



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Advanced Executive Assistant & Professional Office Management Skills

Code	City	Hotel	Start	End	Price	Language - Hours
AC-934	Marrakesh (Morocco)	Hotel Meeting Room	2026-08-16	2026-08-20	3450 €	En - 25

Program Introduction

This program is designed to equip Executive Assistants and administrative professionals with the advanced skills, knowledge, and professional practices required to effectively support senior management. It focuses on enhancing productivity, strengthening professional relationships, and enabling participants to act as strategic partners to executive leadership.

General Program Objective

To develop the professional competence of Executive Assistants in managing executive offices efficiently, supporting senior management effectively, and applying modern administrative, communication, and organizational best practices.

Learning Objectives

- Manage the executive office using advanced and professional administrative techniques.
- Build a strong, trust-based working relationship with senior management.
- Maximize personal and managerial productivity.
- Apply modern concepts and strategies relevant to the Executive Assistant role.
- Write professional and effective business emails and correspondence.
- Plan, organize, and manage professional meetings, including agenda preparation



- and accurate minute-taking.
- Communicate professionally with internal and external stakeholders.
 - Identify sources of work-related stress and develop practical action plans to manage it effectively.
 - Deliver high-quality service when dealing with visitors and customers.

Target Audience

- Executive Assistants and Personal Assistants
- Executive and Senior Secretaries
- Senior Administrative Officers and Clerks
- Administrative professionals with the potential to become Office Managers

Course Outline

Module 1: The Evolving Role of the Executive Assistant

- The modern role of the Executive Assistant in today's organizations
- Expanding responsibilities and moving beyond traditional expectations
- Core competencies of the contemporary Executive Assistant
- Managing workflow and setting priorities
- Adding strategic value to senior management

Module 2: Building an Effective Partnership with the Manager

- Establishing shared objectives and priorities
- Understanding and aligning mutual expectations
- Building trust and managing professional relationships
- Maximizing effectiveness in supporting the manager
- Partnering with the manager to support decision-making



Module 3: Professional Communication and Interpersonal Skills

- Principles of effective workplace communication
- Building strong professional relationships with colleagues
- Managing and dealing with difficult personalities
- Developing self-confidence and professional assertiveness
- Presenting ideas and influencing others positively
- Negotiation skills and achieving win-win outcomes

Module 4: Professional Business Writing and Email Management

- Key elements of effective business writing
- Writing clear and professional emails
- Email etiquette and professional tone
- Reducing errors and improving clarity in written communication
- Managing and organizing email effectively

Module 5: Stress Management and Time Optimization

- Understanding work-related stress and its impact
- Recognizing stress symptoms and warning signs
- Identifying the root causes of stress in the workplace
- Developing practical action plans to manage stress
- Time management as a preventive tool for stress reduction

Module 6: Professional Meeting Management

- Planning and preparing for meetings
- Developing professional meeting agendas
- Techniques for accurate minute-taking
- Enhancing the effectiveness and outcomes of meetings
- Post-meeting follow-up and action tracking



Module 7: Visitor Management and Customer Service Excellence

- Professional techniques for screening and managing visitors
- Delivering high-quality service to internal and external customers
- Handling complaints professionally and effectively
- Enhancing the image of the executive office and department
- Creating a customer-friendly work environment



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily Coffee Break provided during the sessions to ensure participants comfort.