

# PA's of EXCELLENCE

Training and Development  
for 21st Century PAs

*Specialising in training and development of 21<sup>st</sup> Century PAs*  
[www.globalpanetwork.com](http://www.globalpanetwork.com)

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

### 'Raising Your Game Through Performance'

Thursday 19<sup>th</sup> March 2009

Venue: MWB Business Exchange, Cavendish Square, London, W1  
9.30 - 1700

Spring is on the way and this Masterclass will bring back your motivation and enthusiasm, develop your management skills, understand your personal branding and offer your boss even more support at this challenging time. We guarantee that you will go away with new tips, ideas and actions to put in place that will increase the value of your contribution within the workplace.

This Masterclass '**Raising Your Game Through Performance**' will take place in central London on **Thursday 19<sup>th</sup> March**. The Masterclass will be hosted by Rosemary Paur & Sue Stokell. Rosemary Paur, founder of the Global PA Network & PAs of Excellence Ltd, coach, trainer and public speaker will work with delegates in the morning session on:

### **'What are the Skills required to move from Personal Assistant to Executive Assistant?'**

Research has shown that more PAs than ever are taking on managerial responsibility in their role e.g. sitting on committees, taking minutes, managing other PAs and Secretaries, event organising, HR duties etc. **Rosemary** will lead on this session and through exercise and brainstorming work with the group to define a blueprint of **management skills** that a 21c PA now requires and how you can put them into practice to make your working day more effective and productive. These skills will help you **manage difficult situations with confidence, communicate effectively** and help you **handle issues at work** with tact and discretion.

Raising Your Game Through Performance Masterclass  
19<sup>th</sup> March London

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What are your strengths and weaknesses? In this session Rosemary will work with you on your own personal **SWOT** analysis. From this you will create your own **goals** and create a **personal action plan** to take away.

#### **‘Your Personal Brand and its impact in the workplace’**

**Sue Stokell**, Business Trainer and Qualified Assessor, with over 20 years training experience, will host the afternoon session and work with you in this session on exploring your image and how the way we communicate affects our work and personal relationships; how the first impression made determines much of how we are perceived.

This Masterclass will develop the understanding which will enable you to refine your brand so that you:

- **“Look Your Brand”**
- **“Sound Your Brand”**
- **“Be Your Brand”**
- **“Live Your Brand”**

Sue will explore with you how this fits the expectations of your company and its corporate brand. The session will embrace 360° feedback. You will find it a challenging and inspiring experience.

#### **‘The Well Dressed Woman’**

For the London Masterclass session we will finish with a Style & Image Consultant who will help you choose the right style, colour and clothes shape for yourself.

By the end of this **Masterclass** you will be equipped with tools that will increase your value in the workplace, boost your confidence and self esteem and increase your managerial capabilities.

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 with a special offer that includes one year’s membership of the Global PA Network.

**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)

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For further information on Masterclasses, 1:1 Performance Coaching and our 'custom in house training' please contact PAs of Excellence at 0845 257 4804. [www.globalpanetwork.com](http://www.globalpanetwork.com)

*"Executive & Personal Assistants are a company's most valuable asset and the foundation block that underpins all that an organisation does. Our research shows that this sector of the workforce often holds back when it comes to asking for training and development. Employees at all levels benefit from regular motivational training to increase their productivity and creativity and maintain their enthusiasm for their job. PAs of Excellence will work with you and your organisation on motivational training, team building and 1:1 performance coaching to create motivated, inspired and productive employees for your company"* **PAs of Excellence Ltd**

#### Testimonials from 13<sup>th</sup> November 2008 Masterclass

*'I found the Masterclass very thought provoking and stimulating and I think you and Sue did a wonderful job of maintaining the group's interest and participation.'* **Gillian, Royal Bank of Scotland**

*'The workshop provided an opportunity to re-focus on the professionalism and changing demands of the senior secretarial/PA role which is often overlooked when we spend our time helping our managers to achieve their objectives. Rosemary's own experience at senior level gave an added depth and enabled her to empathise with our situations. The sessions were well structured and stimulating and I would encourage anyone who gets the opportunity to attend to do so.'* **Diane, Private Bank**

*'I found the Masterclass extremely useful, it was great to be able to interact and the presenters were excellent. The mix of people was very interesting and gave me a much better vision of how PAs in different companies operate. At a difficult time in my career the Masterclass re-energised me completely. Overall it was a very well organised and stimulating day and I took away a lot of useful tips, and got a really good idea of how I'm being perceived by others. I would like to wish Rosemary and her team a lot of success and compliment them on what they have achieved so far.'* **Kathleen, BT Global Services**

#### Testimonials from 22<sup>nd</sup> January 2009 Masterclass

*'I enjoyed the training very much. The opportunity to meet my peers and learn better admin/organisational tips and 'personal branding' very important to my role.* **Claudine, CIOB.**

*Many thanks for last week, it was very enjoyable and I think everyone is now getting thoroughly fed up of me going on about it'.* **Becky, Frankham Consulting**

*'Very enjoyable, particularly the group work and networking. Prefer the workshop style of event'.* **Pam, East Midlands Strategic Health Authority**

*'Really good to share thoughts, ideas with other PAs and learn from other each other'.* **Chantal, Fortis Investments**

#### '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.

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