

# THE ADVANCED CERTIFICATE FOR THE EXECUTIVE ASSISTANT: ACEA®

“Be seen as the Boss”



## Who is This For?

- Executive Assistants
- Management Assistants
- Chiefs of Staff
- Office Managers
- Senior Assistants
- Executive Personal Assistants
- Executive Secretaries
- Personal Assistants
- Personal Secretaries
- Administration Managers
- Management Secretaries
- Executive Personal Secretaries
- PLUS anyone else responsible for the support of the senior management and executives



## Problem & Pains

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Do you get stressed when you have to stand-in for the boss at key meetings?

Do you have to cope with ethical challenges on a regular basis?

Do you need to undertake effective negotiation with suppliers, clients and co-workers?

70% of CEO trust their EA's judgement on business decision on their behalf but just 25% of Assistants feel they are trusted most of the time, only 6% feel they influence business decisions all the time...

## Overview

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The groundbreaking, globally recognised, certified & accredited training programme for the modern day Executive Assistant! The Advanced Certificate for the Executive Assistant: ACEA® is an intensive and interactive 5-day executive level training programme.

The role of the Executive Assistant is on a journey and the responsibilities of this highly demanding and visible role continue to grow exponentially. ACEA® equips current and aspiring Executive Assistants with the skills and knowledge they need to excel. To become a true 'business partner' to an Executive, it is imperative that Executive Assistants have a deep understanding of the business and their Executives' role & responsibilities. Organisations are looking for Assistants that possess 'Executive Level' business acumen and skills now more than ever.



# Benefits

By attending this highly informative course, delegates will learn how to:

- Gain a broader understanding of business, increase business acumen & bring new ideas/skills to your organisation
- Give your Executive greater confidence to delegate more important and critical tasks to you
- Be able to manage projects more efficiently and assist your Executive in their role as Project Sponsor
- Develop skills to increase your productivity through enhanced Time Management and Delegation Skills
- Gain respect from senior Executives and the Board
- Join & share experiences with EAs from other sectors and nationalities
- Stand out with a globally recognised accredited certification
- Enhance the recognition of the role & its responsibilities
- Show everyone what you are capable of
- Rejuvenate your passion for your career and take the next step up the career ladder
- Learn from world renowned Executive trainers & accomplished business leaders



# Course Outline

## INTRODUCTION

- Personal introductions
- Course background

## THE MODERN-DAY EXECUTIVE ASSISTANT

- The journey
- Future skills
- Characteristics and qualities

## UNDERSTANDING OURSELVES AND OTHERS

- Emotional intelligence at work
- Interpersonal style and how your behaviour impacts those around you
- Learn how to manage others
- DISC personality assessment
- Measuring your emotional intelligence
- Resilience
- Service orientation

## PRESENTATION SKILLS

- Overcoming fear
- Planning presentations
- Presentation preparation and tips

## ORGANISATIONS AND STRATEGIES

- The modern organisation
- Vision, mission and core values
- Corporate strategies
- Principles of planning setting goals and objectives

## PERFORMANCE MEASUREMENT

- Understand why organisations measure
- The balanced scorecard
- Measuring an Executive Assistant's performance

## PERSONAL AND CORPORATE ETHICS

- Corporate social responsibility
- Personal ethics
- Corporate ethics
- Dealing with ethical dilemmas

## MOTIVATING PERFORMANCE

- What motivates you?
- The 5 key motivation theories
- Maslow vs Herzberg

## PROJECT MANAGEMENT

- What is a project?
- Why projects go wrong
- The golden rules of project management
- Project management methodologies
- Work breakdown structures (WBS)
- Project estimating
- Project scheduling tools
- Controlling the project
- Status reporting

## RISK MANAGEMENT

- What is risk management?
- Why organisations manage risk



# Course Outline (continued)

- Barriers to effective risk management
- Risk quantification and measurement
- Risk response options

## **STAKEHOLDER MANAGEMENT**

- What is stakeholder management?
- Stakeholder mapping
- Managing different stakeholders

