show how we can look at seemingly impossible situations at work or with a colleague and by approaching them from different perspectives can find the solution. The delegates will also explore their **values and goals in life** and

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empower themselves to do things differently on a personal and a business level where situations are not working well for them at present.

### **Afternoon Session**

#### **What is your Personal Brand?**

This session will be facilitated by Sue Stokell, Business Consultant and expert trainer. Following on from the previous session where the delegates have explored who they are and what their values are, this session will offer them the opportunity to think about 'what is their personal brand' and how are they perceived and how do they want to be perceived? This awareness is now crucial for PAs as well as other office staff as their role and its responsibility is constantly evolving and is predominantly customer facing. The session will ask the delegates to bring along examples of their own **companies personal brand** and its **mission statement** and question how their **personal values** line up with the company they work for.

This session will increase their enthusiasm for the companies they work for and encourage them to be pro-active at work and involved in business development. Within the next three months there will be a follow up Masterclass II which will include further insights into personal branding and image to cement the learning and awareness.

The Masterclass will be followed a week later by an audio call to delegates to embed the learning from the day.

**Masterclass Cost:** £395 for members of the Global PA Network  
£450 for non-members

**Payment terms:** All payments to be received prior to the event to guarantee a delegate place. Terms & Conditions apply and will be sent out on receipt of booking. Payment can be made through the [www.globalpanetwork.com](http://www.globalpanetwork.com) via Paypal or invoice to PAs of Excellence Ltd or via BACS transfer.

**Contact:** Rosemary/Claire on 0845 257 4804 or e-mail: [enquiries@globalpanetwork.com](mailto:enquiries@globalpanetwork.com)

#### **'In house Motivational Masterclass'**

PAs of Excellence offer a cost efficient 'in house' Motivational Masterclass for up to 15 Executive & Personal Assistants within your organisation. Further details are available by e-mailing: [enquiries@globalpanetwork.com](mailto:enquiries@globalpanetwork.com) or calling 07759 927257/0845 257 4808.

#### **Testimonials from Masterclass I**

*"It is well known that today's PA has an incredibly varied role. The training day for the 21st Century PA was an excellent way to gain a greater understanding and interesting insight to a few of the requirements of an exceptional PA in today's world! The incredibly valuable exercise on perspectives provided a fresh way to view various challenges that*

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*arise over the course of our days. And building a personal brand is an idea that all too few of us truly understand or use to our advantage. These are just two areas where I can honestly say I have been challenged and inspired to gain a greater understanding. This was a fantastic day, and I would not hesitate to recommend it to anyone."* **Diane, Morgan Stanley**

*'Excellent, the best PA training I have experienced!'* **Petrina, Waggener Edstrom**

*'Very enjoyable day, leaving with a feeling of empowerment. Looking forward to the follow up.'* **Tina, BP**

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