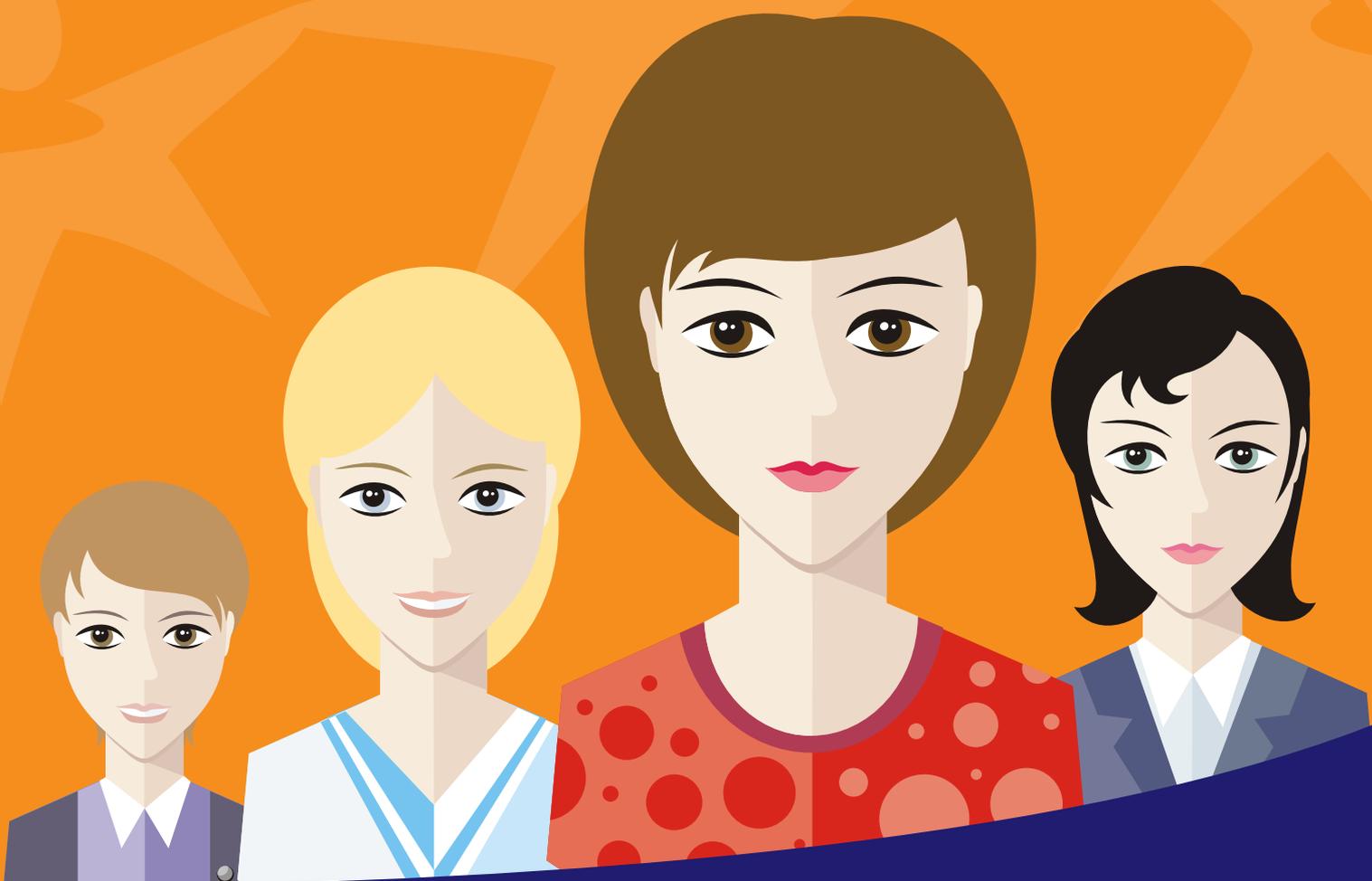


The Assertive PA



assertivepa@todayspa.co.uk
or call us on 020 7622 2400


todayspa.co.uk
Award Winning PA Training

Award Winning Training for Today's PAs & EAs

Today's PA focuses on providing highly practical training for Personal Assistants, Executive Assistants, and other Office Professionals. Our hundreds of testimonials say we have succeeded. Since the company was founded in 2005, we have trained over 4000 companies and our graduates work in over 80 countries around the world.

