



todayspa.co.uk

The Assertive PA

1 Day Course

Multi Award - Winning
PA Course



Multi award-winning training for today's PAs, EAs and office professionals



Awarded
"Best PA
Training
Provider"
in the UK in

2014 2015

2016

and

2017

“

This course is amazing! I was not expecting the content that was delivered... I can't believe that there is not more training like this. I have never been on any other training course where I have learnt as much as I did today. This training is revolutionary!"

Gemma Jones – Network Rail

“

Course was above, beyond my expectations. never attended a course that was as high energy and informative."

Gillian Craig – William Grant & Sons



Our delegates work in



“

One of the best courses I have attended. Content which was delivered will completely change the way in which I have previously worked. You have saved me hours of my time by showing me in just a few steps!"

Hayley – Revival Group



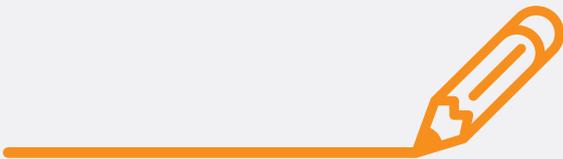


I developed Today's PA with a clear vision: to take my own experiences as a PA, Office Manager and business director, and create training courses to meet the real-world needs and aspirations of today's office professionals. I can promise that your organisation's investment in **The Assertive PA course** will pay dividends.

Our courses and workshops are designed to engage and entertain, as well as inform – we promise to make the dullest of subjects interesting! Equipped with new knowledge and skills, your working life will become easier and more successful – and enjoyable – than you could ever imagine.

I look forward to meeting you.

PAul Pennant
Managing Director and Lead Trainer



“

I have just realised that it is 10 years this summer since I attended the course! I have found the things I learnt then invaluable in my career ever since and have helped other people too by showing them things I learnt on the course. Thank you – it really was the best course I have ever attended.”

Debbie Kean – *Software Cloud Ltd*

“

I just wanted to thank you for providing such a stimulating and thought-provoking course. I will certainly be implementing the tips and suggestions just as soon as I can. I returned to the office today with renewed vigour and cannot wait for the positive changes to start happening. You're one smart cookie – keep doing what you're doing, only good things can happen by taking the Today's PA training and I, for one, will spread the word!”

Hayley North – *Microsoft*

★ The Assertive PA

Handouts:
100+ pages

This day involves building up your self-esteem and sense of self-worth. You will begin to see yourself not just as the assistant to an important person but as an extension of that person's management style and vision.

As a PA, there are times when you 'plough a lonely furrow'. Your position is unique: you may work closely with, and have the ear of someone senior and influential in your organisation, yet you occupy a relatively junior place in the hierarchy. The orbit in which you move makes colleagues keep their distance and be on their guard about what they say in your presence in case it gets back to your manager, possibly to their detriment. So it's hard to establish the friendly interpersonal relationships that allow colleagues to work together effectively.

It's a bit like being a royal consort – all the glory, but no power. Sometimes, however, you need some of that power to rub off on you, because today's senior executive expects you to be able to act as a proxy and delegate accordingly.

Assertiveness is about letting others know what you do and do not want in a confident and direct way

"Accomplishing the impossible means only that the boss will add it to your regular duties"

- Doug Larson

“

I meant to write to let you know that I'm putting into practice lots of the skills I learnt on your course, mostly around behaviours and I feel much more in control without upsetting anyone. So much so that I have been asked to apply for the deputy managers post (additional duties and more money). My confidence is sky high and I have used the 'No' word - extremely good."

Helen Smart – Honda

“

I walked out feeling more confident, empowered, motivated, competent and less stressed than I have ever felt. I could not wait to get into the office."

