Strategic Emotional Intelligence for Executive Assistants Training Course



07 - 11 Dec 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #EA1573_27987

Course Introduction / Overview:

This course is meticulously designed to transform the role of the executive assistant from a support function into a strategic partnership. In today's dynamic corporate environment, technical skills are merely the entry ticket; true excellence lies in the mastery of emotional intelligence and professional etiquette. This program delves deep into the core principles articulated by renowned psychologist Daniel Goleman in his seminal work, "Emotional Intelligence: Why It Can Matter More Than IQ". Participants will explore how self-awareness, self-regulation, empathy, and social skills are not just soft skills, but critical business tools for managing complex relationships, navigating office politics, and acting as a trusted advisor to senior leadership. BIG BEN Training Center has developed this curriculum to move beyond traditional administrative training, focusing instead on the nuanced abilities that enable executive assistants to anticipate needs, de-escalate conflicts, and enhance executive productivity. By integrating sophisticated communication strategies with a profound understanding of corporate protocol, this course equips participants with the poise and intelligence required to excel as indispensable assets in any high-stakes professional setting, ensuring they can manage pressure and represent their executives with unparalleled professionalism and strategic insight.

Target Audience / This training course is suitable for:

- Executive Assistants.
- Personal Assistants.
- Senior Administrative Assistants.
- Executive Secretaries.
- Office Managers.
- Senior Support Staff aspiring to an executive assistant role.

Target Sectors and Industries:

- Corporate and Commercial Sectors.
- Financial Services and Banking.
- Technology and Telecommunications.
- Legal and Professional Services.
- Healthcare and Pharmaceutical Industries.
- Governmental Agencies and Public Sector Organizations.
- Consulting and Business Services.

Target Organizations Departments:

- Executive Leadership Offices.
- Administration and General Services.
- Human Resources.
- Legal and Compliance Departments.
- Corporate Communications and Public Relations.
- Board of Directors Support Offices.

Course Offerings:

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

- Master the five core components of emotional intelligence in a professional context.
- Apply advanced communication techniques for effective gatekeeping and information management.
- Navigate complex workplace dynamics and challenging personalities with professional poise.
- Implement sophisticated business etiquette and protocol in meetings, correspondence, and international dealings.
- Proactively manage conflict and mediate disputes with diplomacy and tact.
- Enhance their ability to influence outcomes and build strategic alliances within the organization.
- Manage stress effectively and maintain composure and productivity under high pressure.
- Transition from a support role to a strategic partner for their executive.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in the workplace. We move beyond theoretical lectures to create a dynamic learning environment built on experiential activities. The course heavily utilizes real-world case studies drawn from complex scenarios faced by top-tier executive assistants, allowing for in-depth analysis and strategic problem-solving. Interactive group discussions and brainstorming sessions encourage the sharing of diverse perspectives and collaborative learning. A significant portion of the training is dedicated to role-playing exercises, where participants practice handling difficult conversations, managing executive schedules under pressure, and navigating delicate office politics in a safe and constructive setting. Self-assessment tools and diagnostic instruments will be used to help participants understand their own emotional intelligence profiles and identify areas for development. Continuous feedback from the instructor and peers is a cornerstone of our approach, fostering a supportive atmosphere for growth and skill refinement. This hands-on, engaging methodology ensures a lasting impact on professional performance.

Course Agenda (Course Units):

Unit One The Emotionally Intelligent Executive Assistant

- The evolution of the executive assistant role.
- Understanding Daniel Goleman's model of emotional intelligence.
- Developing profound self-awareness of personal triggers and strengths.
- Techniques for advanced self-regulation under pressure.
- Cultivating empathy to understand executive and stakeholder needs.
- Building and leveraging motivation for peak performance.
- Assessing your personal emotional intelligence profile.

Unit Two Advanced Communication and Interpersonal Dynamics

- Mastering verbal, non-verbal, and written communication.
- The art of active listening and powerful questioning.
- Strategic gatekeeping and information filtering techniques.
- Communicating with diplomacy, tact, and clarity.
- Building rapport and trust with internal and external stakeholders.
- Presenting information effectively to senior leadership.
- Managing digital communication and professional online presence.

Unit Three Mastering Professional Etiquette and Corporate Protocol

- Fundamentals of modern business etiquette.
- Advanced meeting protocol and management.
- Navigating corporate hierarchy and politics with grace.
- Professional dining and event etiquette.
- Understanding international business customs and cross-cultural communication.
- The protocols of handling confidential and sensitive information.
- Representing your executive and organization with distinction.

Unit Four Strategic Conflict Resolution and Influencing Skills

- Identifying the root causes of workplace conflict.
- De-escalation techniques for tense situations.
- Mediating disagreements between colleagues or departments.
- Managing difficult personalities and demanding stakeholders.
- The art of persuasion and ethical influence.
- Techniques for managing upwards and providing constructive feedback to your executive.
- Negotiating resources and deadlines effectively.

Unit Five Resilience, Stress Management, and Strategic Partnership

- Developing resilience and a proactive mindset.
- Advanced time management and prioritization strategies for high-pressure roles.
- Techniques for managing stress and avoiding burnout.
- Anticipating executive needs and thinking three steps ahead.
- Contributing to strategic planning and decision-making processes.
- Becoming a trusted advisor and strategic confidant.
- Creating a personal 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 leverage emotional intelligence not just to support their executive, but to actively shape a more positive and productive organizational culture?

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

This course distinguishes itself by moving beyond the standard curriculum of administrative tasks and basic etiquette. Its core uniqueness lies in its deep integration of psychological principles, specifically focusing on emotional intelligence as a strategic tool for executive partnership. Unlike programs that merely teach rules of protocol, this training explores the 'why' behind professional interactions, empowering participants to navigate nuanced and unpredictable situations with confidence and strategic foresight. We concentrate on developing the executive assistant as a leader and influencer, equipping them with advanced skills in conflict mediation, upward management, and strategic communication that are typically reserved for management training. The curriculum is built around complex, real-world case studies and immersive role-playing scenarios rather than theoretical lectures, ensuring practical applicability. The ultimate goal is not just to create a more efficient assistant, but to cultivate a resilient, perceptive, and indispensable strategic partner who can amplify their executive's effectiveness and contribute meaningfully to the organization's success.