In 2014 Today's PA was named The Best PA Training Provider in the UK, having been voted for by thousands of PAs in the pa-assist.com Members' Voice Award.

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 that meet the real-world needs and aspirations of hardworking people like today's PAs.

Our courses and workshops are designed to engage and entertain, as well as inform – that's how we can promise to make what can seem to be the duller subjects interesting.

With the rapid advances in technology Today's PA has specialised in helping PAs to increase their productivity, stay organised and save time with more effective use of technology. I am a Certified Microsoft Office Expert and I can promise your organisation's investment in Today's PA courses will pay dividends.

Paul Pennant

Managing Director and Lead Trainer
Today's PA

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"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

"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

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The Assertive PA

(Handouts 100 + Pages)

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 difficult to avoid your own needs and aspirations being overlooked – by you and others. Today’s PA workshop 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.

The rewards for this fresh, new approach to your role and the enhanced outlook on your career and life it delivers, will quickly become apparent in the weeks and months following the workshop.

And because the course is designed by successful PAs, for PAs, rest assured – it will be the most career (and even life) changing days you will spend.

A packed one-day programme:

Tough Love – 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.

Don’t Stress Me!

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

Make My Day

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 even occasionally getting out of the office on time. Our research suggests that PAs frequently experience interruptions of 90 minutes a day or more. 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 the Today’s PA workshop, we will show you how it can be done. And you will love us for it.

Serving Two Masters – or More!

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 it need not be hell trying to balance their individual needs. 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 patience – you need to make a great job of keeping them all happy and successful - and your stress levels down.

“I just wanted to thank you for a wonderful workshop. It was really a positive experience and I can quite honestly say that I now feel really empowered, as opposed to being overly apologetic and a bit of a wet lettuce (that is what they say isn’t it?). Thank you soooooo much”.

Anne-Marie McCarthy -
Headmaster’s PA & Registrar, More
House School



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Award Winning PA Training

You'll Never Walk Alone

As a PA, you 'plough a lonely furrow' at times. Your position is unique: you work closely with and have the ear of someone important and influential, yet you occupy a relatively junior place in the hierarchy. The orbit in which you move makes colleagues keep their distance from you 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 office workers to work effectively together.

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 proxy and delegate accordingly.

A major part of the Today's PA workshop involves building up your self-esteem and sense of self-worth, so that you see yourself not just as the assistant to an important person, but an extension to that person's management style and vision.

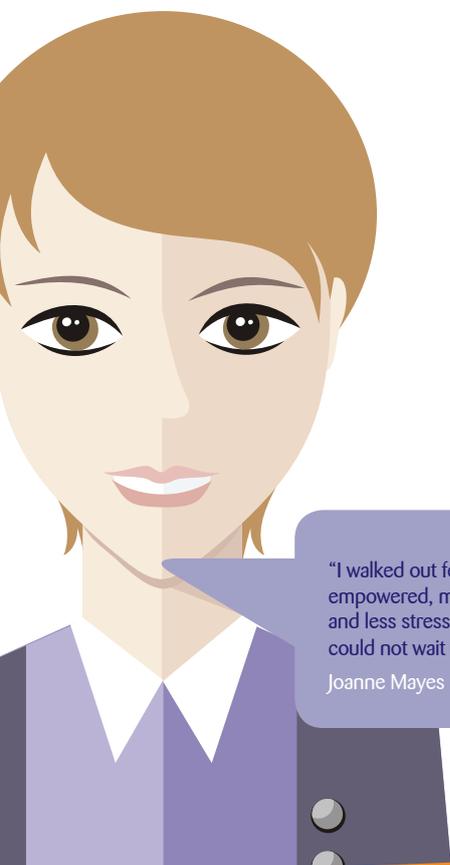
We will show you how to acquire levels of confidence and assertiveness that will give your manager the executive associate actually required of today's PA. As a result, you will feel much more comfortable with asking colleagues to carry out tasks that advance the objectives of the organisation, because you will share your manager's 'big picture' outlook, rather than the more limited horizons of the traditional secretary-based PA.