Joanne Mayes – Pharmorphix

These days, today's PA needs to be more of an executive associate. We will help you acquire the confidence and assertiveness to be the assistant your manager needs. As a result, you will begin to share their 'big picture' outlook, and will feel much more comfortable asking colleagues to carry out tasks in line with your organisation's objectives. Other major elements covered include:

Defining your role

However you became a PA – and it's surprising just how many PAs tell us it happened to them almost by accident – your position is unusual in many ways. No other role in business places so much reliance on the absolute capability of one person to provide unwavering and comprehensive support to a senior executive. Working in the shadow of someone important and busy, it's easy for your own needs and aspirations to be overlooked – by you and others. This Assertive PA course brings you out of the shadows and into the light as you become aware of the critical part you play in your organisation's success – and how you can give your career a boost as well.

We give you the knowledge and tools to ensure you become the indispensable aide and business associate your manager needs – so much more than a secretary. We also make sure you begin to appreciate your real worth – not just to your manager and yourself, but to the whole organisation – and arm you with the confidence and assertiveness necessary to be not just good at your job, but brilliant at it. The rewards for this fresh, new approach to your role and the enhanced outlook on your career and life that it delivers will quickly become apparent in the weeks and months following the Assertive PA course.

Handling interruptions

You are the gatekeeper to your manager, but who protects you from the interruptions that conspire to prevent you achieving what needs to be done each day? It's tough enough working for someone who never seems to go home, without missing your lunch break or only occasionally getting out of the office on time. Our research suggests that PAs frequently experience interruptions totalling 90 minutes or more a day. Think what you could achieve and how much better you would feel if you could claw back two hours of lost time each day. Sounds impossible? During this Assertive PA course, we will show you how it can be done. And you will love us for it.

Tact and Diplomacy

Protecting your manager from unnecessary interruptions is a critical part of your job and it's one of the hardest, especially when there's a steady stream of other, often very senior, people wanting opinions and decisions. We will show you how to handle these tricky encounters, diplomatically but firmly, whilst ensuring that you don't create a bottleneck that threatens the success of the organisation. As your reputation for decisive action grows, people seeking your manager's time will start to think harder and more thoroughly before doing so and will even begin bouncing their thoughts off you first. You will become a kind of executive 'triage nurse', deciding which ideas and requests really merit the attention of your manager and which can be delegated sideways or downwards to someone more appropriate.

Managing stress

Few people in business have to juggle as many different balls as a busy PA, which can be very stressful, especially if you work for more than one manager. On this day, we will show you a number of different strategies you can try in order to reduce this stress. These include managing your and your manager's time more effectively and learning how, with tactful firmness, to deflect or defer tasks or priority interruptions that often turn out to be little more than fire-fighting activities.

Working for more than one manager

Working for one demanding and exacting manager can be more than enough for most PAs, so if you work for two or more, you have our sympathy. But balancing their individual needs doesn't need to be hell. Plainly you cannot give them the same level of attention they would get if they didn't have to share you, but there is a better way. We will show you how it works and equip you with the tools and skills – and the patience – you need to make a great job of keeping them all happy and successful – and whilst keeping your stress levels down.

Confidentiality

Your unique position as a PA means you often hear things that challenge your sense of discretion. Does your boss need to know about all of them, or do you decide what to pass on a 'need to know' basis? Do you remain as enigmatic as the Sphinx, or behave like a C-list celebrity on a reality TV show? We're exaggerating a bit here, but the purpose is serious: winning the confidence of colleagues at all levels is vital if you are to function effectively and successfully. A reputation for utter discretion, except where to keep silent might threaten the organisation or your manager, will open new conduits of communication and information that will help make your job easier and give you the opportunity to present your manager with new business options to consider.

Managing your time

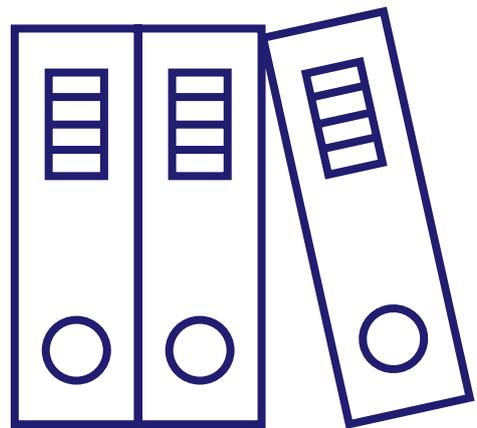
No-one likes time management courses, except the people who send you on them. PAs know that time management courses are for people who haven't got enough to do, so we're not going to give you one of those. But because this course has been designed by PAs for PAs, there are some very useful tips and wrinkles we can pass on to help you manage not just your time, but your manager's time, more effectively and productively. One thing we will do before you attend this course is ask you to keep a log of your daily activity, so we can analyse it with you during the course.

