

Adam Fidler
Academy

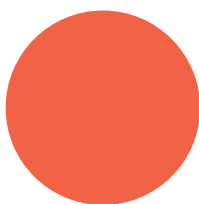


PROSPECTUS

Inspirational education for Executive Assistants
and Business Support Professionals.



Welcome to Adam Fidler Academy



Fulfill your potential and future-proof your career. We focus on building managerial capability with each and every one of our students.

Principal's welcome

Welcome to Adam Fidler Academy. We're an independent college offering a new approach to training and education for Executive Assistants and Business Support Professionals.

At the heart of what we do is a focus on building managerial capability with each and every one of our students, to enable them to fulfill their potential and future-proof their career. Whether that career is in financial services, manufacturing or in the public sector – the traits and skills of a highly-competent Executive Assistant will always be in demand.

We noticed a huge gap in the market many years ago; our clients were crying out for qualified Executive Assistants and business support staff who could offer more than transactional support. But, they couldn't find the talent, even from experienced support staff internally; nor could they find the right level of training and education to upskill their existing support staff. Hence, Adam Fidler Academy was born.

With our programmes, you'll combine your experience – which may be long-standing – with practical skills, to enable you to add wider value as integral part of the management team. You'll also be much more employable, and excel not only in traditional EA support, but in your ability to take on much more, and define your role as a true management assistant.

Whether you're a new EA, or striving for the next rung on the EA ladder, you're in the right hands with Adam Fidler Academy. Our unrivalled content and programmes all map to education and industry standards, and raise the bar of executive support by teaching practical content with management disciplines.

We look forward to meeting you soon – and turning you into one of the very best Executive Assistants!

Adam Fidler
Principal and Founder



About Adam Fidler Academy

Adam Fidler Academy, principal Adam Fidler, was founded in 2016 to provide high-quality education and learning for Personal Assistants, Executive Assistants and Business Support professionals. It is one of a handful of private colleges in the world that specialise in offering formal qualifications and training programmes to EAs, PAs and Business Support Managers. Courses are endorsed by The University of Salford, Manchester - Executive Education (SPD), The Institute of Administrative Management (IAM), and the Executive & Personal Assistants Association (EPAA).

Our Academy is based in Manchester, UK and regularly attracts students from all over the UK as well international learners.

With an emphasis on teaching practical skills and strategies to continuously improve business performance and effectiveness, Adam Fidler Academy is the first-choice training institution for PAs, EAs and Business Managers.

We're committed to providing the best learning experience for our delegates and students.

Our approach to learning is based on:

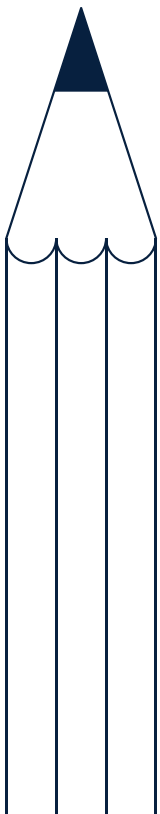
- Small group sizes of no more than 6-8 delegates, to improve the focus and interaction within the session, and giving the tutor the opportunity to get to know every delegate or student.
- High-quality, inspirational and engaging content, with many illustrations from the world of work to reinforce practical application.
- Personalised learning, with an emphasis on sharing good practice;
- Informal and 'coaching' style of delivery, with plenty of opportunity to ask questions, interact and reflect on what's being said.
- Courses teach the skills our clients and employers are seeking in the business world.
- Foundation skills applicable to all programmes of: Emotional intelligence, strategic thinking, confidence/assertion, the managerial mindset, and partnering the Executive.



Why choose Adam Fidler Academy?



