Executive Assistant & Office Manager
Mini-MBA Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #OM5619_258794

Course Introduction / Overview:

The role of the Senior Executive Assistant and Office Manager has evolved dramatically from a support function to a strategic partnership at the heart of executive leadership. This transformation demands a new skill set that combines administrative excellence with sharp business acumen, financial literacy, and leadership capabilities. This intensive program is designed as a comprehensive mini-MBA, providing the essential business knowledge and strategic tools necessary to excel as a high-level business partner. Drawing on principles of management effectiveness, such as those outlined by the renowned academic Peter Drucker in his seminal work, "The Effective Executive," this course moves beyond traditional administrative training. It focuses on developing the critical thinking, problem-solving, and strategic foresight required to contribute to organizational goals. BIG BEN Training Center has meticulously crafted this curriculum to empower participants to manage complex projects, understand financial drivers, influence key stakeholders, and lead with confidence, thereby maximizing their value and impact within their organizations.

Target Audience / This training course is suitable for:

- Senior Executive Assistants.
- Personal Assistants to C-Suite Executives.
- Office Managers.
- Senior Administrative Coordinators.
- Business Support Managers.
- Executive Officers.
- Team Leaders in administrative functions.
- Aspiring administrative professionals seeking senior roles.

Target Sectors and Industries:

- Banking and Financial Services.
- Oil and Gas Sector.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Real Estate and Construction.
- Retail and Consumer Goods.
- Governmental and Public Sector Organizations.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

- Executive Offices and C-Suite Support.
- Administration and General Services.
- Human Resources.
- Finance and Accounting.
- Legal and Compliance Departments.
- Operations Management.
- Marketing and Sales Support.
- Project Management Offices.

Course Offerings:

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

- Develop a strategic mindset to operate as a true business partner to senior leadership.
- Master advanced communication, negotiation, and influencing techniques.
- Gain a solid understanding of core business principles, including finance and project management.
- Lead administrative teams and manage office operations with greater efficiency and effectiveness.
- Utilize data and technology to drive informed decision-making and process improvement.
- Enhance problem-solving and critical-thinking skills to handle complex challenges.
- Build a powerful personal brand and strategically manage their career path.
- Implement change management principles within their team and organization.

Course Methodology:

The training methodology for this course is built on a foundation of experiential and participatory learning to ensure that theoretical concepts are translated into practical, applicable skills. BIG BEN Training Center believes that adult learners benefit most from active engagement, so the program moves beyond traditional lectures to incorporate a dynamic blend of learning techniques. Participants will delve into real-world case studies, allowing them to analyze complex business scenarios and develop strategic solutions. Interactive group discussions and brainstorming sessions will encourage peer-to-peer learning and the exchange of diverse perspectives. Role-playing exercises will provide a safe environment to practice and refine critical skills such as negotiation, conflict resolution, and stakeholder communication. The course emphasizes a hands-on approach, with practical workshops and action planning sessions designed to help participants apply their new knowledge directly to their professional roles. Continuous feedback from the instructor and peers is integrated throughout the program to foster growth and confidence.

Course Agenda (Course Units):

Unit One: The Strategic Business Partner Mindset

- The evolution of the administrative professional into a strategic partner.
- Understanding corporate vision, mission, and strategic objectives.
- Developing business acumen and commercial awareness.
- Principles of corporate governance and ethical conduct.
- Managing upwards and building a powerful executive partnership.
- Critical thinking and advanced problem-solving techniques.
- Aligning administrative functions with organizational goals.
- Enhancing decision-making capabilities under pressure.

Unit Two: Mastering Communication and Influence

- Advanced emotional intelligence for workplace dynamics.
- Strategic communication and stakeholder management.
- The art of persuasion and influencing without authority.
- Advanced negotiation and conflict resolution strategies.
- Crafting impactful business reports and presentations.
- Facilitating effective meetings and decision-making processes.
- Building and maintaining a strong professional network.
- Managing difficult conversations with diplomacy and confidence.

Unit Three: Fundamentals of Business and Finance

- Introduction to business finance for non-financial managers.
- Understanding financial statements, budgets, and forecasts.
- Managing departmental budgets and controlling costs effectively.
- Principles of project management from initiation to closure.
- Risk assessment and mitigation in projects and operations.
- Introduction to marketing, sales, and operations management.
- Using data and analytics to inform administrative decisions.
- Measuring the return on investment of administrative initiatives.

Unit Four: Leadership, Productivity, and Change Management

- Developing leadership skills to manage and motivate teams.
- Delegation, coaching, and performance feedback techniques.
- Advanced time management and personal productivity systems.
- Leading and implementing process improvement initiatives.
- Understanding and managing organizational change.
- Crisis management and business continuity planning.
- Leveraging technology to enhance office productivity and collaboration.
- Fostering a culture of continuous improvement within the team.

Unit Five: Future-Proofing Your Career and Strategic Value

- Strategic career planning and professional development.
- Building your personal brand and executive presence.
- The impact of digital transformation and AI on administrative roles.
- Leading complex projects and high-profile events.
- Developing a proactive and forward-thinking approach.
- Mentoring junior administrative staff and sharing knowledge.
- Creating a final action plan for implementing learning.
- Presenting your strategic value to senior leadership.

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:

In an era of increasing automation and artificial intelligence, how can the uniquely human skills of an executive assistant, such as emotional intelligence and strategic intuition, be quantified and communicated as indispensable value to an organization's leadership?

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

This course distinguishes itself by adopting a holistic, business-centric framework that transcends standard administrative skills training. While other programs may focus on procedural tasks or software proficiency, this mini-MBA curriculum is specifically designed to cultivate a strategic mindset and comprehensive business acumen. It provides a cross-functional perspective, integrating core principles from finance, project management, leadership, and strategy, which are typically reserved for management development programs. The emphasis is not just on how to perform tasks, but on understanding why they are important to the organization's success. By focusing on developing skills like financial literacy, strategic thinking, and influencing without authority, the course empowers participants to transition from a support role to a strategic business partner. It challenges participants to think like executives, enabling them to anticipate needs, contribute to high-level discussions, and provide data-driven insights that add tangible value. The academic rigor, combined with practical, real-world applications, ensures a profound and lasting impact on professional effectiveness and career trajectory.