Executive Summary for Managers

Today's PA was named the UK's "Best PA Training Provider" four years running (2014, 2015, 2016 and 2017), having been voted for by thousands of PAs in the pa-assist.com Members' Voice Awards. Our Assertive PA course will change your PA forever, helping them see the 'bigger picture', and transforming the way you work together.

After this course, your PA will:

- ★ Be more in tune with your business needs
- ★ No longer fear taking the initiative
- ★ Have acquired a range of new skills in time management and handling interruptions
- ★ Return to the office, brimming with confidence, and full of essential hints and tips



View from the top

We know you value your PA, but don't you sometimes wish they would be a bit more assertive, a bit more in tune with your needs – without having to be prompted? Do you sometimes feel that you could accomplish more if your PA was able to anticipate your wishes? Or come up with ideas to help meet your strategic objectives? Would that improve the effectiveness of your working relationship?

Life at your level is not always easy for PAs. Quite often, they come into the role organically or by accident. Maybe your PA started out as a secretary or an office junior. This isn't necessarily the right formula for the kind of person you need by your side in today's business environment. Even if your organisation is non-commercial, there are unprecedented pressures on it to deliver results and justify its existence to stakeholders.

The Assertive PA Course will provide your PA with the skills they need to achieve what you want and expect from them. That's because, unlike other PA courses, this one is designed by experienced, successful PAs, for today's PAs. Your principal trainer, Paul Pennant, has been a highly-successful PA and Office Manager, and is now Managing Director of Today's PA. Paul has a post-graduate degree in Business Studies, and also studied for a Master's in Business Psychology.

Executive Summary for Managers

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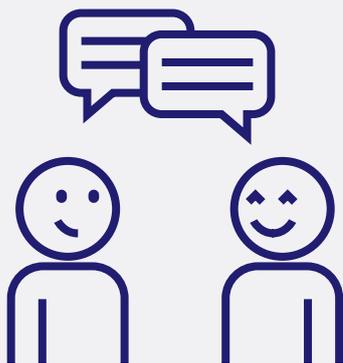
“Since Jasmine attended the course, I have been overwhelmed by the difference in her performance from day one. She has helped me achieve my objectives in a calm, effective manner and she does not seem to rush around as before, and is not fazed by any work I require - and she will question me if necessary, which is very refreshing. She has the answers at her finger tips and is in control and business like - I am very impressed that the workshop could have so much effect.”

Lt Col Wren – *Chief of Staff*

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“Thank you so much, I really enjoyed the course and have definitely taken a lot from it. My boss and I have sat down and we are keen to start using some of your tips to improve our workloads. I've also been given a copy of his objectives so that we can better work together and give me a better understanding of what he needs to achieve and therefore what my role needs to achieve! He's definitely keen for us to take advantage of what I learnt on the course to work together more effectively. I also really liked the IT tips, I've put most of them to good use already and am currently adapting to using my tasks rather than notebook – its taking a while to get used to it but it's definitely working!”

Caz McEntree – *Blackrock*



“

“The course was obviously very effective as I have noticed an improvement in your overall performance and confidence, even though I never thought either was lacking prior to the course. The ideas provided by the course have proved extremely useful in all areas of your role and of real assistance to me in my role.”

Boss of Naomi Vallance – *GEOS Group*

HR Perspective

Everyone in an organisation is entitled to pursue personal development. However, it's easy to overlook PAs because they already seem to be at the top of their particular career path. After all, they wouldn't be working as PAs if they weren't already amongst the very best, would they? But it can be very lonely working in such rarefied atmosphere, and PAs sometimes need a little help and support in order to be more effective in their roles.

