



Executive Assistant ACADEMY

SPECIALIST ROLE RELATED TRAINING &
EDUCATION FOR EAs AND PAs



EXECUTIVE ASSISTANT NETWORK

Diploma in Executive Office Administration

Certificate IV in Business will be provided to
students within the EAN Diploma upon successful
completion of all assessments

From Executive Assistant Network (EAN)

SPECIALIST ROLE RELATED EDUCATION, TRAINING AND DEVELOPMENT FOR EAs AND PAs

“We recognise the role of EAs and PAs as a career in its own right, unique and distinctly different to other business administration, clerical or support roles”

Executive Assistants and Personal Assistants comprise a significant part of the workplace, yet prior to EAN, no formal qualifications have existed that were designed to address the specific needs of EAs and PAs at different stages in their careers.

Our three tiered qualifications are new and unique and have been devised after many years of extensive research, specifically designed to ensure that they meet the changing needs of EAs & PAs. EAN has worked with executives and their broader organisations in relation to technical skills, business industry knowledge, acumen and personal development.

OUR QUALIFICATIONS INCLUDE:

- **Executive Assistant Academy Diploma in Executive Office Administration** – our Entry to Mid-Level Qualification
- **Executive Assistant Academy Diploma in Executive Office Management** – our Mid to Senior-Level Qualification
- **Executive Assistant Academy Advanced Diploma in Executive Office Management** – our Senior to Advanced-Level Qualification

Within all these qualifications resides the premise that EAs and PAs at all stages in their careers are tasked with one objective; facilitating the management of their executive’s office in a way that enables the executive to be as productive and effective as possible, ultimately increasing the productivity of both parties by working together synergistically.

To achieve this, EAs and PAs need to progress towards a relationship that sees them act as a true partner in business with their executive. This can only come when the assistant is capable of fully understanding the many complexities of the executive’s role and their many competing goals and objectives and can work fully independently from the executive, in a pro-active manner, to help the executive achieve all their goals.



ABOUT EAN QUALIFICATIONS

Executive Assistant Network qualifications are designed to address specific individual and business needs and to provide specialist role related skills, knowledge and understanding rather than broader more generalist business or management training.

EAN has assumed the mantle of 'Peak Body' for EAs and PAs and has developed these qualifications accordingly; not because we sought that status or position but rather because we believed we had no choice.

Having spent over 9 years researching this area, constantly evolving thought leadership programs focused on changes in the role as required by business, we have been amazed at the lack of direction or oversight surrounding the profession and its evolution into a career in its own right.

The role of modern assistants has evolved significantly over the past few decades. EAs and PAs are no longer just senior clerical, administration or business support staff. They have their own unique role within business which has unique skill and knowledge requirements. Yet despite this, the extent of these requirements has not been fully recognised within business or government, something we felt we had no option but to address and ultimately led to the development of these qualifications.

By mapping our qualifications to existing national standards and being entirely focused on what EAs, PAs and their executives actually do, we know the courses will deliver tangible results for both students and their organisations.

NATIONALLY RECOGNISED QUALIFICATIONS

We have designed each of our EAN Diploma qualifications in such a way as to ensure that they map against existing Nationally Recognised Qualifications. In short, throughout the progress of a Diploma course, students will complete assessment materials, supported by our Registered Training Organisation partner in contribution to a further nationally accredited qualification.

- Certificate IV in Business will be offered within the EAN Diploma of Executive Office Administration
- Diploma of Leadership and Management will be offered within the EAN Diploma of Executive Office Management
- Advanced Diploma of Leadership and Management will be offered within the EAN Advanced Diploma of Executive Office Management

The process will simply involve completion of all assessments provided within the EAN diplomas as well as a few other simple forms to complete.



COSTS

EAN Diploma in Executive Office Administration

(to include Certificate IV in Business if desired)

EAN Members \$3,500 plus GST

Associate and Non-Members \$4,000 plus GST

EAN Diploma in Executive Office

Management *(to include Diploma of Leadership and Management if desired)* EAN Members \$4,000 plus GST

Associate and Non-Members \$4,500 plus GST

EAN Advanced Diploma in Executive Office

Management *(to include Advanced Diploma of Leadership and Management if desired)* EAN Members \$4,000 plus GST

Associate and Non-Members \$4,500 plus GST

Please note that all fees are payable in advance.

GOVERNMENT FUNDING GUIDELINES

Government assistance with funding may be available in certain circumstances for trainees undertaking qualifications. This funding, if eligible, is payable to your employer upon completion of an applicable Nationally Recognised Qualification.

Eligibility would be assessed by an Australian Apprenticeship Centre after submission of details by our Registered Training Organisation partner. If you wish to assess your availability for funding, please let us know as soon as possible. Email training@executiveassistant.com



IN-HOUSE PROGRAMS

All our qualifications are available to be delivered as in-house offerings to staff within any organisation. Typically we require a minimum of 4 members of staff to be enrolled in a qualification for us to be able to deliver these qualifications in-house. Group discounts will be negotiated for larger groups. For group enquiries please contact Shane Garrott, Education and Training Manager, Executive Assistant Network via email at training@executiveassistant.com or by phone at 0427 905 655.

