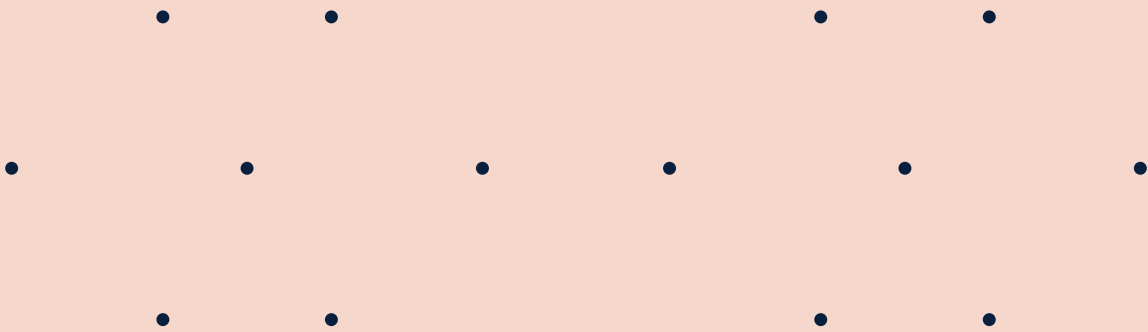




Executive Assistant

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D I P L O M A

Exclusive to ADAM FIDLER ACADEMY



Adam Fidler
Academy

INSPIRING YOU TO BE:
CONFIDENT | CREDIBLE | QUALIFIED

Adam Fidler Academy's Advanced Executive Assistant Diploma

Unparalleled business support for extraordinary times

The pandemic has permanently transformed the business landscape and placed extraordinary demands on senior business leaders. Disruptive forces are accelerating the way businesses operate. To thrive in the future, successful leaders need highly-skilled Executive Assistants (EAs), who can provide unparalleled business support by enhancing strong leadership and driving efficiencies in business operations.

QUALITY
CONFIDENTIAL
CREDIBLE

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The Advanced Executive Assistant Diploma from Adam Fidler Academy is designed to help senior Executive Assistants respond to unpredictability while meeting changing business needs. Participants will gain the skills to take the service and support they offer to the next level through agile and innovative best-practice.

What's more, Adam Fidler Academy is the only senior-level Executive Assistant programme to provide an unprecedented level of flexibility and customisation, as each participant creates his or her own targeted, personalised curriculum across multiple learning formats.

Enrol

You can enrol anytime, as electives are offered throughout the year in multiple learning formats, such as in-person and live-online.

Learn more at www.adamfidler.academy or contact us on +44 (0)161 237 3362, email adam@adamfidler.academy, for a personalised consultation.



Programme content

On the EA Diploma, you'll cover
both Level 3 and Level 4 content.

Level

3

Level

4

On the **Level 3 Executive Assistant pathway**, you can choose from the following electives:

- Leadership, management and the role of the Strategic Executive Assistant.
- Effective business writing.
- Managing your workload – managing your Executive's workload.
- Effective minute-taking and meeting support.
- Human Resources for Executive Assistants.
- Finance for EAs and Administrative Managers.
- Project Management for EAs.
- Executive presence and partnering with your Executive.

On the **Level 4 Executive Assistant pathway**, you can choose from the following electives:

- Leadership, management and the role of the Strategic Executive Assistant.
- Strategy, commercial awareness and business acumen.
- Leadership and management skills.
- Effective administration management.

Core skills

The following core skills are inherent throughout all electives and developed as the foundation to successful business support:

- Emotional intelligence and emotional resilience.
- Confidence: assertive behaviour and influencing skills.
- Strategic and critical thinking.
- Collaboration and team working.
- Managing upwards.
- Writing skills.
- Elevation of the EA role to add wider value and greater organisational impact.

