

EXECUTIVE ASSISTANT ESSENTIALS

"COMMUNICATION, EQ & AI SKILLS"

November 03 and 04, 2025 | Grand Millennium Hotel, Kuala Lumpur - Malaysia

COURSE INTRODUCTION:

This course is designed to empower Executive Assistants and administrative professionals with the tools, strategies, and self-awareness necessary to thrive in increasingly dynamic and demanding roles. Through focused modules, participants will learn how to strengthen partnerships with their managers, develop greater personal effectiveness, and expand their leadership and communication abilities. Emphasis is placed on proactive contribution, strategic alignment, and adapting to evolving workplace technologies, including AI.

COURSE METHODOLOGY:

The course uses a highly interactive and experiential approach, including:

- Workshops & Group Discussions: To encourage peer learning and broaden perspectives.
- Self-Assessments & Personality Profiling: Such as E-Colours to build awareness and insight.
- Role-Playing & Case Scenarios: Focused on real-world office dynamics including feedback, influence, and partnership-building.
- Reflective Exercises: To help participants internalize learning and identify areas for personal growth.
- AI Demonstrations: Practical exposure to productivity tools and how they integrate with the modern EA role.

COURSE KEY TAKEAWAYS:

By the end of the course, participants will be able to:

- Build a stronger, trust-based partnership with their manager.
- Effectively manage upward by understanding their manager's working style and aligning accordingly.
- Identify and articulate their personal brand, strengths, and areas for growth.
- Enhance time management and prioritization to increase daily impact.
- Communicate with clarity and empathy using emotional intelligence principles.
- Apply influence techniques to achieve results without authority.
- Deliver both praise and constructive feedback in a professional, results-driven manner.
- Leverage AI tools to boost productivity, streamline tasks, and enhance communication.

"MEET YOUR TRAINER"

Ms. Michele Thwaits

Michele Thwaits is an experienced and a sought-after facilitator and trainer specializing in EA, PA, VA and administrative skills, Professional Business Writing, Communication skills, E-colours awareness and People Smart Skills, Leadership skills as well as Emotional Intelligence.



Since 2006 She has had the privilege of working with audiences worldwide in over 16 countries since 2010 from Africa to Europe, Middle East and USA through training and speaking engagements.

She is a master communicator, skilful coach and mentor who has groomed many junior assistants for success with their personal and career development.

Michele has over 34 years' experience in the PA profession. She has served on many PA forums and currently serves on the Committees of PSASA (Professional Speakers Association of South Africa) Virtual Chapter and The Botswana/Zimbabwe Mastermind and member of PANSA (Platinum Assistants South Africa) and Academy of Excellence, PAFSA.

She has published many articles in the A-Z of PAs and Office Managers magazine, Career Success, InTouch newsletter (PAFSA), Executive Secretary Magazine (UK), EDPA(UK), African PA Magazine (Kenya), DSSP newsletter, Karachi, profiled by Exceptional EA (Vancouver), and has a regular blog "Time out with Michele".

Michele believes every person has a want and desire to enhance their personal and professional skills and ultimately empower themselves in their profession and she takes every opportunity to share her experiences and knowledge to encourage every person that whatever they put their minds to, they can achieve their full potential.

WHO SHOULD ATTEND:

- EAs, PAs, Administrative Assistants, Office Managers, Team Coordinators, Executive Secretaries, Admin Officers, Business Support, Senior Admins, and Chiefs of Staff (Support Roles).



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COURSE AGENDA

EFFECTIVE PARTNERSHIP WITH YOUR BOSS

- Developing trusting relationship with your boss
- Planning skills to anticipate and practically support your boss
- Extending the partnership
- Aligning and expanding partnering relationships

INCREASE YOUR MANAGERIAL POTENTIAL

- Identify your personal brand and source your strengths
- Identify tasks that add value to your role
- Understand how you interact with others
- Promote yourself clearly and powerfully

MANAGE YOUR MANAGER

- The importance of managing your manager
- How to get to know and understand your manager
- Different aspects of managing your manager

PERSONAL EFFECTIVENESS

- Learn the importance of prioritising
- Discover when you are most productive
- Why we waste time and what to do about it

EMOTIONAL INTELLIGENCE AND YOU

- Characteristics of EQ
- Strategies to improve your selfawareness
- The importance of EQ in the workplace

