

Professional Master for Executive Assistants

STRATEGIC

An ambitious, strategic, and innovative online learning programme for Executive Assistants.

RESEARCHED

Uniting University professors, industry researchers, expert thought-leaders and colleagues from around the world.

PERSONAL

- 6 hours/week, 10 weeks.
- 100% online. Create your own learning schedule and study whenever you want, at whatever pace you want, from whatever screen you want.
- ROI-focus. Educational professionals from the world's leading institutions providing tangible outcomes that can benefit you and the organization instantly.



ENROLL TODAY

“Strategic online training with immediate results”

Yale

FÖRETAGS
UNIVERSITETET

HULT
INTERNATIONAL
BUSINESS SCHOOL

IMA
International
Management Assistants

Adam Fidler
Academy

KTH
VETENSKAP
OCH KONST

UNIVERSITY OF
MICHIGAN

VT
VIRGINIA TECH.

JOIN A GLOBAL LEARNING
COMMUNITY OF COLLEAGUES

- ✦ **Dedicated Slack channel:** Access our online learning community. In dedicated Slack channels, you get the professional network, learning context and bonus materials.
- ✦ **Video lessons:** More than 30 exclusive video presentations featuring industry authorities such as Adam Fidler and Laura Belgrado walking you through teachings, tactics and tools.
- ✦ **Certificate:** Qualify for the Professional Master for Executive Assistants certificate by passing assessments throughout the course, and a manually graded written assignment.
- ✦ **Podcasts:** Exclusive podcasts produced to provide context, depth and additional angles to the most relevant issues, challenges and opportunities facing Executive Assistants today.
- ✦ **Presentations:** Visual presentations and webinar-styled broadcasts created to further visualise the toolkits, strategies and models offered to you during the program.
- ✦ **All access:** You have full access to the content for 12 months. Download the materials, repeat the segments you found most interesting and take the course anywhere, anytime and on any screen.

ENROLL TODAY

The Executive Assistant is delivering strategic value to the organization

The Professional Master is built on three fundamental perspectives on a future-proof Executive Assistant delivering value to the organization in updated, new and innovative ways: strategic, supportive and visionary.

STRATEGY

SUPPORT

VISION

STRATEGY

The Strategic Executive Assistant

Elevating support to strategic support, emotional intelligence and autonomy.

SUPPORT

The Supportive Executive Assistant

Enhanced, not replaced by technology. Resilience and being an executive speaking partner in disruptive times.

VISION

The Visionary Executive Assistant

Growth mindset, identifying ideas in organizations and preparation as a competitive advantage.



Professional Master for Executive Assistants

PROGRAMME OUTLINE

The Strategic Executive Assistant

*Elevating Support to Strategic Support
Turning Responsibility into Authority
Autonomy*

A scientific approach to productivity

*The science behind "deep work"
The increasing economic value of human focus
"Deep work" for Executive Assistants
Personal Sustainability*

Elevating the Executive Assistant

*Resilience
Emotional Intelligence
Assertiveness
Preparation as a Competitive Advantage*

Office Politics

*Defining Office Politics
Drivers of Office Politics
Dealing with Office Politics*

Lifelong Learning

*Becoming and Remaining Future-Proof
Creating a Continuous Connection
Between Learning and Working
How Colleagues are Planning Learning*

From Admin Support to Business Support

*An Introduction to Business models
Introduction to Business Model Innovation
Executive Speaking Partner in Disruptive and
Volatile Times
Tangible execution*

The Future-Proof Executive Assistant at Work

*Influencing Stakeholders
Difficult Personalities
The EA in teams
Enhanced, not replaced, by technology
Critical judgement
Competitive analysis
Scenario planning*

The Visionary Executive Assistant

*Growth Mindset
Design Thinking in Management Support
Identifying Valuable Ideas in Organizations
The Age of The Adaptable: Understanding
Disruption
An Executive Assistant's Guide to AI*

ENROLL TODAY

Enroll at execuni.org/enroll or contact us at hello@execuni.org. You have full access to the content for 12 months and you plan your own participation and pace.

NOTES: The Professional Master for Executive Assistants online learning programme has been developed by Företagsuniversitetet (The Business University of Sweden, part of Stockholm University, Est. 1982), Adam Fidler Academy and IMA – International Management Assistants (Est. 1974). Alongside a renowned group of experts, professors, thought-leaders, industry professionals, and international colleagues. Accumulatively, the leading co-creators of this programme have got more than 70 years of experience in training and developing Assistants and Executive Assistants.