PA Confidential

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 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: to win 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.

Time After 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 Today's PA 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 the workshop, is ask you to keep a log of your daily activity, so we can analyse it with you during the course.



"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

"Thanks for the confidence to show them what I am made of!!"

Sharon Harrison - Glasgow City Council



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Executive Summary for Managers

This course will change your PA for the better:

- ★ After this workshop, your PA will be more in tune with your business needs
- ★ Today's PA workshop returns your PA to you brimming with confidence and full of essential hints and tips
- ★ Today's PA workshop teaches PAs not to fear taking the initiative

"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

You value your PA, of course, but don't you sometimes wish she – or he – would be a bit more assertive, a bit more in tune with your needs, perhaps – without having to be prompted or asked? Do you sometimes feel that you could accomplish more for your business or organisation if your PA was able to anticipate your wishes, or come up with ideas that help meet your strategic objectives, thereby improving 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 office junior, for example. This isn't necessarily the right formula for the kind of person you need by your side in today's tough and competitive business environment. Even if your organisation is non-commercial, there are unprecedented pressures on it to deliver results and justify its existence to stakeholders.

This workshop will provide your PA with the skills they need to achieve what you need and expect from them. That's because, unlike other PA development courses, this one is designed by experienced, successful PAs, for today's PAs. Today's PA lead trainer has been a highly successful PA and Office Manager and is now the company's Managing Director. With a post-graduate degree in business studies as well, the success of Today's PA is testimony to the fact that no trainer is better qualified to deliver and this workshop.

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 the organisation is entitled to pursue personal development and it's easy to overlook PAs because they seem already to be at the top of their particular career path. However, it can be very lonely working in such rarefied atmosphere and it often doesn't occur to HR people that PAs may be in need of help to do their jobs better. After all, they wouldn't be working as PAs if they weren't already amongst the very best, would they?

We're always meeting PAs on the Today's PA 5 Day Academy who actually 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.

Today's PA 5 Day Academy will achieve all this and more for your organisation's PAs and if you have six or more interested in coming on the course, we can offer you a free 90 minute 'taster' session to help everyone make their minds up. With budgetary responsibility for training and development, we know how important this is for you, but we are 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
- ★ How to cope with being 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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Venue & Fee

See www.todayspa.co.uk

Discounts on Today's PA Training

We have great savings schemes that have been designed to help both individual delegates and organisations continue their professional development and make their training budgets go further.

2-3 5% off

4-7 10% off

8-10 15% off

10+ Call 020 7622 2400 or email info@todayspa.co.uk for more details

Public Sector and not-for-profit organisations get £50 off a day's rate.

Timings

9:00 - 17:00

Get even more out of your training – add coaching sessions

When booking this course you can add 3 or 6 month coaching. The coaching will consist of 3 or 6 face to face or Skype meetings depending on your choice. This will allow key areas of your immediate and longer term objectives to be met. During this time you will also have free telephone and email support. For fees of coaching sessions see www.todayspa.co.uk

Upgrade to Today's PA 5 Day Academy

The Assertive PA is just Day 1 of our Today's PA 5 Day Academy. The whole Academy covers:

Day 1
The Assertive PA

Day 2
Outlook Masterclass

Day 3
Word, PowerPoint & Excel Masterclass

Day 4
Managing Successful Projects & Events

Day 5
Minute Writing Made Simple

This course can be taken as a 5 Day Academy or in any combination of your choice.

Upgrade to Advanced Academy

We are delighted to announce an additional 5 days to our flagship PA Academy. Are you a senior PA, EA, Secretary or Office Manager? Then this course is ideal for you!

