



*Training Course:
The Senior Secretary Development*

*15 - 19 March 2027
Casablanca (Morocco)*

Training Course: The Senior Secretary Development

Training Course code: SM1144 From: 15 - 19 March 2027 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:
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Personal E-Mail:
Official E-Mail:

Company Information

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Address:
City / Country:

Person Responsible for Training and Development

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

- ☐ Please find enclosed a cheque made payable to Global Horizon
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