



*Training Course:  
Executive Assistant and Personal Assistant (PA)*

*17 - 21 November 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Executive Assistant and Personal Assistant (PA)

Training Course code: OM234896 From: 17 - 21 November 2025 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 4500 € Euro

### Introduction

Do you want to start your career as an Executive Assistant or a Personal Assistant PA? This program will empower you with all the skills and knowledge you will require to become a successful Personal Assistant or an Executive Assistant leading to a bright career.

The Personal Assistant's role demands exceptional planning and organizing skills. They need to have the ability to solve problems with quick decision makings and be tactful and discreet in the process of doing so.

### Course Objectives

- Aid directors and senior managers by performing pivotal roles
- Discover proactive approaches, problem-solving and decision-making skills
- Master the art of multi-tasking and organizing skills
- Learn time management and principles of prioritizing
- Represent your Manager in the Networking circle
- Synchronize your work style with your manager's work styles
- The balance between independent decision makings and getting manager involved
- Get situations under control with proven time and stress management strategies
- Organize meetings, appointments, travel arrangements, and manage priority tasks
- Apply professional communication and business-writing techniques
- Boost your presentation and report writing skills
- Understand the art of managing conflict
- Comprehend the fundamentals of corporate and management behaviour
- Learn the impact of technology used by next-generation executives and assistants
- Understand the importance and techniques of protocol and diplomacy

### Methodology

Global Horizon Training Center has designed the Executive Assistant and Personal Assistant PA Training Certification Course as a very practical program for professionals looking to start their careers or upskill themselves for better positions. This workshop is very practical and based on the adult learning methodology of learning.

It is facilitated with effective theoretical lessons, interactive exercises, and powerful presentations. Participants are urged to involve in role-plays and activities. Through active involvement, participants are trained to apply their learnings. Customized modules can be designed to meet training expectations.

## Organizational Impact

Organizational Benefits of employees who take up this Executive Assistant and Personal Assistant PA Training Certification Course will be as follows:

- There is a rapid increase in overall productivity and capabilities
- The organization is better organized with improved file management and document control
- Participants gain a broader understanding of the business as they deal with the management
- They bring in greater confidence to executives to have more critical tasks delegated to them
- Participants are more skilled in managing organizational projects as a project manager
- A developed productivity is noticed through enhanced time management, prioritizing, and delegation skills
- They tend to gain respect from the senior management and the directors of the company
- Participants learn modern concepts and strategies to carry out high-level responsibilities with excellence

## Personal Impact

- Individuals become an imperative deputy to their managers
- Professional Personal assistant is always prepared for any challenges that come their way
- They have an understanding of how to make the right decision in unusual circumstances
- As professionals they comprehend different dimensions of Emotional Intelligence and use it to their advantage
- There is an enhanced recognition of their role at the workplace and in the society
- Individuals tend to be more focused and goal-oriented
- There is increased confidence and assertive skills are noticed
- Participants learn the skills to influence and make an impact
- They tend to have better delegation and negotiation skills

- Individuals demonstrate professional skills in communication, coordination, and organizing

## Target Audience

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

## Course Outline

### Day 1

#### Role of a modern Personal Executive Assistant

- The framework of a modern organizational structure
- Understanding today's global business environment
- Expanding and branding the value of a PA/EA
- Understanding the managerial aspects
- Competencies of a next-generation PA/EA

#### Assistant and Manager Relationship

- Forming Common Objectives and Priorities
- Effective methods of communication with the Manager
- Building and maintaining the working relationship
- Adapting to the manager's work style and anticipating his needs
- Partnering with the manager

- Dependent and Independent decision-making processes
- Being the managers representative

## Day 2

### Time Optimisation, Task Management & Prioritization

- Importance of time optimization
- Importance of task management
- Task Efficiency & Effectiveness
- Time management techniques
- Prioritization and Multitasking
- Urgent/important Matrix
- Delegation of tasks
- Managing conflicting priorities
- Importance of SMART Objectives

### Business Etiquettes and Diplomacy

- Protocol and business etiquette
- Reflecting the brand
- Customer Experience Skills
- Remembering names and appointments
- Noting schedules
- IMPACT
- Netiquette: Net Etiquette
- Confidentiality and Compliance
- Preserving Data securely
- Business Correspondence

## Day 3

### Effective Interpersonal Communication

- Building inter-department and client relationships
- Handling difficult personalities and scenarios
- Improving self-confidence and assertive Skills
- Presenting your opinions and influencing others
- BATNA and negotiation techniques
- Negotiating Win-Win Results
- Perceptions, Attitudes, and Beliefs
- Telephone Etiquette
- Active listening skills
- Paying attention to detail

### Meetings Management

- Meeting Etiquette
- Planning and preparation for the Meeting
- Preparing the Agenda
- Techniques for writing the minutes
- Improving the efficiency of meetings
- Actions plan after meetings
- Note-taking and transcription
- Closing and follow-ups
- Appointment Booking and Arranging Interviews
- Travel Arrangements and Event Management

### Day 4

### Emotional intelligence EI and Stress Management

- Emotional intelligence: Introduction

- EI and human psychology
- Dimensions of EI for Assistants
- Developing EI tactics and skills
- Stress: The Symptoms
- Controlling Stress
- Dealing with stress effectively
- Emotions, Stress, and Productivity

#### Visitors Management

- Welcoming visitors
- Dealing with different kind of Visitors
- Improving Customer Service
- Different Techniques for Screening Visitors
- Servicing Internal and External Customers
- Handling Complaints Professionally

#### Day 5

##### Professional Business Communications

- Business Report Writing
- Elements for Business Writing
- Document Proofreading
- Writing Professional Emails and Etiquette
- Business Correspondence
- Presentation Skills and WHPI Method
- Communications involving complaint handling
- Giving and Receiving Feedback
- Body Language and Building Rapport

- Diary management and Calendar management

#### Additional Responsibilities

- Handling managers personal requirements
- Managing Interruptions
- Administrative duties
- Sourcing office supplies
- Accounting and Stock Management
- Simple Budgeting
- Invoice and Petty Cash Management



## Registration form on the Training Course: Executive Assistant and Personal Assistant (PA)

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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Giza, Giza Governorate,  
Egypt.