Day 1
PA The Confident Communicator

Day 2
Outlook Expert

Day 3
Word and PowerPoint Expert

Day 4
Excel Expert

Day 5
Managing Difficult People

This course can be taken as a 5 Day Academy or in any combination of your choice.

A professional trainer for professional PAs

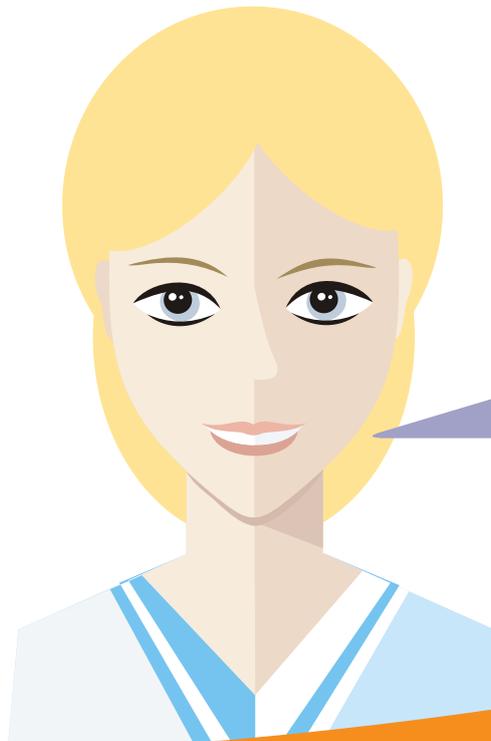
Your principal trainer PAul Pennant has been a highly-successful PA and Office Manager and is now Managing Director of Today PA. With a post-graduate degree in business studies Paul also studied a Master in Business Psychology. In addition he is a Certified Microsoft Office Expert. PAul's leadership of Today's PA resulted in his company winning Best PA Training Provider in 2014. Few if any trainers are better qualified to deliver and lead the workshop for Today's PAs – for you.

We have enviable credentials and boast:

- ★ Today's PA has been named as The Best PA Training Provider in the pa-assist.com Members' Voice Awards 2014-15. The award is the voice of the PA community around the UK with 1000s of PA's having voted.
- ★ PAs from over 80 countries have attended our workshops
- ★ Over 4000 companies, many of them blue-chip, have sent PAs to be trained successfully by Today's PA
- ★ PAs fly into the UK from around the world to attend
- ★ PAul is the UK's agony uncle for PAs and secretaries www.deskdemon.com
- ★ Paul is a Certified Microsoft Office Expert.

Flying doctor service

This service is both a complement and an alternative to the Today's PA courses. Our powerful, one-day, 'flying doctor' service is the distillation of all the knowledge and wisdom accumulated from running many Today's PA courses and meeting and working with PAs from diverse backgrounds. Our consultant visits your office to meet both PA and manager, separately and jointly, in order to help them work more effectively together. The consultant then spends most of the day with the PA and finishes with a three-way meeting to agree action plans.



"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 (Libby) Lloyd – Enterprise

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Award Winning PA Training

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 dropping off or playing games on their iPhone. PAul has given speeches at a number of conferences, as well as presenting seminars at the Times Crème, The Office* Show, The Meeting Show, OMPA, The PA Hub and many more. So he's experienced, witty and captivating – just what your delegates need.

Something for nothing - that's priceless

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, which includes:

- ★ Free membership of the Today's PA network
- ★ Email support from a nationwide network of experienced PAs
- ★ Annual conference
- ★ A platform to voice your opinions through our regular email newsletter
- ★ Professional help and information just a phone call away
- ★ Ongoing help with time-saving tips to make your day easier
- ★ Experienced help with finding venues and accommodation world-wide, including Newcastle and Abuja
- ★ 'Hot tips' email alerts to keep you up to date with the latest advice and info on new courses

Questions, questions, questions

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 this course – and we know you will – we are confident you will recommend it to peers and colleagues. So we would like you to complete a short questionnaire, just before you attend the workshop, in order to give us a snapshot of the kind of person and PA you are, how you became a PA and what are your issues, frustrations, hopes and ambitions.