PUBLIC PROGRAMS

We have an extensive range of date options for individuals or smaller groups of staff from the same organisation wishing to undertake any qualification. These dates along with registration details are available on the EAN website. Please visit the Education or Training areas within the EAN website at www.executiveassistant.com for more information and to register.

Diploma in Executive Office Administration

(Offered to include Certificate IV in Business)

QUALIFICATION OUTLINE

This qualification encompasses the basics of the skills and knowledge required by junior level assistants. With an emphasis on technical capabilities, the program focuses on the basic requirements involved in administering an executive's office or the offices of a group of executives and providing essential executive support. Mastering these skills will allow these EAs and PAs to start taking on more responsibilities and move towards the next stage of the EA/PA career.

WHO SHOULD ATTEND

This qualification has been designed for Level 1 assistants, i.e. junior EAs and PAs with less than 2 years of experience in a direct or team support role or those wishing to embark on a career as an Executive or Personal Assistant but with only limited administration experience or limited relevant and transferable skills from some other field or industry.



QUALIFICATION OBJECTIVES

The objective of this program is for students to master all basic skills, knowledge and understanding that are required from junior EAs and PAs. An emphasis is put on essential technical skills, basic personal skills and basic social skills. By the end of this course, you will have the ability to master all the skills and knowledge required of a junior EA/PA.

SOME KNOWLEDGE AND SKILL AREAS THAT YOU WILL COVER

BASIC ROLE RELATED KNOWLEDGE

- Core objectives of the EA / PA role
- Tasks and responsibilities involved in executive support, administration and management
- Career evolution and progression

BASIC TO ADVANCED PERSONAL SKILLS

- Basic General Personal Skills
- Advanced self-leadership
- Stress-management
- Work-life Balance
- Basic Research and Planning Capabilities
 - Quick-learning ability
 - Information gathering and processing
- Intermediate Organisational Skills
 - Priorities and workflow management
 - Time management
 - Multi-tasking ability

BASIC TO ADVANCED TECHNICAL KNOWLEDGE

- Intermediate General Technical Knowledge
 - Enquiries management
 - Diary management
- Meetings coordination and management
 - Travel planning and management
- Advanced Computer Skills



- Advanced office software proficiencies
- Mastering other common business technologies and software
- Basic Financial and Accounting Expertise
- Advanced Business Writing Ability
 - Text and data entry
 - Reports drafting and editing
 - Minute-taking methodologies and proficiency
 - Email management
- Basic Data and Information Proficiency
 - Basic information systems management
 - File management

BASIC TO ADVANCED SOCIAL SKILLS

- Advanced Service Skills
- Intermediate General Social Skills
- Intermediate Interpersonal Skills
 - Intermediate written communication competency
 - Advanced verbal communication expertise
 - Basic non-verbal communication knowledge

STRUCTURE

The EAN Advanced Diploma in Executive Office Management is delivered over a minimum of 12 months and includes 5 one-day classroom based sessions. Throughout the course, students will be required to submit assessments and assignments as outlined by EAN. An assessment schedule will be provided for all courses. Assessments are allocated with reasonable time-frames for submissions. The work is not onerous, but a commitment to the schedule and assessment goals is required of all students. Some smaller assessments and journal exercises will be completed during sessions whilst some larger assignments will typically need to be completed in your own time or work time. In many instances, assessments allow you to answer in the context of your role, thereby applying learnings directly to your environment. This is a great way of increasing the impact to your role, whilst removing the challenge of visiting libraries and the need to constantly peruse journals/articles. That said, research beyond the materials provided by EAN is always recommended.

EAN provides strategy, support and guidance throughout the course. We will support you with advice on assignment work and questions. We are here to ensure you gain the knowledge and the tools to



achieve full competency course completion.

At the completion of the course, once all required modules and assignments have been submitted and assessed, students will be awarded their qualification by EAN. We will also liaise with our partner Registered Training Organisation to then process the nationally recognised qualification relevant to your course.

