



*Training Course:  
The Senior Secretary Development*

*5 - 9 October 2026  
Casablanca (Morocco)*

## Training Course: The Senior Secretary Development

Training Course code: SM1144 From: 5 - 9 October 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

### Introduction

This training program is designed by [Global Horizon Training Center](#) to empower Senior Secretaries and Executive Assistants with the advanced competencies required to operate as strategic partners to senior management.

The Senior Secretary plays a critical role in supporting executive operations and influencing organizational effectiveness. Success in this role requires more than administrative skills—it demands strong communication, decision-making, emotional intelligence, and the ability to think proactively like management.

This program builds on participants' existing capabilities by introducing advanced interpersonal, organizational, and managerial skills. Through practical exercises, real-life scenarios, and interactive learning, participants will enhance their effectiveness, confidence, and professional impact within their organizations.

### Course Objectives

By the end of this program, participants will be able to:

- Enhance personal and professional development capabilities
- Manage relationships with managers, colleagues, and stakeholders effectively
- Develop managerial and leadership aspects within their role
- Improve communication, negotiation, and interpersonal skills
- Increase confidence, assertiveness, and decision-making ability
- Manage stress and workplace pressures effectively
- Understand personality types and their impact on behavior
- Apply time management and productivity tools efficiently
- Improve memory, focus, and organizational effectiveness

### Target Audience

- Senior Secretaries and Executive Assistants
- Personal Assistants PAs
- Administrative Professionals
- Office Managers
- Professionals in executive support roles

### Training Outline

#### Day 1: Defining & Developing the Role

- Understanding the Executive PA role and its strategic importance
- Defining responsibilities, authority, and expectations
- Expanding roles and creating development opportunities
- Developing managerial skills within the role
- Identifying barriers to success and overcoming them
- Understanding personality types and behavioral impact
- Team exercise and practical application

#### Day 2: Effective Communication & Relationship Management

- Building professional relationships and networking
- Enhancing visibility and influence within the organization
- Strengthening relationships with senior management
- Advanced communication skills: negotiation, persuasion, and delegation
- Consensus-building techniques
- Group and individual exercises

#### Day 3: Confidence Building & Decision-Making

- Developing self-confidence and professional presence
- Trusting judgment and initiative
- Saying "no" effectively and professionally
- Problem-solving and decision-making tools
- Understanding team dynamics and roles
- Presentation skills and communication techniques
- Interactive exercises and simulations

#### Day 4: Core Skills Development & Performance Enhancement

- Assertiveness and confidence-building techniques
- Time management and prioritization tools
- Working effectively under pressure
- Conflict management and resolution strategies
- Memory improvement techniques
- Leadership and teamwork exercises

#### Day 5: Achieving Results & Personal Effectiveness

- Motivation techniques self and others
- Achieving results through collaboration
- Managing stress and adapting to change
- Performance measurement and evaluation
- Personal development planning
- Creating actionable improvement plans
- Final group exercise and reflection

## Registration form on the Training Course: The Senior Secretary Development

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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  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.