Executive Support Personal Branding and Career Growth Training Course



07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #EA6381_28455

Course Introduction / Overview:

In today's dynamic corporate environment, the role of executive support has evolved from a purely administrative function to that of a strategic partner. This transformation demands a proactive approach to professional development, with personal branding at its core. This course is meticulously designed to empower executive support professionals to build and leverage a powerful personal brand that accelerates career advancement. Drawing on principles articulated by thought leaders like Dorie Clark in her influential book "Reinventing You", we explore how to strategically shape perceptions and showcase value beyond traditional responsibilities. Participants will learn to define their unique value proposition, enhance their executive presence, and cultivate a strong digital footprint. At BIG BEN Training Center, we provide a comprehensive framework for transitioning from a support role to an indispensable business ally. This program moves beyond theory, offering practical tools and actionable strategies to navigate career progression, build influence, and secure a position as a trusted advisor within the executive suite, ensuring long-term career resilience and growth.

Target Audience / This training course is suitable for:

- Executive Assistants.
- Senior Administrative Assistants.
- Personal Assistants to C-level Executives.
- Office Managers.
- Administrative Managers and Coordinators.
- Executive Support Professionals seeking career progression.
- Team Leaders in administrative departments.
- Professionals aspiring to become a Chief of Staff.

Target Sectors and Industries:

- Financial Services and Banking.
- Technology and Information Technology.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Legal and Law Firms.
- Energy and Utilities.
- Governmental and Public Sector Organizations.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

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

Course Offerings:

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

- Develop a clear and compelling personal brand statement.
- Conduct a personal SWOT analysis to identify strengths and opportunities.
- Enhance their professional image and executive presence.
- Master strategic communication techniques to build influence.
- Optimize their digital presence, particularly on professional networking platforms.
- Create a strategic career map for targeted advancement.
- Build and leverage a powerful professional network effectively.
- Transition from a support function to a strategic business partner role.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and application-focused. We believe that adult learning is most effective when it combines new knowledge with practical experience and reflection. This course utilizes a blended learning approach, incorporating expert-led presentations, interactive group discussions, and peer-to-peer feedback sessions. Participants will engage in a variety of activities, including individual brand-building exercises, role-playing scenarios for enhancing communication skills, and in-depth case study analyses of successful executive support professionals. A significant portion of the program is dedicated to hands-on workshops where attendees will craft their personal brand statements, optimize their online profiles, and develop a personalized career action plan. Our experienced facilitators create a supportive and collaborative environment, encouraging participants to share challenges and insights. The focus is on providing tangible tools and strategies that can be implemented immediately in the workplace to drive career growth and professional visibility.

Course Agenda (Course Units):

Unit One: Foundations of Personal Branding for Executive Support

- Defining your personal brand in the context of an executive support role.
- The strategic importance of branding for career advancement.
- Conducting a comprehensive personal SWOT analysis.
- Identifying your core values, strengths, and unique value proposition.
- Crafting a powerful and authentic personal brand statement.
- Aligning your personal brand with your executive's brand and company culture.
- Setting clear branding goals for your career trajectory.

Unit Two: Cultivating Executive Presence and Professional Image

- Understanding the components of executive presence.
- Mastering verbal and non-verbal communication skills.
- Techniques for projecting confidence and credibility in high-stakes situations.
- Developing a professional wardrobe and image that reflects your brand.
- Mastering business and digital etiquette for the modern workplace.
- Managing your emotional intelligence and maintaining composure under pressure.
- Presenting ideas with impact and clarity to senior leadership.

Unit Three: Building a Powerful Digital Footprint and Network

- Optimizing your LinkedIn profile to attract career opportunities.
- Managing your online reputation and digital presence effectively.
- Strategies for creating and sharing valuable content.
- Developing a strategic networking plan for both online and offline engagement.
- Techniques for building meaningful relationships with key stakeholders.
- Leveraging internal networks to increase visibility and influence.
- The art of informational interviews for career exploration and growth.

Unit Four: From Support to Strategic Partner

- Mapping your career path from executive assistant to strategic advisor.
- Proactively identifying opportunities to add strategic value.
- Developing skills in strategic thinking and problem-solving.
- Mastering the art of influencing without formal authority.
- Effectively managing up and building a partnership with your executive.
- Using performance reviews as a tool for brand reinforcement and career negotiation.
- Communicating your achievements and contributions with impact.

Unit Five: Advanced Strategies for Career Longevity

- The role of mentorship and sponsorship in career advancement.
- Developing leadership skills within the executive support function.
- Fundamentals of project management for administrative professionals.
- Embracing continuous learning to future-proof your skills.
- Building resilience and managing workplace challenges effectively.
- Creating a 90-day personal branding action plan.
- Final presentation of personal brand and career development goals.

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 does the evolution of an executive's role directly impact the required evolution of their assistant's personal brand and strategic function?

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

This training course distinguishes itself by moving beyond generic personal branding advice and focusing intensely on the unique context and challenges of the executive support professional. While other programs may offer broad principles, this course provides a specialized curriculum tailored to those who operate at the highest levels of an organization. We concentrate on the critical transition from a task-oriented role to that of a strategic partner, a nuance often overlooked. The curriculum is built on a deep understanding of the competencies required to support C-suite leaders, emphasizing skills like influencing without authority, strategic communication, and aligning one's personal brand with that of the executive and the wider organization. Rather than just focusing on external visibility, we dedicate significant time to building internal influence and credibility. The course provides a practical, actionable roadmap for career advancement within the administrative profession, including pathways to roles like Chief of Staff, making it an investment in a long-term, resilient career, not just a short-term image boost.