Strategic Executive Assistant and Office Management Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CUS4734_293510

Course Introduction / Overview:

The role of the Executive Assistant has evolved dramatically from a purely administrative function to that of a strategic business partner. This transformation demands a new set of advanced skills that go beyond traditional office management. This course is meticulously designed to equip modern Executive and Personal Assistants with the strategic mindset, advanced competencies, and professional acumen required to excel in today's fast-paced corporate environment. As highlighted by Melba J. Duncan in her influential book, "The New Executive Assistant: A Guide to Succeeding in the Modern Workplace," the contemporary assistant is a vital asset who contributes directly to executive productivity and organizational success. This program, offered by BIG BEN Training Center, delves deep into the core pillars of the role, including advanced communication, strategic time management, technological proficiency, and leadership. Participants will learn to anticipate needs, manage complex projects, handle sensitive information with utmost discretion, and build a powerful partnership with their executives. We provide a comprehensive framework for not just performing tasks, but for adding tangible value, making informed decisions, and becoming an indispensable part of the leadership team. This course is the definitive guide to mastering the art and science of high-level administrative support.

Target Audience / This training course is suitable for:

- Executive Assistants.
- Personal Assistants.
- Senior Administrators.
- Office Managers.
- Administrative Managers.
- Executive Secretaries.
- Team Leaders in administrative roles.
- Support staff aspiring to become Executive Assistants.

Target Sectors and Industries:

- Banking and Financial Services.
- Oil and Gas Sector.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Governmental and Public Sector Organizations.
- Consulting and Professional Services.
- Real Estate and Construction.
- Retail and FMCG.

Target Organizations Departments:

- Executive Offices.
- Human Resources and Administration.
- Legal Departments.
- Finance and Accounting.
- Marketing and Sales.
- Operations and Logistics.
- Project Management Offices.
- Corporate Communications.

Course Offerings:

By the end of this course, the participants will have able to:

- Master advanced communication and interpersonal skills to manage key stakeholders effectively.
- Develop a strategic partnership with their executive to enhance productivity and decision-making.
- Implement sophisticated time management and prioritization techniques for complex workloads.
- Utilize digital tools and technologies to streamline workflows and improve office efficiency.
- Manage meetings, events, and corporate travel with precision and professionalism.
- Enhance problem-solving and critical-thinking skills to handle workplace challenges proactively.
- Apply principles of confidentiality, ethics, and corporate governance in their daily role.
- Cultivate leadership qualities and a strong professional brand within the organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their new skills in the workplace. We move beyond traditional lectures to create a dynamic learning environment that fosters collaboration and deep understanding. The course incorporates a blend of expert-led presentations, real-world case studies, and interactive group discussions that encourage participants to share their own experiences and challenges. A significant portion of the training is dedicated to hands-on activities, including role-playing scenarios for managing difficult conversations, project management simulations for event planning, and problem-solving workshops. Participants will work in teams on practical exercises, receiving constructive feedback from both the instructor and their peers. This immersive approach ensures a comprehensive grasp of advanced concepts and builds confidence in applying them. Our focus is on experiential learning, where participants learn by doing, ensuring a lasting impact on their professional capabilities and strategic effectiveness. The methodology is structured to transform participants into proactive and indispensable strategic partners within their organizations.

Course Agenda (Course Units):

Unit One The Strategic Executive Assistant

- The Evolution of the Assistant's Role from Administrator to Business Partner.
- Core Competencies and Skills for the Modern Executive Assistant.
- Understanding Business Acumen and Organizational Strategy.
- Professional Ethics, Confidentiality, and Discretion in the Executive Office.
- Developing a Powerful and Productive Partnership with Your Executive.
- Personal Branding and Professional Image Management.
- Setting Goals and a Vision for Your Administrative Career.

Unit Two Advanced Communication and Interpersonal Excellence

- Mastering Business Writing, Email Etiquette, and Report Preparation.
- Verbal Communication, Active Listening, and Articulation Skills.
- Navigating Difficult Conversations and Conflict Resolution Techniques.
- Emotional Intelligence and its Application in the Workplace.
- Managing Upwards, Downwards, and Across the Organization.
- Effective Gatekeeping and Stakeholder Management Strategies.
- Networking and Building Professional Relationships.

Unit Three Proactive Management of Priorities, Projects, and Time

- Advanced Time Management and Prioritization using Modern Frameworks.
- Mastering Complex Calendar Management and Scheduling.
- Fundamentals of Project Management for Administrative Professionals.
- Planning and Executing Corporate Meetings and Events Flawlessly.
- Coordinating Complex International Travel and Itineraries.
- Information and Data Management Best Practices.
- Techniques for Staying Organized and Productive Under Pressure.

Unit Four Leveraging Technology for Peak Efficiency

- Maximizing Productivity with the Microsoft Office Suite (Outlook, Word, Excel, PowerPoint).
- Exploring Modern Collaboration and Project Management Tools.
- Best Practices for Virtual Meeting Facilitation and Management.
- Introduction to Office Automation and Digital Workflow Optimization.
- Managing Digital Files and Cloud-Based Storage Securely.
- Cybersecurity Awareness for the Executive Assistant.
- Creating Professional Presentations and Business Documents.

Unit Five Leadership, Influence, and Career Advancement

- Developing a Proactive and Forward-Thinking Mindset.
- Problem-Solving, Critical Thinking, and Decision-Making Skills.
- Demonstrating Leadership and Initiative from an Administrative Role.
- Mentoring Junior Staff and Contributing to Team Success.
- Negotiation Skills for Managing Resources and Suppliers.
- Managing Stress and Building Resilience in a High-Pressure Role.
- Creating a Professional Development Plan for Continuous Growth.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an Executive Assistant transition from a reactive task-doer to a proactive strategic partner, and what is the single most critical skill required for this evolution?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by fundamentally shifting the focus from traditional administrative tasks to the development of a strategic business mindset. While other programs may concentrate on the "how-to" of secretarial duties, our curriculum is built around the "why," empowering participants to understand the business context behind their work and contribute at a higher level. We place a significant emphasis on cultivating soft skills that are critical for modern executive support, such as emotional intelligence, stakeholder management, and proactive problem-solving. The content is designed not just to create efficient assistants, but to mold them into indispensable strategic partners who can anticipate needs, manage complex projects, and act as a true extension of their executive. Rather than merely listing software tools, we teach the principles of workflow optimization and digital proficiency that can be applied to any technology. The course integrates practical, real-world case studies and leadership development modules, preparing participants to handle ambiguity, demonstrate initiative, and build a powerful professional brand. It is an immersive experience aimed at transforming a support role into a position of influence and strategic importance within the organization.