## **QUALITY MANAGEMENT**

- Defining quality
- The cost of quality
- Quality planning

## **TIME MANAGEMENT**

- Definition of time management
- Multi-tasking
- The time management process
- Delegation
- Running effective meetings

## **LEADERSHIP SKILLS**

- Understanding leadership vs management
- Building trust
- Developing influencing skills
- Assess your leadership competencies and learn how you can develop your strengths

## **COMMUNICATION SKILLS**

- Develop your ability to influence and communicate with others
- Communication strategies and techniques

- Listening skills
- Verbal and non-verbal communication
- Barriers to communication

## **FINANCIAL AWARENESS**

- Financial accounting vs management accounting
- Understanding the 3 key financial statements
- Principles of budgeting

## **CRITICAL THINKING & PROBLEM SOLVING**

- What is critical thinking?
- Problem solving techniques
- Assessing potential solutions

## **CHANGE MANAGEMENT**

- What is change?
- Change drivers
- Responses to change
- Overcoming resistance to change

## **CONFLICT AND NEGOTIATION SKILLS**

- Conflict triggers
- Managing conflict
- Negotiation tactics and negotiating styles

## **ACEA® Assessment**

Only those who successfully complete the examination and participate effectively in the course case studies will receive the Advanced Certificate for the Executive Assistant: ACEA®



# Delivery Method

## **CLASSROOM**

Our classroom programs traditionally run over 5 days (Monday to Friday or Sunday to Thursday) at various venues including international hotels, conference centres or corporate hosted events.

Sessions are traditionally 9:00am to 5:00pm and the last day 9:00am to 12:00pm.

The course fee includes on-site catering including lunch, tea/coffee and snacks but does not cover delegate accommodation. Our local organisers can always advise on the best accommodation options.

## **VIRTUAL DELIVERY**

The ACEA® virtual course is delivered over a combination of 7 live-online tutor led workshops, interactive exercises, course work, video case presentations, quizzes and a final assessment.

We operate across all time zones making it easier for you to decide what suits you best, be it during the day or evening class.

Session run across 3 weeks; week 1 and week 2 are Tuesdays through to Thursdays and the final session is on the Thursday of the 3rd week.

The first 6 sessions are 4hrs in duration (with breaks) and the final session is 2 hours.



# CERTIFICATION AND ACCREDITATIONS

ACEA® is certified by Qualifi, a recognised UK awarding body, accredited by the CPD Standards Office and is an International Association of Administrative Professionals (IAAP) Approved training course.



For more information, please go to [www.qualifi.net](http://www.qualifi.net).

Qualifi is a UK recognized awarding body offering academic and vocational qualifications and assessment to schools, colleges, employers and other places of learning in the UK and internationally.

Qualifi awards are respected by universities and employers worldwide.

## **Accredited by the prestigious CPD Standards Office.**



Any delegate who attends this Accredited course may, upon request, be issued with a CPD Certificate of Attendance\*, which they can subsequently use within their formal CPD record for a professional body, institute, or employer.

The CPD Standards Office accreditation services works in partnership with the Training Journal and the CPD institute supporting all forms of professional development and CPD schemes globally and has an increasingly international reputation as the strongest currency in professional development. CPD extends across the globe and is undertaken in most countries.

The CPD Certificate of Attendance is issued in softcopy only and contains the applicable CPD credits for each course.

## **IAAP APPROVED**

ACEA® is an International Association of Administrative Professionals (IAAP) Approved training course and qualifies for 28 recertification points.





## FINAL ASSESSMENT, PASS CRITERIA & CERTIFICATION

We recognise that it may be a while since you have sat an exam or completed coursework, however we do not want you to worry about this. Our highly experienced and approachable trainers will be there every step of the way to put your mind at rest, guide you and help you reach your full potential.