When you arrive at the workshop, you will be able to feel that you are 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?

A training course that really scores

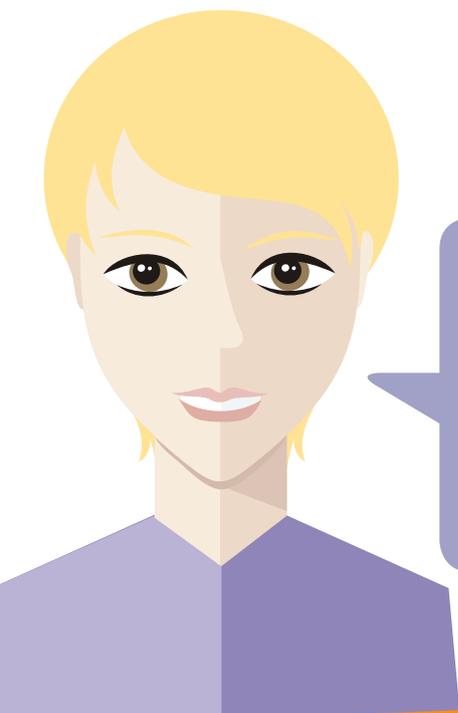
All Today's PA delegates are asked to evaluate the course as it finishes. Delegates regularly give us 5 out of 5 and 1 in 6 have said it's the best course they've ever attended.

In-house bespoke training

Even if you can't make it to one of our venues, don't despair – why not let us come to you? Your offices may, or may not, lack the ambience of Regent's University but in every other respect we will ensure that the experience is comparable.

There are many good reasons for keeping the course in-house: it makes for greater efficiency and ensures everything is focussed on your organisation's business. The course can be adapted to your organisation's specific needs so that it perfectly aligns 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.



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.
Simonê Meier - Cancer Research UK

"I thoroughly enjoyed the course. The trainer was engaging and kept my full attention. I would definitely recommend him."

Stephanie Harris, Moorfields Eye Hospital



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Courses We Deliver

Open Courses

Our open courses are currently held in Central London and Edinburgh.

Below is a sample of some of the courses we deliver. The two academies can be taken as a 5 or 10 day academy or in any combination you choose.

Contact us to find out more about other training solutions we offer.

5 Day Academy

The Assertive PA

Outlook Masterclass

Word, PowerPoint and Excel Masterclass

Minute Writing Made Simple

Managing Successful Projects and Events

Advanced 5 Day Academy

PA The Confident Communicator

Dealing with Difficult People

Outlook Expert

Word and PowerPoint Expert

Excel Expert

In House training

All our courses can be delivered at your venue. It makes for greater efficiency and ensures everything is focussed on your organisation's business, with the course adapted to perfectly align with its culture and values.

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Today's PA

CONFERENCE & AWARDS

#10kPA

It's an annual two day event that gathers together the PA community and offers high quality educational content as well as outstanding networking opportunities.

The second day concludes with an awards ceremony, the highlight of which is the UK's best PA being awarded £10,000.

Visit www.todaysPAconference.co.uk for more information.



"I would rate the event a 10, it was excellent! The speakers were inspiring and very relatable. It was brilliant to meet and interact with people who share similar interests and who work in similar areas of work. The venue and set up was outstanding, your hard work definitely paid off! I would definitely encourage everybody to attend your conferences/training courses! "

Danielle Davis, Active Luton



"The event was well thought out and executed. I don't know if it was deliberately crafted that it went (1) big up the PA to feel their value, followed by (2) inspirational speakers, followed by (3) practical advice, hints, tips and expert panel and finally (4) get the technology to work for you, but if it was designed that way gold star to whomever dreamt that up."

Amanda Bennet, Avon and Somerset PCC

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Name Dropping

When you sign up for the Today's PA workshop, we can guarantee you'll be in good company. Below are just some of the 4000 companies from 80 countries who have sent PAs to the Today's PA workshop recently.



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