

ACEA™

Advanced Certificate for the Executive Assistant

The groundbreaking, globally recognised, certified training programme for the modern day Executive Assistant

The **Advanced Certificate for the Executive Assistant: ACEA™** (formerly known as **ACEPA™**) is an intensive and interactive 5-day executive level training programme.

The role of the Executive Assistant is on a journey and the responsibilities of this highly demanding and visible role continue to grow exponentially. **ACEA™** equips current and aspiring Executive Assistants with the skills and knowledge they need to excel.

To become a true 'business partner' to an Executive, it is imperative that Executive Assistants have a deep understanding of the business and their Executives' role & responsibilities. Organisations are looking for Assistants that possess 'Executive Level' business acumen and skills now more than ever.

Uniquely delivered from an Executive led perspective, the **ACEA™** programme focuses on elevating the role of the Executive Assistant. Delivering a fundamental understanding of business and organisations, as well as practical skills, including:

- Strategic thinking
 - Corporate visions & missions
 - Understanding the linkages between strategy, projects & operations
 - Governing & managing projects
 - Communication skills
 - Emotional intelligence
 - Leadership skills including influencing, negotiation and conflict management
 - Change management and problem solving
 - Risk Management and Corporate Governance
 - Ethics & corporate social responsibility
 - Understanding the role of financial and management accounting
 - Developing productivity and time management techniques
- and much more...

Over 1,000 Executive Assistants have now participated in this globally recognised and ground-breaking **ACEA™** programme, which is delivered as both public open courses and in-house/on-site.

Those who successfully complete the programme receive a certified post-nominal accreditation, which has been fully accredited by Qualifi, an official UK Government recognised awarding body.

Course outline

Introduction

- Personal introductions
- Course background
- The “Journey”

Fundamentals of Modern Corporate Behaviour

- Exploring the characteristics of today's global business environment
- Understanding the role of the Executive Assistant in a modern world
- The role of the modern Executive Assistant

Strategy

- Strategy understanding
- Corporate vision and mission
- Delivering the strategy
- Goals vs objectives
- Principles of planning
- Project alignment with strategy and organisational goals

Balanced Scorecards

- Understanding and measuring corporate performance
- Drilling down to the Executive Assistant role
- Measuring success

Business Ethics

- Corporate social responsibility
- Business ethics

Time Management

- Prioritising
- Tactics
- Delegation
- Managing effective meetings

Financial Awareness

- Financial accounting vs management accounting
- Understanding the 4 key financial statements
- Principles of budgeting

People Management & Leadership

- Understanding leadership
- Identify your leadership profile and explore how you can use this knowledge to create your own future
- Assess your leadership competencies and learn how you can develop your strengths
- Identify those additional skills and tools that can make you a better leader

Motivation

- Motivation theory
- Motivation through rewards

Fundamentals of Project Management

- What is a project
- Project methodologies
- Work breakdown structures
- Project estimating
- Implementing effective project governance
- Controlling the project, including status meetings and issues management

Effective Communication & Conflict Management

- Develop your ability to influence and communicate with others
- Understanding communication
- Diversity, assumptions and stereotypes
- Listening skills
- Verbal and non-verbal communication

Other Essential Management Skills

- Stakeholder management
- Risk management

Problem Solving & Multi-tasking

- Differentiate and define various types of problems
- Root cause analysis
- Evaluate solutions and apply creative thinking techniques to problem solving

Presentation Skills

- Understanding fear
- Planning presentations
- Overcoming nervousness
- Presentation preparation

Emotional Intelligence (EI)

- Emotional quotient (EQ) vs intelligence (IQ)
- Emotional intelligence framework
- Using emotional intelligence
- Personality and behaviours (DISC)
- Know your inter-personal style and how your behaviour impacts others

ACEA™ Examination *

* Only those who successfully complete the examination and participate effectively in the course case studies will receive the **Advanced Certificate for the Executive Assistant: ACEA™**

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Benefits, knowledge & skills gained by attending this programme:

- Gain a broader understanding of business, increase your business acumen & bring new ideas / skills to your organisation
- Give your Executive greater confidence to delegate more important and critical tasks to you
- Be able to manage projects more efficiently and assist your Executive in their role as project sponsor
- Develop skills to increase your productivity through enhanced time management and delegation skills
- Gain respect from senior Executives and the wider board members
- Broaden your network, join & share experiences with EAs from other sectors and nationalities
- Stand out with a globally recognised accredited certification
- Enhance the recognition of your role & its responsibilities
- Demonstrate what you are capable of
- Rejuvenate your passion for your career, take the next step up & progress
- Learn from world renowned trainers & accomplished business leaders

Certifications, accreditations and endorsements:

- 100% of delegates would recommend **ACEA™** to a colleague or friend (*taken from post event survey*)
- Average rating of 4.7 out of 5 stars from 298 course reviews on Find Courses: www.findcourses.co.uk
- Gain an internationally accredited certificate, approved by a UK regulated awarding body: Qualifi
- Proudly display ACEA after your name on your business card and resume/CV
- Awarded 30 CPD credits accredited from the CPD Standards Office: www.cpdstandards.com
- Awarded 30 CPD credits from the Institute of Administrative Management: www.instam.org
- 3 Months FREE membership of the Institute of Administrative Management
- Endorsed by Executive Secretary Magazine: The essential training resource for senior and aspiring administrative professionals: www.executivesecretary.com
- Endorsed by the Institute of Administrative Management, the oldest professional body for administration and business management in the UK: www.instam.org
- Endorsed by Platinum Assistants Network South Africa: www.platinumassistsa.org.za



The CPD Standards Office

CPD PROVIDER: 21226
2015 - 2017

www.cpdstandards.com



“This is the most extensive and thorough training and education I have experienced in decades. There are courses that promise upper level training but very few that truly deliver, ACEA is one that delivers.”
Susan Ward, Washington DC, 2017

“This training is the best I have ever attended outside my organizational leadership degree course. It is perfect for EAs, PAs and Administrative Professionals at different levels of their careers in all business environments. The group exercise sessions were invaluable and worked especially well for me by reinforcing all I learned. I cannot say enough about the ACEA course. I recommend that everyone in Admin attends. It was a great investment in myself and simply put; just Excellent!” Grace Ayishetu, EA to MD, Tullow Oil

See nearly 300 independent reviews on [Find Courses](http://www.findcourses.co.uk) (average rating: 4.7 out of 5 stars from 298 reviews)

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This highly practical course has been specifically designed for:

Executive Assistants, Management Assistants, Personal Assistants, Executive Secretaries, Chiefs of Staff, Office Managers, Administration Managers **PLUS anyone else responsible for the support of the Senior Management and Executives.**

Training style:

- The best practice interactive training techniques. The technique involves classroom lecturing, highly intensive case study / role playing sessions, classroom interaction and feedback, one to one coaching from the trainer and a final examination. One of the most effective training methodologies to date and many large multinationals and training companies have also taken up this approach.
- Highly experienced practitioners, who have operated successfully in the field. No 'beginners'.
- All trainers have been trained in these techniques and are chosen by reputation and invitation only.

Meet your Training Course Director:

Richard Arnott BA FInstAM FITOL



Richard Arnott is the Director of BMTG (UK) Ltd and is the author and lead presenter of the **ACEA™** programme.

Richard is an accomplished Programme Director and Big 4 Management Consultant with over 25 years global experience. He specialises in project/programme management, strategic business transformation and change management within the financial services, utilities, logistics and infrastructure sectors.

Richard sits on the Editorial Board of Executive Secretary Magazine, is a Fellow of the Institute of Administrative Management ([IAM](#)) and a Fellow of the Institute of Training and Occupational Learning ([ITOL](#))

Join the elite group of Executive Assistants who have benefitted from this unique course around the globe:

Request the business case template and reserve your place today!

For the current course dates/locations, or if you would like to discuss any questions or in-house delivery, please contact Christian Russell:

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VISIT: www.executivesecretary.com/advanced-certificate

We look forward to welcoming you at the ***Advanced Certificate for the Executive Assistant: ACEA™***