On our training courses, we meet many PAs who feel they lack the necessary confidence to succeed in working for a senior decision maker. In some cases, they are actually afraid of failure, and badly need a boost to their self-esteem so they can make the best of their important roles. This multi award - winning Assertive PA Course will achieve all this and more for your organisation's PAs. If you have six or more interested in attending the course, we offer a free 90 minute 'taster' session to help everyone make up their minds. With budgetary responsibility for training and development, we know how important this is for you, and we're confident you won't be disappointed.

Course content

- ★ Protecting the executive from unnecessary interruptions
- ★ Managing the stress of working for a senior decision maker
- ★ Maximising the PA's own effectiveness throughout the day by being more assertive
- ★ Coping with being a PA to more than one person
- ★ Becoming more to the executive than just a secretary and order-taker
- ★ Balancing the need for discretion with the needs of the organisation
- ★ Making the most of the time available each day

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“Paul has provided PA/secretarial training to an excellent standard. The training was well received and everyone took something from the courses that they could use immediately and/or pass on to others. I would definitely recommend Paul for your training requirements.”

Alison Mawdsley – Pfizer

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“Thank you to Paul and the rest of the class for a very fun and enlightening class. Paul, the quality of your work and attention to detail coupled with your engaging and personable manner made this course unique, enjoyable and extremely useful.”

Madeline O'Shaughnessy-Hunter – Paralympics GB



Venue, fee and locations

Please visit
www.todayspa.co.uk



Timings

9:00 - 17:00

Upgrade to Today's PA 5 Day Academy

The Assertive PA Course is just day 1 of the Today's PA 5 Day Academy. The full Academy covers:

Day 1 – The Assertive PA

Day 2 – Microsoft Outlook Masterclass

Day 3 – Microsoft Word, PowerPoint and Excel Masterclass

Day 4 – Managing Successful Projects and Events

Day 5 – Minute Writing Made Simple

A professional trainer for professional PAs

Your principal trainer, PAul Pennant has been a highly-successful PA and Office Manager, and is now Managing Director of Today's PA. PAul has a post-graduate degree in Business Studies, and also studied for a Masters in Business Psychology. He specialises in helping PAs get the most out of office technology, and he is now a Certified Microsoft Office Expert. His leadership of Today's PA has resulted in the company winning "Best PA Training Provider" four years running (2014, 2015, 2016 and 2017). There are few if any trainers better qualified to deliver and lead this workshop for today's PAs.

We can boast enviable credentials

- ★ Today's PA has been named as "Best PA Training Provider" in the pa-assist.com Members' Voice Awards four years running (in 2014, 2015, 2016 and 2017). The award is the voice of the PA community around the UK.
- ★ Over 4000 organisations, many of them blue-chip, have sent PAs to be trained successfully by Today's PA.
- ★ Our delegates work in over 80 countries around the world
- ★ PAs fly into the UK from around the world to attend our courses
- ★ The Assertive PA Course is endorsed by The Institute of Administrative Management (IAM)

Style of Delivery

With a day to impart so much information effectively, we use a variety of training techniques to ensure you retain what you've learnt, and can put it into practice immediately on your return to the office. Providing direct after-course support via email and social networks plays an essential part in this process. The techniques include:

- ★ No PowerPoint!
- ★ No Role Plays
- ★ Our promise to change you
- ★ Comprehensive handouts
- ★ Accelerated learning
- ★ High delegate participation
- ★ Very practically-based
- ★ Real-life examples
- ★ Tutorial instruction
- ★ Case studies
- ★ Group work



I attended the Today's PA two day course in April, and I can honestly say it was the best training course I have ever been on! Having worked first hand as a Personal Assistant, Paul is able to articulate the difficult situations that PA's can face in imaginative and inventive ways. The support Paul and his team offers didn't stop there, with guidance available long after I'd left the classroom"

Amanda Snowdon – Leeds University

Pre-course assessment

When you commit your valuable time to this course, we want you to know that we understand and recognise that commitment. We want to do everything we can to ensure that the workshop is thoroughly worthwhile for you. Being properly prepared will play a key part in achieving that success. Indeed, your success is our success.