IMPROVE YOUR COMMUNICATION & REALISE YOUR PERSONALITY TYPE

- Learn something new and have some fun
- Improve self-awareness and the awareness of others through using e-colours
- Discover your strengths and potential limiters
- Understand how the e-colours works in action

EFFECTIVELY ECOURAGE TEAM MEMBERS

- Discover the common reasons why we don't praise as often as we should
- Find out how to deliver effective praise and make sure the person knows it

INFLUENCE SUCCESSFULLY TO GET MAXIMUM EFFECT

- How to influence others and get maximum effect
- Discover the different concepts of influence

HOW TO CRITICISE AND GET RESULTS

- Find out how to criticise without jeopardising your own position
- Practice the praise sandwich

AI BENEFITS & PRODUCTIVITY FOR THE EA

- Discover the positive aspects of AI in your role
- Risks and challenges of AI
- Using the correct AI platforms to increase productivity, communication and efficiency



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REGISTRATION DETAILS:

Delegate 1

- Name: _____
- Job Title: _____
- Email: _____
- Mobile: _____

Delegate 2

- Name: _____
- Job Title: _____
- Email: _____
- Mobile: _____

Delegate 3

- Name: _____
- Job Title: _____
- Email: _____
- Mobile: _____

Delegate 4

- Name: _____
- Job Title: _____
- Email: _____
- Mobile: _____

Delegate 5

- Name: _____
- Job Title: _____
- Email: _____
- Mobile: _____

Note: In case of 6 or more nominations make a duplicate of this form & fill in the details.

ORGANIZATION DETAILS:

Company: _____

Address: (to be used on invoice): _____

Telephone: _____

Country: _____

AUTHORIZED BY:

Signature: _____

Name: _____

Job Title: _____

Email: _____

Date: _____

PAYMENT DETAILS:

Credit Card Holder's Details - To send Payment Link

First Name: _____

Last Name: _____

Email: _____

Country: _____

BOOK & PAY:

Actual Fee: USD 2,295 per delegate.

Book before 03 October 2025, Pay: USD 1,895 per delegate.

Group Discount:

Book 2-3 participants.	USD 1,695 per delegate
Book 4-5 participants.	USD 1,495 per delegate
Book 6 or more participants.	USD 1,295 per delegate

————— All Pricing Excludes All Taxes —————

Payment Mode:

Payments will be made by Credit Card or by Bank transfer, an Invoice will be sent soon after we receive the signed & filled registration form.

Payment is required within 5 working days after the receipt of the invoice.

Session Timings:

09:00 am - 04:00 pm (Malaysian Standard Time)

TERMS & CONDITIONS:

Customer Information:

Fees include tuition, full course documentation, lunches, and refreshments for the duration of the programme. Delegates are responsible for their own travel and accommodation arrangements.

Incidental Expenses:

CorEvents is not responsible for covering airfare, hotel stays, or other travel costs incurred by registrants. Delegates are strongly advised to obtain the necessary travel visas at least 3 weeks prior to the course start date.

Invoicing & Payment Terms:

An invoice will be issued upon receipt of the registration form. **Full payment is required within 5 working days** of the invoice date. Participation in the course is only confirmed once full payment has been received.

Disclaimer:

CorEvents reserves the right to change or cancel any part of its published programme due to unforeseen circumstances.

Cancellation, Transfers & Substitutions:

Cancellations must be submitted via email. A full refund, less a \$100 administrative fee, is available for cancellations received at least 20 working days before the event. Cancellations received after this period, or non-attendance (no-show), are subject to the full course fee with no refund.

A one-time transfer to another course of the same value is allowed, provided the fee has been paid in full; 50% of the new course fee will be invoiced. Transfers must be used within 12 months.

Replacement delegates are welcome at no additional charge, but must be confirmed in writing with full delegate details.

Programme Changes:

CorEvents reserves the right to change the course timing, venue, speaker, or content due to unforeseen circumstances. In the rare event of a cancellation by **CorEvents**, a full refund will be issued, less any applicable bank or service charges (up to 5%). **CorEvents** is not responsible for any other expenses incurred by the delegate.

Acknowledgement:

By registering, the client acknowledges and agrees to these terms. **CorEvents** will not be liable for any expectation or financial loss not explicitly covered herein.

In-House Trainings & Consultation:

If you're looking for Consultation OR if you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally onsite.

Course can be tailored to specific requirements.

Please contact **Mibsam Ali** on **+92 304 2833695** or email **mibsam@corevents.org** to discuss further possibilities.

