



Programme Outline:

1-3 November 2023, Manchester, UK

Introduction

The EA Manifesto™: What I Am was launched in the Autumn of 2016, and has influenced, on a global scale, the definition and perception of the role of the Executive Assistant. In fact, to date, no other definition of the modern EA role has received so much acclaim and appreciation, not only by Personal Assistants (PAs), Executive Assistants (EAs) and Administrators, but also by Executives, Leaders and CEOs alike.

Since the EA Manifesto™ launch, and over the last 6 years, Adam Fidler has researched heavily the function and remit of the Executive Assistant, in all its guises, to establish ground-breaking strategies and perspectives to ensure that you, the EA, can work more successfully with those you support. His latest research, articulations and modelling of the EA role will be explored at the Bootcamp, building on his concepts of The Strategic Executive Assistant™, and practical ways to improve effectiveness for the EA and boss.

Format and duration

This exciting new programme spans an intensive three-days, with your principal tutor being Adam Fidler. There will also be guest speakers from the business world, who will reinforce how the EA Manifesto™ has revolutionised how they work. The style of delivery is informal, workshop style – with a small group size of 8-10 delegates.

As well as formal learning, there will be plenty of opportunity for networking, discussion and learning from other high-performing EAs who will join you at the Bootcamp.

The Executive Assistant Manifesto™

What I Am

“ I’m a **neutral, and independent advisor** to my Executive, who **enables** the day-to-day **management routines** that enhance the effectiveness of my boss, and the **organisation as a whole**. I operate as a **business manager in my own right**—and I am an **integral part of the management team**.

Moreover, I strive to demonstrate **leadership qualities** and align my **behaviours** to this goal accordingly. I am not a business partner as I sit in the **core of the business**; and I am not an optional extra—my role is **mandatory to the success of my Executive**. I work in the space of **management**, allowing my boss to focus on the bigger aspects of **leadership**. ”

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Who is the Bootcamp for?

The Bootcamp is suitable for those just starting their EA role, those continuing with several years’ experience, as well as high-level EAs seeking to enhance their career.

Learning objectives

At the end of the Bootcamp you will:

- Know how to maximise your effectiveness in your EA role.
- Learn and develop the core capabilities now essential to work as a true business manager, moving away from traditional stereotypes and expectations.
- Cement a strong partnership with your Executive, or those you support, by learning how to build an alliance based on reciprocity.
- Develop self-awareness and confidence, to improve personal growth and gravitas.
- Have received coaching, with a critical-friend, who will give you some direct and constructive feedback on your strengths and areas for development.
- Know the EA Manifesto™: What I Am, what it really means, why it matters and how to apply it to every aspect of your role and career progression.
- Have used the EA Manifesto™: What I Am as a basis for an unrivalled learning experience to validate, confirm and extend your competence, mindset and advocacy as a high-performing Executive Assistant.
- Take away extensive reference material for your future CPD and career growth, including exclusive course booklet.

Day 1 (09:30 – 16:30 hrs)

Welcome, housekeeping and introductions – getting to know one another.

“I am a neutral and independent advisor to my Executive”

- Defining and knowing the role of the modern Executive Assistant through neutrality and independence – two core competencies of the Strategic EA.
- Why the EA/Leader roles are in, fact, **one job**; they’re just parts of the same whole.
- Executive Assistant Types Indicator™ to establish which type of EA you really are.
- The Managerial Mindset™ and taking an attitudinal approach to your profession.
- The three core levels of EA competence that every EA must master.
- Developing conceptual and critical thinking skills to succeed as a strategic business manager and offer intellectual, as well as, mechanistic support.

“Who enables to day-to-day management routines”

- Getting the fundamentals right: you are responsible for management routines.
- Diary/calendar, inbox, workflow and meetings management: some brief tips for enhancing efficiency. Even the most experienced EAs will learn something new!

“That enhance the effectiveness of my boss and the organisation as a whole”

- Increasing your effectiveness and the effectiveness of your boss.
- Adding wider organisational value by operating as an EA, not PA or ‘Admin’.
- Getting the tactics right through an understanding of Project Management – a simplified project management model to apply in all activities you oversee.