If you get what we promise from the course – and we know you will – we're confident you'll recommend us to peers and colleagues. Just before you attend the course, we would like you to complete a short questionnaire to give us a snapshot of the kind of person and PA you are, how you became a PA, your issues and frustrations, hopes and ambitions.

When you arrive, you'll be able to feel that you're among friends who understand you – and you are, because your trainers and course designers have all been where you are now. Doesn't that give you a warm, fuzzy feeling?

Post-course support

Once the workshop is over, we don't just wave you goodbye and close the door. When you leave, you take with you our ongoing commitment to your success, including:

- ★ Free membership of the Today's PA network
- ★ Professional help and information - just an email or phone call away
- ★ Weekly newsletters with useful resources and advice
- ★ 'Hot tips' email alerts to keep you up to date with the latest advice and info on new courses
- ★ Invitations to PA events and discounts from our partners
- ★ Special offers for further Today's PA courses and the annual Today's PA Conference

We speak at your conference

Few speakers are as motivational and inspirational as PAul Pennant. He will bring a touch of training magic to your conference, and ensure that no-one is nodding off or playing games on their iPhone! PAul has spoken at many conferences in the UK and abroad, and presented seminars at the office* show, the Meeting Show, OMPA, The PA Hub, local and internal PA networks, to name a few. He is experienced, witty and captivating – just what your delegates need.

A training course that really scores

All Today's PA delegates are asked to evaluate the course as it finishes. Delegates regularly give us 5 out of 5 – and 1 in 6 have said it's the best course they have ever attended!

In-house bespoke training

If you can't make it to one of our venues, don't despair – why not let us come to you? There are many good reasons for keeping the course in-house: it makes for greater efficiency, and ensures everything is focussed on your organisation. The course can be tailored to your organisation's specific needs, to perfectly align with its culture and values. Your PAs can also network and share their experiences of the course, thus strengthening the PA role within your organisation. Contact us to discuss your training needs.

Today's PA Conference

Launched in 2015, the Today's PA Conference is an annual two-day event held in August at a prestigious Central London venue. It gathers together the PA community from across the country, and offers high quality educational content as well as outstanding networking opportunities. The Conference attracts over one hundred PAs, EAs, and other office professionals each year.

For more information about this year's event, visit www.todaysPAconference.co.uk

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The conference surpassed my expectations. I enjoyed it so much and felt empowered at the end and with a new lease of life for my new role as PA!”

Lucy Taylor – *Seatriever International Holdings Ltd*

“

I thoroughly enjoyed the conference and found the speakers to be very informative; a very diverse and good selection of speakers there. I took away a number of pointers that I can transfer to my own EA role.”

Kirsty Whitton – *Deloitte LLP*

“

I hired Paul to provide personal development to 10 board level PAs at Enterprise Plc in the form of a 2 day training session. The session covered a wide variety of subjects that he tailored to meet the needs of the PAs. The course was conducted at our offices and was excellent value for money. I cannot rate Paul's teaching highly enough, he gave us all a fresh perspective on PA working, saved us all time and provided brilliant tips. He understood completely how a PA works (as he has been one) and what a boss demands (as he is one). I would have no hesitation in recommending Paul as a provider of PA training.”

Elisabeth Lloyd – *Enterprise*

“

I learnt a great deal from the Today's PA course. Not only was it extremely beneficial, it was enjoyable, well organised and packed full of useful, practical tips. By using the tips and putting new systems in place, as soon as I returned to work, it made me more organised and allowed me extra time to concentrate on other, more important things. I highly recommend this course and already have another four colleagues booked to attend it.”

Simonè Meier – *Executive Assistant to the CEO of Cancer Research UK*

“

I would just like to say thank you for such a fantastic event. This was my first PA conference and I took away some really valuable tips, tricks and contacts back to the office. The set-up, venue and speakers were a brilliant choice.”

Charlotte Smith – *University of Cambridge*

Name dropping