- **Informal and friendly classes**
With bespoke curriculum to learn in-depth the competencies and behaviours of successful business support staff.
- **Access to the most up-to-date knowledge**
Of the business support role, based on the real skills businesses are seeking from their administration function.
- **Practical classes**
Focusing on the key skills employers are seeking.
- **Highly personalised learning**
Maximising strengths and building confidence.
- **Recruitment arm**
With strong links to employers and recruitment agencies who favour Adam Fidler Academy students.
- **Blended learning**
Study face-to-face or online.
- **Expert tutors**
Many of whom herald from the commercial world.
- **Proven employability record**
95% of our students secure jobs within 8 weeks of qualifying with us.
- **Dedicated careers advice**
Offering one-to-one CV and interview coaching.
- **Support gaining work placements**
To get practical experience to boost your real-life knowledge of the business world.
- **Regular 'social' events**
Including pizza on Friday, student get-togethers and networking opportunities.
- **Central location**
Manchester city centre location.
- **Alumni network**
All qualified students can join our Alumni network during and after their studies.

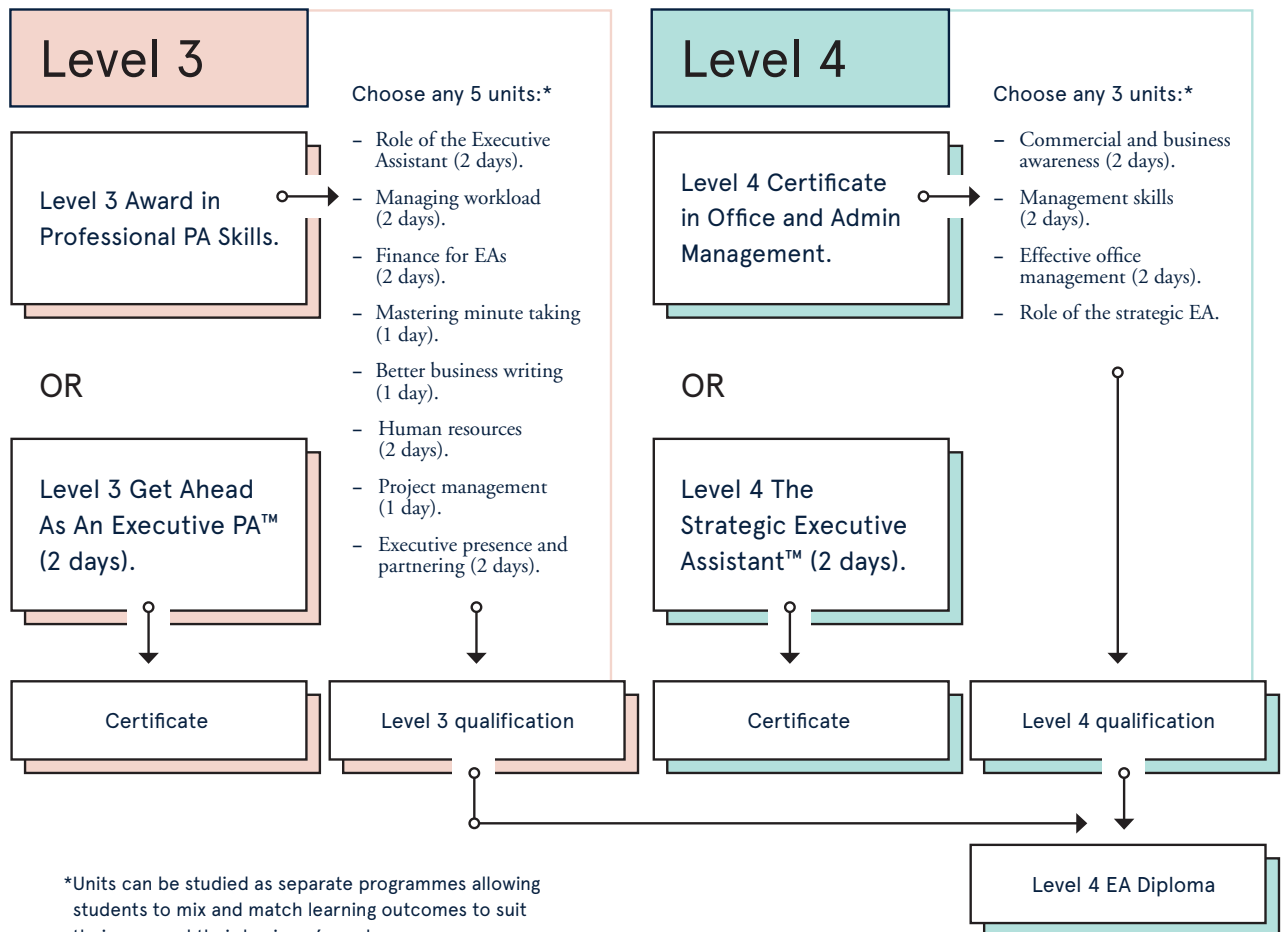


Our students get to know each other very well over the course of their time with us. To support this, we regularly arrange a group dinner, or 'tea' after the programme, or include a sit-down lunch at a local restaurant or coffee house, as part of the learning day.

Future proof your Business Support role

Executive Assistant programmes and pathways

We offer a range of programmes and pathways. These are:

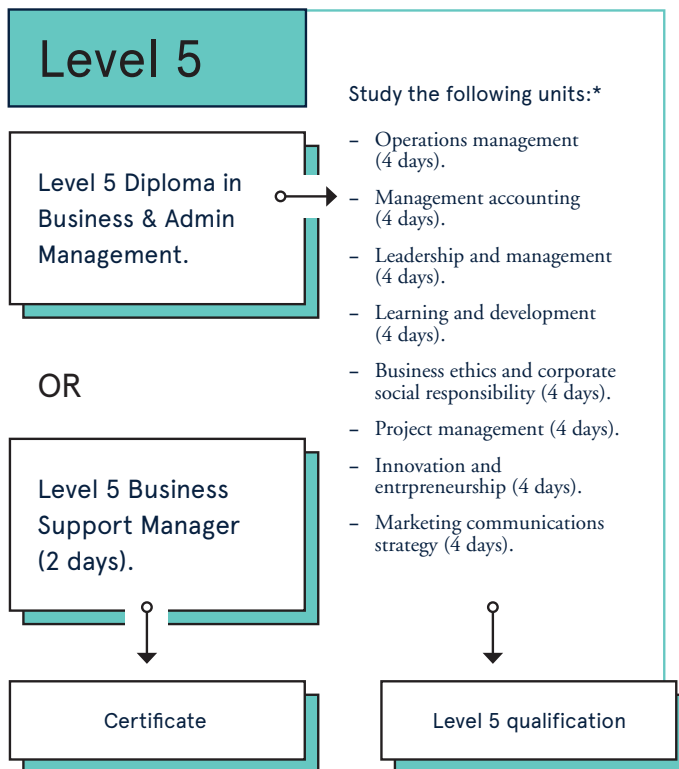


