



**EAN 3 DAY BUSINESS, MANAGEMENT
AND TECHNICAL RESIDENTIAL RETREAT**

(RRBMT-EANTA-2013)

FOR COURSE INFORMATION AND REGISTRATION VISIT
www.execassist.com.au

PREAMBLE

EAs and PAs are no longer mere typists and agenda organisers. Their added value lies in something very specific that is usually developed over the span of the entire career of an EA/PA: business acumen, industry knowledge, legal awareness, and the ability to act as managers and leaders, of teams, projects and events. EAs and PAs must think strategically, understand how their business operates and how their executives arrive at the decisions they make.

Mastering these skills will allow EAs and PAs to interpret and decode each piece of information, and all external events, so as to understand very specifically how they will affect the organisation and their executive in particular and thus help them to become self-driven, indispensable and almost impossible to replace.

BENEFITS

The benefits are countless for EAs/PAs, their executive and their organization:

1. For EAs and PAs:
 - a. Greater self-management
 - b. More input into decision making
 - c. Independent and self-driven attitude
2. For your organization:
 - a. Increased employee commitment
 - b. Greater productivity
 - c. Increased operational flexibility
3. For your executive:
 - a. Quicker response times
 - b. Greater understanding of imperatives
 - c. Improved levels of customer service – time, quality, costs
 - d. Greater recognition of individual needs
 - e. Increased strategic value



CONTENTS

- Acknowledge and understand the internal and external factors determining the profitability/competitiveness of the organisation
- Use other stakeholders' knowledge in crucial fields to develop your own acumen
- Understand the fundamentals of strategic planning and management and how to apply these effectively in your organisation so as to tackle any kind of project, from start to end
- Deal with any sort of project with a clear and efficient step-by-step methodology
- Understand the difference between management and leadership and what it is to master both sets of skills
- Become proficient at managing teams and inspiring people
- Leave with a clear methodology to efficiently manage events
- Understand financial implications of business decisions

INVESTMENT

The cost of the program for 3 days includes:

- Workshops Materials
- Accommodation (2 nights)
- All catering:
 - breakfasts (3)
 - morning and afternoon teas (6)
 - lunches (3)
 - dinners (2)

\$3,000 plus GST for EAN members

\$3,500 plus GST for non members

Design your own Payment Plan to suit your budget.

In-house EA teams also available at your preferred local venue.

Book online at www.execassist.com.au
or contact Marie-Charlotte Rouzier,
Manager Training and Education
EAN Training Academy
Phone: 02 8402 5000
Email: training@execassist.com.au



PROGRAM AT A GLANCE

	DAY 1	DAY 2	DAY 3
7.00am – 8.30am BREAKFAST			
Session 1 9.00am - 10.30am	Event Planning and Event Management Masterclass	Business Masterclass for EAs and PAs	EA Management Awareness: Strategic Planning and Project Management
10.30am – 11.00am MORNING TEA			
Session 2 11.00am - 12.30pm	Event Planning and Event Management Masterclass (Continued)	Business Masterclass for EAs and PAs (continued)	EA Management Awareness: Strategic Planning and Project Management (Continued)
12.30pm – 1.30pm LUNCH			
Session 3 1.30pm - 2.30pm	Essential Management and Leadership Skills for the new EA Manager	Understanding Corporate Finance	Legal Masterclass for EAs and PAs
2.30pm – 3.00pm AFTERNOON TEA			
Session 4 3.00pm - 4.00pm	Essential Management and Leadership Skills for the new EA Manager (Continued)	Understanding Corporate Finance (Continued)	Practical workshop
Session 5 4.00pm - 5.00pm	Practical workshop	Practical workshop	Wrap-up and Farewell
5.00pm – 7.00pm PRIVATE TIME			
7.00pm – 9.00pm DINNER			



DETAILED PROGRAM

EVENT PLANNING AND EVENT MANAGEMENT MASTERCLASS

Outline

EAs and PAs are more and more often required to organise events for their organisations. These requests range from the corporate Christmas function, to a conference, a fundraising or a team building event. Event management skills amount to knowing and understanding a very specific type of knowledge, mastering a particular methodology and be proficient in using distinct personal and social skills.

Objectives

This Masterclass covers all essential features from basic to advanced and is suitable to novice as well as experienced EAs in event management.

Content

- Module 1 – Technical skills for all events
- Module 2 – Idiosyncrasies of certain types of events
- Module 3 – Social and personal skills for event managers

ESSENTIAL MANAGEMENT AND LEADERSHIP SKILLS FOR THE NEW EA MANAGER

Outline

Most modern EAs and PAs are in essence, 'managers without a specific portfolio'. Essentially they **manage executive operations and the executive's office** including the tasks, projects and activities of the executive they work with, sometimes with their own direct reports. As a result, EAs and PAs need to master basic management skills – the ability to control and regulate people effectively – and basic leadership skills – the ability to inspire and get the adhesion of people.

Objectives

This program is based on the axiom that for an organisation to be effective, leadership and efficient management are required at all levels. An effective leader possesses personal power, emotional intelligence, initiative and confidence, with the ability to relate well to people and to inspire people around them. The concept of the program is to create a culture of high performing self-managing teams.

