Strategic Executive Assistant and Business Support Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #SA2520_258470

Course Introduction / Overview:

The role of the Executive Personal Assistant has evolved dramatically from a support function to a strategic business partnership. This intensive training course is designed to equip ambitious administrative professionals with the advanced skills, business acumen, and strategic mindset required to excel as indispensable C-suite partners. Moving beyond traditional administrative tasks, the curriculum delves into the core of strategic business support, focusing on how to anticipate needs, manage complex projects, and contribute to high-level decision-making. As highlighted by industry expert Melba Duncan in her influential work, "The New Executive Assistant: A Guide to Succeeding in the Modern Workplace", the modern assistant is a key organizational asset. This program, offered by BIG BEN Training Center, integrates these forward-thinking concepts, providing participants with a comprehensive toolkit for proactive problem-solving, sophisticated communication, and effective stakeholder management. Participants will learn to operate with a high degree of autonomy, confidentiality, and strategic insight, transforming their role into a powerful extension of the executive leadership they support and becoming a true strategic business ally.

Target Audience / This training course is suitable for:

- Executive Assistants supporting C-level executives.
- Personal Assistants aiming for career advancement.
- Senior Administrative Assistants and Coordinators.
- Office Managers and Administration Managers.
- Executive Support Professionals.
- Team Leaders in administrative departments.
- Project Coordinators and Administrators.
- Professionals transitioning into a senior support role.

Target Sectors and Industries:

- Banking and Financial Services.
- Oil, Gas, and Energy Sector.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Legal and Professional Services.
- Governmental bodies and Public Sector organizations.
- Consulting and Business Services.
- Real Estate and Construction.

Target Organizations Departments:

- Executive and C-Suite Offices.
- Administration and General Services Departments.
- Human Resources Departments.
- Legal and Compliance Departments.
- Finance and Accounting Departments.
- Marketing and Sales Departments.
- Operations and 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 their executive.
- Master advanced communication, negotiation, and influencing skills for effective stakeholder management.
- Implement sophisticated time management and prioritization techniques for high-pressure environments.
- Manage complex projects, meetings, and events with precision and professionalism.
- Enhance their business acumen, including understanding financial reports and strategic objectives.
- Utilize technology and productivity tools to optimize workflow and efficiency.
- Handle sensitive information with the utmost discretion and apply principles of corporate governance.
- Proactively identify challenges, propose solutions, and support executive decision-making.
- Refine their emotional intelligence to navigate complex corporate dynamics and relationships.
- Create a professional development plan to ensure continuous growth in the executive support field.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in the workplace. We move beyond traditional lectures to create an immersive learning environment. The course heavily relies on real-world case studies that challenge participants to analyze complex scenarios and develop strategic solutions. Interactive group discussions and brainstorming sessions encourage the sharing of experiences and best practices among peers. Role-playing exercises are a key component, allowing participants to practice skills like gatekeeping, negotiation, and conflict resolution in a safe and supportive setting. Practical workshops on topics such as project management and digital productivity tools provide hands-on experience. Throughout the course, participants will receive constructive feedback from the instructor and their peers to foster continuous improvement. This blended approach ensures a deep understanding of concepts and builds the confidence needed to excel as a high-performing executive support professional.

Course Agenda (Course Units):

Unit One: The Strategic Executive Assistant

- The evolution from administrator to strategic partner.
- Core competencies and skills for the modern EA.
- Understanding your executive's role, goals, and communication style.
- Principles of confidentiality, discretion, and professional ethics.
- Developing a powerful professional brand and presence.
- Navigating corporate culture and organizational politics.
- Setting strategic goals for your role and professional development.

Unit Two: Advanced Communication and Relationship Management

- Mastering business writing for reports, emails, and proposals.
- Verbal communication, active listening, and presentation skills.
- Advanced gatekeeping and stakeholder management techniques.
- Building and maintaining a professional network.
- Emotional intelligence for managing workplace dynamics.
- Conflict resolution and negotiation skills for EAs.
- Managing upwards and providing constructive feedback to your executive.

Unit three: High-Impact Productivity and Project Management

- Advanced calendar management and strategic scheduling.
- Prioritization techniques for managing competing demands.
- Introduction to project management methodologies for EAs.
- Planning and executing successful meetings and corporate events.
- Mastering travel management and complex itinerary planning.
- Leveraging technology and digital tools for maximum efficiency.
- Information management and creating effective filing systems.

Unit Four: Developing Business and Financial Acumen

- Understanding your organization's strategy, vision, and mission.
- Basics of reading financial statements and reports.
- Budgeting, expense tracking, and financial administration.
- Conducting research and preparing executive briefings.
- Data analysis and creating insightful reports.
- Understanding key business functions like HR, marketing, and operations.
- Contributing to strategic planning and decision-making processes.

Unit Five: The EA as a Leader and Change Agent

- Becoming a proactive problem-solver and solution provider.
- Supporting leadership and contributing to team effectiveness.
- Mentoring junior administrative staff.
- Managing change and adapting to new technologies.
- Future-proofing your career and planning for advancement.
- Building resilience and managing stress in a high-pressure role.
- Final project presentation and personal action planning.

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:

Reflection Question: How does the strategic alignment of an Executive Assistant with their executive's vision directly impact organizational agility and competitive advantage?

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

This course distinguishes itself by fundamentally reframing the executive support role from a task-oriented function to a strategic business partnership. Unlike programs that focus solely on administrative skills, our curriculum places a heavy emphasis on developing high-level business acumen, strategic thinking, and leadership support capabilities. We go beyond teaching how to manage a calendar; we teach how to strategically leverage it to align with executive priorities and organizational goals. The content is built around practical, real-world case studies that mirror the complex challenges faced by C-suite assistants, forcing participants to think critically and develop solutions rather than just follow instructions. Furthermore, the course dedicates significant time to cultivating emotional intelligence and political savvy, essential yet often overlooked skills for navigating the intricate dynamics of the executive suite. The focus is not just on making participants more efficient, but on transforming them into indispensable strategic assets who can anticipate needs, mitigate risks, and actively contribute to their executive's success and the organization's bottom line.