The final assessment is 'open book' which means you can use the ACEA® slide-pack to assist throughout. It will take between 1-2 hours to complete. The questions will be in multiple choice in format (e.g. A, B, C, D or Yes / No, True / False, etc). The assessment will be taken within the BMTG e-Learning Academy and will be available to complete from the end of Session 6 (virtual) or the last day of the Classroom program. Delegates will have 7-10 days to complete. The pass mark is 70% and results will be issued within 3 days of the final submission date.

To gain the ACEA® certification you must:

- Pass the multiple-choice, open book online assessment.
- Attend all live online sessions / classroom in full.
- Participate in and complete all individual and team exercises.



The Advanced Certificate for the Executive Assistant: ACEA® is awarded in 3 bands:

- PASS is awarded to delegates achieving 70% and above in the Online Assessment but below the "WITH MERIT" threshold.
- WITH MERIT is awarded to delegates achieving 94% and above in the Online Assessment but below the "WITH DISTINCTION" threshold.
- WITH DISTINCTION is awarded to delegates who achieve 98% or higher in the Online Assessment.

Successful delegates will receive digital credentials within 48 hours of the result which includes a copy of their certificate, a digital badge and an online verification page which can be referenced by anybody that needs to check your credentials.





# Testimonials

"I highly recommend this course for all EAs or PAs who are looking for high level training. Having being in the administrative profession for 30+ years – this is the first high level course I have attended that left you exhausted every night having had a full intense day of effective training to enhance a strategic working partnership with your manager. Well done Richard for outstanding facilitation of this course." – Vicki Faint

"This training is the best I have ever attended outside my organizational leadership degree course. It is perfect for EAs, PAs and Administrative Professionals at different levels of their careers in all business environments. The group exercise sessions were invaluable and worked especially well for me by reinforcing all I learned. I cannot say enough about the ACEA course. I recommend that everyone in Admin attends. It was a great investment in myself and simply put; just Excellent!" – Grace Ayishetu

"After reading the course objectives and reviews, my expectations for ACEA were high. I must say that after completing the week-long course, Richard EXCEEDED my expectations. The class was energetic, interactive, safe, and, dare I say, fun. It was wonderful meeting people from all over the world!" – Brenda L. Rogers

## **Richard Arnott BA, FInstAM, FIToL**



Richard is the Director of BMTG (UK) Ltd and is the author and lead presenter of the ACEA® course.

In his career Richard was an accomplished Managing Director, International Programme Director and Big 4 Management Consultant specialising in project/programme management, strategic business transformation and change management within the Financial Services, Utilities, Logistics and Infrastructure sectors.

Richard has lived and worked in Europe, Asia, the Middle East, Africa and the USA.



# Register for ACEA®

13 -17 November 2023, Sydney, Australia

Early Bird at SGD 3,499 valid until 29 September 2023 SGD 3,999 thereafter  
(Apply code "Early Bird" for payments online before checkout)

## Participant 1

Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Contact No: \_\_\_\_\_  
Email: \_\_\_\_\_

*A Partnership between Customized Training  
Solutions Pte Ltd, Executive Secretary  
Magazine and BMTG Ltd*

Available Virtually, In-house and as a Bespoke Program.

### CONTACT TO APPLY:

Marylen Ramos-Velasco

**Customized Training Solutions Pte Ltd**

Tel: +65 6524 4973

Email: [enquiries@ctsolutionsglobal.com](mailto:enquiries@ctsolutionsglobal.com)

Use this link for **credit card payment or PayPal**

## Participant 2

Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Contact No: \_\_\_\_\_  
Email: \_\_\_\_\_

### Account For Bank Transfers:

CUSTOMIZED TRAINING SOLUTIONS PTE LTD

Account Number: 003-940925-7

Bank Name: DBS

Bank Address: DBS Bank Ltd.

12 Marina Boulevard, DBS Asia Central, Marina

Bay Financial Centre Tower 3, Singapore 018982

Swift Code or Routing Number: DBSSSGSG

## Participant 3

Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Contact No: \_\_\_\_\_  
Email: \_\_\_\_\_