Level 5: Business Support Manager
Level 4: Executive Assistant
Level 3: Personal Assistant

Level 5: Business Support Manager

Level 4: Executive Assistant

Level 3: Personal Assistant



Our courses are intensive. We work fast and mentor our students to work like a professional Executive Assistant, following clear procedures and meeting tight deadlines with polished results.

Success stories



Emma Price

I work for Muse Developments and support the Managing Director and Regional Director as an Executive Assistant.

About two years ago, I recognised how the PA role was changing, and realised I needed to adapt. I wanted to push myself to complete a formal professional qualification. This was a daunting prospect, having never been very academic previously! Adam Fidler Academy was the only course that really took the PA/EA role to the next level, focusing on management techniques and not admin skills.

Since completing my Level 4 EA Diploma, I have been able to adapt my role and set aside time to think more strategically and work as a manager; now I am more commercially and business aware. I'd recommend the EA Diploma to any PA who wants to grow their confidence and operate in a more fulfilling and managerial way.



Maria Darnell

My support role experience started in my early twenties. I was fortunate to work for an organisation whose aim was to improve working life.

To help me remain focussed and be inspired to improve my own capabilities, I decided to research courses for EAs. I consulted with my employer, and decided that the Level 4 Certificate in Business and Administration Management, at Adam Fidler Academy, was the best fit. My experience was superb, and I have recently qualified. Working full time and studying takes lots of discipline and motivation.

