

Business Management Training Group Ltd

Management Training for the 21st Century



Advanced Certificate for the Executive Personal Assistant (ACEPA™)

Course Overview

The role of the Executive Personal Assistant / Secretary, is growing exponentially. From humble beginning the Executive Personal Assistant / Secretary is normally university qualified and required to perform demanding roles on behalf of their boss such as preparing executive reports, make presentations, attending and even making contributions during executive board meetings.

Executive Personal Assistants / Secretaries now have a highly visible and demanding role in blue chip corporations and government organisations.

This demanding role makes it imperative that the Executive Personal Assistant / Secretary has sufficient knowledge and understanding of the key fundamentals of Strategic Thinking, Project Management, Corporate Finance and Reporting, Leadership, HR, Procurement and Information Technology

Being well trained Executive Assistant / Executive Personal Assistant / Secretary is therefore a source of security, prosperity and power!

On completion of this five day training course you will receive your certificate which has been fully accredited by Qualifi, an official UK Government recognised awarding body



BENEFITS, KNOWLEDGE, SKILLS GAINED BY ATTENDING THIS ACEPA™ COURSE :-

- Gain an accredited Certificate approved by a UK regulated body – the Advanced Certificate – Executive Personal Assistant (ACEPA™)
- Use ACEPA™ on your business card and on your resume
- The ACEPA™ shows that you have completed International qualifications and that you have the skills and experience to manage effectively on a national, regional and global level
- The ACEPA™ certificate will be received approximately one month following the close of the training course and will be issued jointly by Qualifi and BMTG.

Advanced Certificate – Executive Personal Assistant (ACEPA™)



WHO SHOULD ATTEND THIS ACEPA™ COURSE

Who should attend?

This highly practical and interactive course has been specifically designed for:

- Executive Personal Assistants
- Executive Secretaries
- Executive Assistants
- Personal Assistants
- Personal Secretaries
- Office Managers
- Administration Managers
- Management Secretaries
- Senior Assistants
- Executive Personal Secretaries

PLUS anyone else responsible for the support of the senior management and executives

By attending this interactive ACEPA™ course you will be equipped with the skills to:

- Understand the key fundamentals of corporate behaviour
- Understand the linkages between strategy, projects and operations
- Put in place effective Project Governance processes
- Understand the art of effective communication
- Organise and run effective meetings
- Enhance your presentation skills
- Appreciate the importance and benefits of people management and leadership
- Understand the four key financial statements
- Appreciate the qualities of being an effective personal assistant
- Learn how to manage conflict
- Undertake basic Problem Solving activities
- Master the art of Multi Tasking
- Act within agreed Protocols & with Diplomacy

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THE BMTG TRAINING STYLE

- BMTG employ best practice interactive training techniques.
- All of our Trainers are highly experienced practitioners who have operated successfully in the field and are with BMTG by reputation and invitation only. We have no 'beginners'. All of our Trainers have themselves been trained in BMTG techniques and our style is common throughout our entire portfolio of courses.
- The BMTG technique involves classroom lecturing, highly intensive case study / role playing sessions, classroom interaction and feedback, one to one coaching from the Trainer, and a final examination.
- BMTG have found this to be one of the most effective training methodologies to date and many large multinationals and training companies have also taken up this approach.

MEET YOUR TRAINING COURSE DIRECTOR: **Richard Arnott**



Richard is an accomplished Programme Director and Big 4 Management Consultant with over 25 years global project and programme management experience within the Financial Services, Utilities, Logistics and Infrastructure sectors.

Richard specialises in project management, business transformation and change management and is co-Author and founder of many of the Business Management Training Group's certified courses. Richard is responsible for the management and delivery of all BMTG non Project Management training.

Richard is the lead author of the ACEPA™ course which has received critical acclaim from all delegates

MEET YOUR TRAINING COURSE DIRECTOR: **Ian Shipley**



Ian is a highly accomplished, passionate, visionary, and results driven Executive who has spent more than 20 years at a senior level within the service sectors in UK FTSE 100 and FTSE 250 companies.

The common factor throughout Ian's career has been a passion around service excellence and delivering results through highly motivated teams.

Ian has been responsible for delivering major turn-around and business transformation through creating a culture where people feel comfortable to make decisions, take ownership and make it happen.

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Course Outline



Aligning Operations to Strategy

- Corporate Vision and Mission
- How operations delivers the strategy
- Cascading objectives

Fundamentals of Modern Corporate Behaviour

- Exploring the characteristics of today's global business environment
- Understanding the role of the executive assistant in a global economy
- Why is the executive assistant more relevant than ever before?
- Debating the importance and relevance of the executive assistant's role in today's business environment

Exploring Linkages Between Strategy, Projects and Operations

- Strategy clarification
- Identifying structures, governance, systems and people capabilities
- Project alignment with strategy and organizational goals

Fundamentals of Project Management

- What is a project?
- Work Breakdown Structure
- Planning tools, Project risks
- Ways to compress a project's schedule and budget

Project Governance

- Implementing effective Project Governance
- Controlling the project, including status meetings and issues management.
- Managing effective meetings

Financial Statements

- Understanding the 4 key Financial Statements

People Management & Leadership

- Identify your leadership profile and explore how you can use this knowledge to create your own future
- Assess your leadership competencies and learn how you can develop your strengths
- Identify those additional skills and tools that can make you a better leader

Emotional Intelligence

- Know your inter-personal style and how your behaviour impacts others
- DISC personality profiling

Effective Communication & Conflict Management

- Develop your ability to influence and communicate with others
- Understanding communication:
- Diversity, assumptions and stereotypes
- Listening skills
- Verbal and non-verbal communication

Other Essential Management Skills

- Stakeholder Management
- Risk Management
- Managing Quality

Balanced Scorecards

- Understanding and measuring corporate performance
- Drilling down to the Executive Assistant role
- Measuring Success

Presentation & Report Writing Skills

- Oral versus written presentations
- Planning Presentations
- Overcoming Nervousness
- Report Writing
- Presentation Preparation
- The Speaking Voice

Problem Solving & Multitasking

- Differentiate and define various types of problems
- Root Cause Analysis
- Evaluate solutions and apply creative thinking techniques to problem solving
- Determine the decision objective
- Develop selection criteria & evaluate alternatives

Business Etiquette, Protocol & Diplomacy

- Cultural Awareness
- Understanding cross-cultural differences and awareness

Using technology in the 21st century

- Telephone courtesies
- Cell phone etiquette
- Email protocols

ACEPA™ Examination*

1 Personality Profiling Test

* Only those who successfully complete the examination and participate effectively in the course case studies will receive the Advanced Certificate for the Executive Personal Assistant ACEPA™