SESSION LAYOUT

SESSION 1: SELF-LEADERSHIP

- Topics covered:
 - o EA Time and Priority management
 - o Professional Development
 - o Stress Management as an EA
 - o Personal goals
- Competencies assessed:
 - o BSBWOR404B: Develop work priorities
 - o BSBWOR403A: Manage stress in the workplace

SESSION 2: BUSINESS WRITING AND MINUTE-TAKING

- Topics covered:
 - o Meeting protocols and minuting methods for EAs
 - o Preparing, drafting and proofing documentation
 - o Rational thinking: efficient written language
- Competencies assessed:
 - o BSBWOR501B: Manage work priorities and professional development Session:

SESSION 3: ORGANISATIONAL & COMMUNICATION NEEDS

- Topics covered:
 - o Organising business travel
 - o Executive diarising and time management
 - o Technology at work
 - o Customer service and management approaches for EAs and PAs

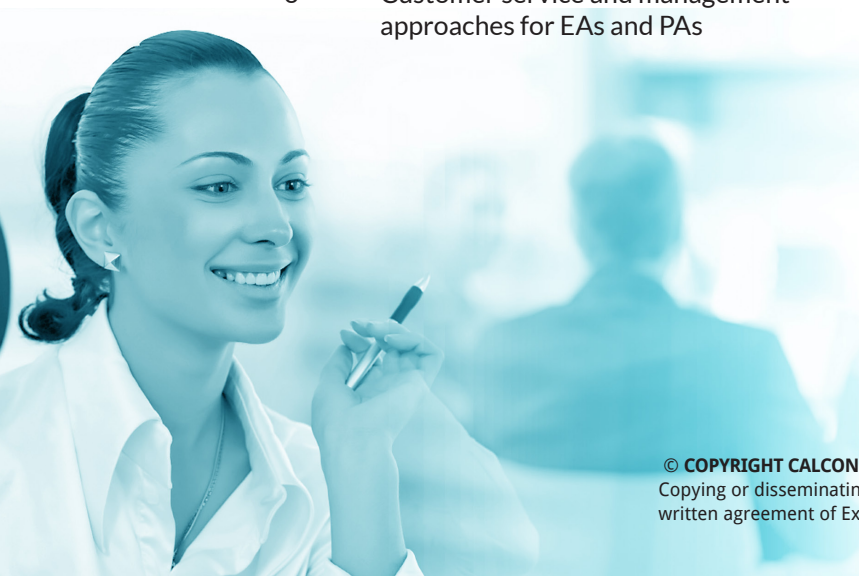
- Competencies assessed:
 - o BSBADM405B: Organise meetings
 - o SBADBM406B: Organise business travel

SESSION 3: DATA AND INFORMATION MANAGEMENT

- Topics covered:
 - o Presentation skills – part 1
 - o Introduction to finance principles
- Competencies assessed:
 - o BSBRES401A: Analyse and present research information
 - o BSBFIA402A: Report on financial activity

SESSION 4: TECHNOLOGY AND WORKPLACE SAFETY

- Topics covered:
 - o Presentation skills – part 2
 - o Risks
 - o Workplace health and safety
- Competencies assessed:
 - o BSBCMM401A: Make a presentation
 - o BSBWHS401A: Implement and monitor WHS policies, procedures and programs to meet legislative requirements
 - o BSBITS401B: Maintain business technology



EA & PA SKILLS, TASKS AND LEVELS MATRICES

When developing the content for our three qualifications, we designed a series of matrices that helped us conceive of the role at different stages in the career of an assistant, essentially trying to map the types of tasks and responsibilities EAs and PAs have at those different stages.

From this we developed a very broad range of skill and knowledge requirements for EAs and PAs at different stages in their careers.

These matrices have been designed to be very fluid and to evolve as we gain increased feedback from members and their companies. So as the matrices evolve, so too will the content for our qualifications. Whilst the matrices are, therefore, never in a fully finalised format, we already know that they have become an invaluable tool in many organisations and with many EAs and PAs as they seek to benchmark their own role, skills and knowledge against perceived industry norms.

We know that no two EA or PA roles are the same, as no two organisations or executives are ever the same, and consequently we know that the levels and tasks as we portray them will probably never adequately reflect the situation of any one EA or PA, but as a guide, and as a benchmarking tool, we think they will be very helpful.

So when assessing your own situation or the situation of any of the EAs or PAs in your organisation in relation to training and development needs, if you are trying to assess which of our qualifications might be most suitable, we hope you will use the matrices as a guide.

The matrices are available for all full Members of EAN as a download from our website at www.executiveassistant.com Membership is only \$100 plus GST per annum.



ABOUT EXECUTIVE ASSISTANT ACADEMY

Executive Assistant Network was launched in 2005 to provide a range of support services, regular networking, online tools, articles, guides and videos, in addition to formal education and training, all designed to help EAs and PAs become more proficient and efficient, ultimately enabling them to increase the productivity and effectiveness of the executives they work with.

The Executive Assistant Academy is the division of the Network that oversees education and training.

Since inception, close to 2,000 EAs and PAs have experienced education or training offered through the Executive Assistant Network.

In addition to our constant research and development, this regular contact with EAs and PAs around Australia and with those who have attended from overseas, has ensured that we have maintained a position as the foremost experts in regards to the training and education needs of Executive Assistants and Personal Assistants in the Asia Pacific region, if not the world.

If you have any questions or enquiries regarding our qualifications or any of our other education initiatives, including short courses, residential retreats, conferences and customised in-house training initiatives, please do not hesitate to contact us on +61 (0) 2 8402 5000 or by email to training@executiveassistant.com