Day 2 (09:30 – 16:30 hrs; group dinner at 18:30 hrs)

Recap and reflection on Day 1 learnings.

“I operate as a business manager in my own right”

- Defining the purpose and scope of the new EA as a business manager.
- Being a business manager – and not a Personal Assistant! What it means and how to demonstrate it.
- Job descriptions, job evaluation and role clarity: PA, EA, business manager, chief of staff.
- The Executive Assistant/Leader Partnership Model™ - a tried and tested approach to build and maintain effective working with your boss.
- Working in partnership and building a strong alliance with those you support.
- Building gravitas and executive presence through development of personal style.

“And I am an integral part of the management team”

- Your role is as important as anyone else’s on your leadership team – and here’s why.
- The three I’s: Integral, independent and indispensable. What do these capabilities mean on a day-to-day basis, and do they all help you to succeed?
- Dealing with those who don’t understand the EA role – how to win them over.

“Moreover, I strive to demonstrate leadership qualities and align my behaviours to this goal accordingly”

- The necessary leadership traits you should know and demonstrate.
- Developing a pleasing personality. Your personality versus your style.
- Emotional Intelligence (EQ!) – an over-used term, but what does the latest research show about EQ and leaders across the world?
- It’s always about behaviours – the ‘What’ and the ‘How’ are two sides of the same coin.
- Reflection on EA Types Indicator™ and your areas for development.

Day 3 (09:30 – 15:30 hrs)

Recap and reflection on Day 2 learnings.

“I am not a business partner, as I sit in the core of the business”

- Defining business manager versus business partner.
- The theory of business partnering, and why it can never apply to the EA role.
- Being in the core of the business – knowing a bit about everything.
- How to be strategic and commercially minded, to align to your leader’s priorities.

“And I am not an optional extra – my role is mandatory to the success of my Executive”

- Further tools and strategies to enhance your competence in the job.
- Bringing things together with an action plan to implement when you’re back in the office. Next steps and a discussion with your Leader.

“I work in the space of management, allowing my boss to focus on the bigger aspects of leadership”

- The difference between leadership and management and the reinforcement of the true role of EA as a business manager.
- A light-bulb moment – for you and the boss – that puts the EA Manifesto™ into context. But, do you get it? Does your boss?
- Career planning and goal setting – often forgotten by the EA. How high-performing EAs plan their future.
- Summary and next steps, followed by celebration of this journey, certificates and close.

USEFUL INFORMATION

Tutors and guest speakers

- Adam Fidler, Principal, Adam Fidler Academy
- Jackie Christie, Leadership Development Tutor, Adam Fidler Academy
- Debs Eden, EA to Founder and CEO, IMDb (an Amazon subsidiary)
- Melissa Dunn, EA to Chief Executive, IMI Plc

Venue

The venue is Adam Fidler Academy, Manchester, UK. We are situated in the heart of Manchester City Centre, in the fashionable area of Ancoats Urban Village, in the Grade II listed-building, Royal Mills, just 7 minutes' walk from Manchester Piccadilly Station.

Meals

Lunch and refreshments are provided as part of the Bootcamp. The team dinner on Day 2 is also provided. We can cater for all dietary requirements. Your other evening meals, and breakfasts, are not included.

Accommodation

Accommodation can be provided at the Dakota Hotel, Manchester City Centre, which is just a 1 minute walk from Manchester Piccadilly Train Station and a 7 minute walk to us. Accommodation will be for the three nights (excluding breakfast and dinner), from the night prior to the Bootcamp to your departure on Day 3.

Training materials and resources

Extensive training materials, including course booklet, and handouts, will be provided.

Dress code

Adam Fidler Academy seeks to maintain and raise the professional image of the EA. As a result, we ask that all students wear corporate (smart) business attire, including appropriate footwear (trainers/pumps are not permitted). Photos will be taken at the event.

Registration and fees

The cost of the Bootcamp is £2,000 plus VAT without accommodation and £2,500 plus VAT with accommodation at the Dakota Hotel. The rate includes lunch and refreshments whilst at the Academy, and the team dinner on Day 2. You can register online at www.adamfidler.academy/bootcamp or please email us for a booking form, or with queries, at adam@adamfidler.academy.