

# ADVANCED CERTIFICATE for the Executive Assistant (ACEA™)

Call +65 6524 4973

LIMITED SLOTS  
REGISTER TODAY!



TRAINER:

**Richard Arnott**

## SCHEDULE & DATES:

**ASIA: UAE, Singapore, Saudi Arabia & India**

SINGAPORE: 26-30 November 2018

RIYADH: 3-7 February 2019

DUBAI: 24-28 March 2019

MUMBAI: 1-5 April 2019 *\*India – NEW for 2019!\**

SINGAPORE: 22-26 July 2019

**OCEANIA: New Zealand & Australia**

WELLINGTON: 15-19 July 2019

*\*New Zealand – NEW for 2019!\**

SYDNEY: 29 July – 2 August 2019

## OVERVIEW

The groundbreaking, globally recognised, certified & accredited training programme for the modern day Executive Assistant! The Advanced Certificate for the Executive Assistant: ACEA™ (formerly known as ACEPA™) 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.

Uniquely delivered from an Executive led perspective, the ACEA™ programme focuses on elevating the role of the Executive Assistant. Delivering a fundamental understanding of business and organisations, as well as practical skills, including:

- Strategic thinking
- Corporate visions & missions
- Understanding the linkages between strategy, projects & operations
- Governing & managing projects
- Communication skills
- Emotional intelligence
- Leadership skills including influencing, negotiation and conflict management
- Change management and problem solving
- Risk management and corporate governance
- Ethics & corporate social responsibility
- Understanding the role of financial and management accounting
- Developing productivity and time management techniques and much more!

## LEARNING OBJECTIVES

- 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

## WHO SHOULD ATTEND?

- Executive Assistants
- Executive Secretaries
- Office Managers
- Office Administrators

## TRAINING METHODOLOGY

The course is based on a balanced combination of classroom teaching and syndicate exercises supported by case studies and exercises within the industrial environment. This course is designed in with leading industry knowledge and practical case studies discussion and analysis to provide an interactive learning environment.

This event is organised by:

**CTSOLUTIONS**  
Customizing Business Success

For more information, call Marylen at +65 6524 4973 or e-mail her at [marylen@ctsolutionsglobal.com](mailto:marylen@ctsolutionsglobal.com)

# TOPICS COVERED

The ACEA™ course covers the following topics:

## INTRODUCTION

- Personal introductions
- Course background
- The “Journey”

## FUNDAMENTALS OF MODERN CORPORATE BEHAVIOUR

- Exploring the characteristics of today’s global business environment
- Understanding the role of the Executive Assistant in a modern world
- The role of the modern Executive Assistant

## STRATEGY

- Strategy understanding
- Corporate vision and mission
- Delivering the strategy
- Goals vs objectives
- Principles of planning
- Project alignment with strategy and organisational goals

## BALANCED SCORECARDS

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

## BUSINESS ETHICS

- Corporate social responsibility
- Business ethics

## TIME MANAGEMENT

- Prioritising
- Tactics
- Delegation
- Managing effective meetings

## FINANCIAL AWARENESS

- Financial accounting vs management accounting
- Understanding the 4 key financial statements
- Principles of budgeting

## PEOPLE MANAGEMENT & LEADERSHIP

- Understanding 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

## MOTIVATION

- Motivation theory
- Motivation through rewards

## FUNDAMENTALS OF PROJECT MANAGEMENT

- What is a project
- Project methodologies
- Work breakdown structures
- Project estimating
- Implementing effective project governance
- Controlling the project, including status meetings and issues management

## 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

## PROBLEM SOLVING & MULTITASKING

- Differentiate and define various types of problems
- Root cause analysis
- Evaluate solutions and apply creative thinking techniques to problem solving

## PRESENTATION SKILLS

- Understanding fear
- Planning presentations
- Overcoming nervousness
- Presentation preparation

## EMOTIONAL INTELLIGENCE (EI)

- Emotional quotient (EQ) vs intelligence (IQ)
- Emotional intelligence framework
- Using emotional intelligence
- Personality and behaviours (DISC)
- Know your inter-personal style and how your behaviour impacts others

### ACEA™ Examination \*

*\* 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™*



## FACILITATOR PROFILE



### **RICHARD ARNOTT,**

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 accredited courses.

Richard is a member of the Project Management Institute and has held senior positions in Asia and Europe and for PricewaterhouseCoopers in the UK as well as leading FTSE 250 companies. Richard is currently a Director of several companies based in the UK and in Asia.

He is a founding Director of the Business Management Training Group Ltd and a member of the Business Management Training Council.

## REGISTRATION

Course Title	Number of Days	Standard Price	Venue
Advanced Certificate for the Executive Assistant (ACEA™)	5 Days	SG\$ 3,999	Royal Plaza on Scotts

### **DISCOUNTS:**

Super Early Bird (payment before 14 September 2018) SG\$ 2,999  
Early Bird (payment before 19 October 2018) SG\$ 3,499

## DELEGATE DETAILS

① Name (Mr/Ms) \_\_\_\_\_  
Job Title \_\_\_\_\_  
E-mail \_\_\_\_\_  
DID \_\_\_\_\_ Mobile: \_\_\_\_\_

② Name (Mr/Ms) \_\_\_\_\_  
Job Title \_\_\_\_\_  
E-mail \_\_\_\_\_  
DID \_\_\_\_\_ Mobile: \_\_\_\_\_

③ Name (Mr/Ms) \_\_\_\_\_  
Job Title \_\_\_\_\_  
E-mail \_\_\_\_\_  
DID \_\_\_\_\_ Mobile: \_\_\_\_\_

④ Name (Mr/Ms) \_\_\_\_\_  
Job Title \_\_\_\_\_  
E-mail \_\_\_\_\_  
DID \_\_\_\_\_ Mobile: \_\_\_\_\_

## PAYMENT DETAILS

Registration will only be confirmed upon receipt of payment. See below Singapore Dollar Account Details for bank transfer:

Beneficiary Name:  
Customized Training Solutions Pte. Ltd

Beneficiary Bank Account No:  
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

Bank Code:  
7171

Branch Code:  
003

Swift Address:  
DBSSSGSG