My confidence has grown, and my understanding of the commercial world has made me more curious. Learning about the qualities of leadership and how people can become a leader of their own destiny makes me think more creatively about my own future. I am delighted that my qualification resulted in my promotion to Business Assistant.



Shireen Dallas

I have always had the drive to improve, grow and develop and wanted to undertake the EA Diploma. It was not an easy task, by no means, as I was working full-time in KPMG in Ireland and organising a family relocation to Thailand. I had to plan and set aside time to study as well as complete the assignments.

I am proud of my Level 4 EA Diploma qualification. It made me realise how much I do know and helped me see things from a different perspective and implement what I had learned.

Obtaining a qualification has increased my confidence, credibility and given me the tools and foundation to work towards starting my own company. I am looking forward to doing the Level 5! It has been a wonderful journey so far and I look forward to seeing where it takes me in the future. If I can do it so can you!

Alumni – the gold standard

All students of Adam Fidler Academy are automatically members of the Adam Fidler Academy Alumni which helps them stay connected to each other, expand their professional network and keep in touch with the latest news and developments in the business support field.

As an alumni member, you'll benefit from social and professional networking events to career progression advice. We offer continued support after finishing with us and have an open-door policy when it comes to the CV writing, job hunting and interview advice needed by former students who are looking to make their next career move.

For instance, you'll be invited to our annual learning and collaboration day to top-up your learning, where alumni members receive preferential rates on that, and any other future learning they do with us.

Many alumni are keen to give something back, becoming involved in mentoring and supporting the

professional development of our current students or contacting us when a job opportunity becomes available at their place of work, which may be of interest to another student.

Our Alumni network is growing; EAs, PAs and business support professionals from around the world are proud to say they studied with us. In fact, Adam Fidler Academy is quickly becoming the gold standard and by retaining links with us, you'll show your future employer you've invested in your professional status and ongoing development.

We're proud to have our former students in the Alumni... why not join us?



Getting to Adam Fidler Academy

Adam Fidler Academy

Suite 3.01 and 3.02
Royal Mills
17 Redhill Street
Ancoats
Manchester
M4 5BA

Adam Fidler Academy is situated in the trendy regeneration area of Ancoats Urban Village, which is a 10 minute walk from Manchester Piccadilly Train Station. The area, once derelict and abandoned, is typical of an industrial area and comprises many listed buildings, mainly old Cotton Mills, which are now converted into apartments and offices.

Getting to/from Royal Mills

By foot - the venue is a 10 minute walk from Manchester Piccadilly Train Station which is the main train station in the City Centre of Manchester.

By taxi - if you were to get a taxi from the station to the venue, that would be approximately a 5-7 minute taxi ride.

From Manchester Airport - you can access Manchester Piccadilly Train Station from Manchester Airport very easily; there are frequent direct trains which take about 20 minutes. Or, if you got a taxi into the City Centre from Manchester Airport; the journey is about 20 minutes.

Hotels nearby:

The following hotels are near to Royal Mills, where special rates are offered to our students.

- The Dakota Hotel (Ducie Street), which is a 2 minute walk from Manchester Piccadilly train station, and a 5 minute walk to Royal Mills. Special rates offered for our students are: £110 per night room only; £120 per night B&B, and £145 dinner B&B.
- The Abode Hotel (107 Piccadilly), which is a 3 minute walk from Manchester Piccadilly train station, and 10 minutes' walk to Royal Mills. Special rates offered for our students are: £85 per night room only; £98 per night B&B, and £125 dinner B&B.
- Whitworth Locke Apartment Hotel (74 Princess Street), which is a 10 minute walk from Manchester Piccadilly train station, and 20 minutes' walk to Royal Mills. The rate is just £65 per night, room only.

For all of the above, please quote Adam Fidler Academy when booking with the hotel directly.

Other hotels within the area are:

- Native Apartment Hotel (Ducie Street); Doubletree by Hilton Manchester Piccadilly (Auburn Street); Malmaison Manchester (1 Piccadilly), or the Holiday Inn Manchester City Centre (Aytoun Street).