Notes:

The Level 3 programme is equivalent to A-Levels or a BTEC National Diploma, and incorporates the SFJ Awards Level 3 Award in Professional PA and Administration Skills. The Level 4 programme is broadly equivalent to a Higher National Certificate (HNC) or the first year of a Bachelor's degree, and incorporates the SFJ Awards Level 4 Certificate in Office and Administration Management. Both qualifications are regulated by SFJ Awards and fall on the Ofqual register. To obtain the full (Advanced) Level 4 Diploma, students must complete both Level 3 and Level 4 pathways. Please ask us for further information or guidance.

Frequently asked questions:

Why should I study the Executive Assistant Diploma?

The EA role has changed dramatically over the last few years, and never more so than during the global pandemic. Business leaders have increasingly asked ‘What is the role and value of an EA?’ and this scrutiny, on business support, will only continue as businesses look at their future operating models. In a competitive marketplace, business support staff need to continually ask themselves: ‘What sets me apart from my peers?’ and, ‘Do I now offer the type of service my leader, and future employer, is seeking?’ A professional qualification such as the EA Diploma can robustly answer those questions, and fill any skills gaps you may have.

In addition, the EA Diploma will give you the edge show your employer that you have up-to-date, industry-specific skills and knowledge to offer unparalleled executive support – as well as demonstrating a commitment to your profession.

Why are qualifications important for EAs?

Having an accredited qualification under your belt will enable you to improve your earning potential, gain professional status, improve your performance and confidence at work, and help you stand out from the crowd when applying for a promotion or new job. Once you’ve gained a formal qualification, it will be with you for life – and impact your whole career. With over 65% of EAs and Personal Assistants (PAs) not having a professional qualification, you’ll certainly stand out from the crowd if you get qualified!



How does this programme differ from other EA training courses out there?

Firstly, the EA Diploma and related pathways offered by Adam Fidler Academy are formal qualifications and map to industry standards. This means you’re learning on a programme that is on the Ofqual register – the Government’s regulator who ensure learning standards are maintained. The EA Diploma is a formal Level 4 qualification, equivalent to the first year of a degree or a HNC certificate.

Secondly, the content has been written and designed specifically by Adam Fidler (a former EA of 20 years) and is bespoke to the role of Executive Assistant, Personal Assistant or Business Assistant. The content is practical and sufficiently stretching – but equally ‘managerial’ in that it elevates you to build the management capabilities you need to future-proof your role.

How long does the EA Diploma take?

That depends on you, and your learning needs. We have a number of pathways available. You can complete the Level 4 programme (equivalent to the first year of a degree) in as little as 6-8 days’ attendance (plus self-study), or the full Advanced EA Diploma, in as little as 16 days’ attendance (plus self-study). Or, if you want to undertake something more practical, we offer a Level 3 option (equivalent to A-Levels) that can be studied in just 8 days (plus self-study). The whole duration of your programme is usually spread out over 9-12 months, to allow you plenty of time to complete your learning.

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Frequently asked questions:

I'm in a full-time EA job. Is it feasible to undertake the Diploma?

Yes! All our pathways are designed for people who are in full-time work; in other words, you don't need to attend classes every day. You can fit your attendance around your work and life, and we'll support you every step of the way if you need to slow down or speed up your learning.

What are the entry requirements?

There are no formal entry requirements – just work experience as an Executive Assistant, Personal Assistant or Administrator. You also need a healthy desire to commit to your programme, which means undertaking regular self-study as well as completing a number of assignments.

How is the programme assessed?

At the end of each Unit of study, you'll undertake an assignment, which is the evidence of your knowledge and learning. We'll help you with the assignments, but as our programmes are formal qualifications, you can't succeed without formal assessment, by way of the written assignments.



If I complete the programme, what could I do next?

For students who complete the Level 4 Diploma or Level 4 pathway, you can move on to undertake the Level 5 Diploma, which is equivalent to a full degree. See <https://adamfidler.academy/level-5-courses> for more information.

How do I enrol and when can I start?

You can start anytime, and various dates and pathways are available. For more details, please email: adam@adamfidler.academy

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Next steps

To find out more, and to arrange an informal telephone call with us, please contact us on **+44 (0)161 237 3362**, or email adam@adept.consulting

We look forward to welcoming you to Adam Fidler Academy.