Content

- Introduction to Leadership/Management
- Introduction to Emotional Intelligence
- Behavioural Styles
- Communication – Assertiveness & Self-Confidence
- Building Self-Managing/High Performance Teams



BUSINESS MASTERCLASS FOR EAs AND PAs

Outline

Business acumen is the ability for an EA/PA to understand the way the organisation functions, whatever its nature, within the global economic and financial context. This knowledge allows EAs and PAs to understand what keeps their executive awake at night, to understand the decision process within the organisation and the role of the executive in that context as well as the organisation's mechanics. Industry knowledge is the sum of all information relating to a specific field of products or services. This knowledge is usually acquired by EAs evolving in the same industry over time e.g. mining, legal services, perfumes, etc.

Objectives

In this course, you will learn the basic of business acumen as it is taught in MBAs, the methodology necessary to develop a sound and systematised industry knowledge and how to have these updated on a regular basis.

Content

- Business Acumen
 - Key internal and external stakeholders
 - Short, medium and long term strategic objectives
 - Key factors influencing profitability
 - Public or media perception
 - Marketing initiatives and sales
 - Competitive analysis
 - Staff and resourcing issues
 - Overheads and business costs
 - Business administration
 - Operations management
 - Real estate
 - Strategy
 - Innovation
- Industry Knowledge:
 - The basics: media, annual report, conferences, seminars
 - Systematisation of knowledge
 - Internal stakeholders
 - Keeping updated

UNDERSTANDING CORPORATE FINANCE

Outline

To be a top class EA you don't need to understand your company's finances as well as your CFO. But if you want to understand the opportunities or challenges facing your organisation and assist your executives to the best of your ability by anticipating their needs, it is essential to know the basics. From reporting on departmental or divisional business activities to attending strategic planning sessions or even board meetings, the value of your input will be dependent on your knowledge and understanding of basic financial reports.

Objectives

This fun and interactive course will unveil the simple mysteries behind the world of finance and equip you with the necessary tools and skills to apply financial management techniques when analysing business performance or looking for business enhancement opportunities.

Content

- Understand the Role of Finance and Accounting in a Company
- Master the Basic Finance and Accounting Concepts
- Learn to Read Financial Statements
- Learn how to Interpret Financial Statements

EA MANAGEMENT AWARENESS: STRATEGIC PLANNING AND PROJECT MANAGEMENT

Outline

Strategic planning is how an organisation – or an individual – defines its objectives, values, missions and the way to achieve them, including the allocation of resources. Project management is the process of organising and managing the achievement of a specific and temporary goal enclosed in the wider strategic plan and aimed at achieving the latter. As **managers of their executive's office**, EAs and PAs deal with these two aspects on a daily basis as, per definition, executives are the sources of both strategic planning for the organisation but also of the one off projects implementing the general strategy.

Objectives

This highly practical and interactive program will provide participants with a clear framework for how a successful strategic plan and business plan should be developed and tailored to the specific needs of an organisation or business unit. This framework will also be tweaked and adapted to the idiosyncrasies of *ad hoc* project management.

Content

- Strategic Planning
 - The value of Strategic Business Planning to organisations
 - Analysing your organisation through conducting a SWOT analysis
 - Strategic appraisal and organisational problem diagnosis
 - Identifying appropriate criteria for successful strategies
 - Defining realistic and accurate objectives
 - Understanding the practical risks associated with your strategy
 - Developing a coherent and effective business case
 - Making scenarios and actions
- Project Management
 - Develop a strategic approach to considering all projects
 - Learn key principles for delivering on any initiative that has a set timeframe and costs
 - Identify the true needs and intended benefits of the project
 - Learn how to set down unambiguous steps that will deliver results but require time and commitment
 - Understand how to gain essential buy-in across different business units and functions by learning about project management teamwork and leadership
 - Learn principles for evaluating the cost and time benefits for the effort, commitment and resources utilised by the project

LEGAL MASTERCLASS FOR EAs AND PAs

Outline

Legal compliance encompasses all the legal requirements an organisation must fulfil. This derives from the products and services offered, the scope of the organisation and its corporate structure.

Objectives

In this course, you will learn the various legal requirements of any type of organisation.

Content

- Corporate Law (including corporate structure)
- Tax Law
- Trade Practices, Consumers Rights and Competition Law
- Workplace Relations (including OHS)
- Contract Law
- Evidence Law

PRACTICAL WORKSHOPS

Practical workshops give the opportunity to students to implement in practical real-life examples the content learnt throughout the day. Active learning relies on the understanding of a process or piece of information but illustration is the key to mastering and internalising knowledge in depth.

EAN TRAINING ACADEMY – ADDITIONAL SERVICES

EAN Training Academy is committed to ensuring that we meet the educational and training demands of all EAs, PAs, their organisations and executives. To this end we can arrange group training or one on one coaching for any organisation or person requesting these services.

Backed up by unrivalled knowledge about the changing business environment and the changing needs of senior management teams, we believe our Training Academy offers the only holistic training solution for the most senior office professionals in Australia.

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Manager Training and Education
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