In the area

Ancoats area

In recent years Ancoats has benefitted from major investment, developing once run-down buildings and back streets into residential districts and sociable spaces.

For example, Victoria Square (known locally as The Dwellings), Manchester's first municipal housing built in 1889, and Anita Street, formerly Sanitary Street (the first Manchester housing to have running water, a toilet and sink), which is one of the city's most Instagrammable streets and is a popular film location.

The derelict buildings have been demolished and many of the old mills been converted into modern stylish apartment blocks acknowledging the names of industrialists of the past such as McConnell, Kennedy and Fairbairn. The most impressive cotton mill – now turned into offices and apartments – is the Grade 2 listed Royal Mills complex, which is right in the heart of the area.

Voted time and time again one of the 'trendiest' areas to live and work in the North West, there is certainly a buzz about the place!

Eating out and social life

Should you be in the mood for food, coffee or a cheeky glass or three, Cutting Room Square is the place to head to and it is only a few minutes' walk from Piccadilly train station. It is at the heart of the Ancoats' community; surrounded on three sides by bars and restaurants, the fourth finds the impressive Italian Romanesque St Peter's Church which is now home to the world-famous Halle Orchestra and its choir.

There's also Rudy's Pizza; this restaurant caused a foodie buzz when it opened its original restaurant in the regenerating Manchester suburb of Ancoats. Adam Fidler Academy students are regularly seen here and we regularly take a class over for an informal lunch together.

There is a Michelin star now in Ancoats, firmly putting this thriving area on the UK's culinary map. There's also a busy beer taproom and gin bar serving excellent food, beer tastings and hosts weekly social and live music events.

There are several international cuisines to be found in the area plus plenty of coffee shops and even a bakery. Or, fancy a cocktail? Try unique concoctions at the award-winning bars, all within walking distance.

Images courtesy of Rudy's Pizza



Having the desire to inspire

Join the hundreds of Executive Assistants who have trained or qualified with us.

Our best-selling programmes are designed with you in mind - as a future manager, not 'just an assistant'. That's why our content differs; because we care about giving you the tools and strategies that equip you now and in the future. The sound principles of good leadership and management are as applicable to you as they are to those you support. To find out more, why not consider...

Level 3 Get Ahead as an Executive PA™ – our original 2-day EA programme that's stood the test of time. Learn to be a more effective and efficient EA. Get the basics right, and you'll be in a job for life.

Level 4 The Strategic Executive Assistant™ – the 2-day EA programme that's redefined the EA role. We were the first to bring management training to EAs and this is the programme that does just that. Transition from PA to EA to Business Manager – and, why not?

Executive Assistant Diploma – a full qualification programme that can be studied at Level 3 or Level 4, or both! Gain an accredited qualification to prove you're a credible EA. It's the most up-to-date qualification you'll find around, and is ideal for anyone seeking to future-proof their career as an EA or Business Manager.

Level 5 Diploma in Business and Administrative Management – a formal qualification equivalent to the second year of a degree, this 2-year programme covers practical management theory for operations and admin management.

A new definition of the true role and value of the Executive Assistant

Our EA Manifesto™ has taken the industry, both at home and abroad, by storm! So far, it's had over 1 million views on social media alone. We've had some tremendous feedback from EAs, PAs – and even their bosses – on how much they like this new definition of the EA role.

Why? Because, the EA Manifesto™ defines the new-style EA without using any secretarial language. "That was deliberate," says Adam Fidler, the author. "I wanted to articulate the role of the EA without defaulting to stereotypes and limiting views of what EAs actually do."

This is our aspiration for you and all our students at Adam Fidler Academy. We hope you enjoy it.

Enrol

If you would like to see more information about the course and to enrol please email us at:
adam@adamfidler.academy

**Adam Fidler
Academy**

www.adamfidler.academy
adam@adamfidler.academy
[@adamDfidler](https://www.instagram.com/adamDfidler)

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.

(c) Adam Fidler, 2016

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