

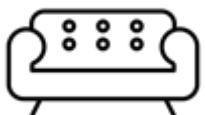
The Mini MBA for Senior & Executive Assistants

Course Information Pack



Become a truly exceptional EA

Become a truly exceptional EA by combining strategy, finance, marketing and leadership know-how in this accessible and accredited blended-learning Programme.



A blended Programme of 5 live virtual instructor led Modules, and 4 pre-recorded webinar Modules

Learn from where you're most comfortable, completing the webinar Modules at your own pace

Receive regular check-in calls and open access with the lead trainer for support throughout the Programme

Complete The Mini MBA Accredited Programme over 5 months and receive your certificate

“ This Programme is an incredibly exciting addition to Your Excellency Limited’s portfolio of training and development. At the Institute of Administrative Management (IAM) we are very proud to accredit The Mini MBA for Senior & Executive Assistants. We highly recommend this course to any Senior or Executive Assistant looking to grow in confidence and boost their skills.

Inspiring professionals since 1915
Andrew Jardine, General Manager, IAM



Since being founded in 2007, Your Excellency has trained thousands of EAs PAs & Administrative Professionals across the globe.

Your Excellency promises to give you as many instantly usable skills as possible to benefit you, your Executive and your organisation.



About The Trainer



Malcolm Taylor

Your Excellency Limited

Malcolm is a leading business performance coach and trainer with the ability to translate theory into practical solutions. Malcolm was a highly successful Finance and Operations Senior Executive working in the Technology sector across the globe for over 20 years.

The Mini MBA Programme will help you develop the skills and capabilities that Malcolm has himself applied across his business career. Using his breadth of experience and first hand examples, you can be assured of receiving impactful and instantly usable training.

The Mini MBA: Created specifically for the profession

At Your Excellency Limited , we champion EAs, PAs & Administrative Professionals like no other training provider. What can you contribute to your organisation in 2022 and beyond?

Boost your career, grow in confidence and become a truly exceptional EA wherever you are in the world with The Mini MBA designed specifically for the EA, PA & Administrative Professional

- 5 Month Programme
- 9 Modules of Flexible Learning
- Fully Accredited by the IAM
- Certificate Upon Completion
- Become a truly exceptional EA
- Only £1,295 (+VAT)

What will The Mini MBA give me?

As advocates and champions of the EA, PA & Administrative Support Profession, Your Excellency created The Mini MBA to enable **you** to contribute more to your organisation and in your role.

During this Programme, you will learn to become a truly exceptional EA by combining strategy, finance, marketing and leadership know-how.

Step up to being a **true strategic business partner**, contributing **at the board room table** and where it really matters for individual and organisational success.

Included in every Module are tools, models and frameworks that will give you knowledge and skills that will be equally useful within your professional role and personal life.

- Live 60 minute Introduction Session
- 5 Live 3-hour Interactive Modules
- 4 Pre-Recorded Webinar Modules

Introduction Session: Live - 60 minutes

Module 1:
Understanding Myself

Pre-Recorded
Webinar

Module 2:
Business Strategy

Live Module

Module 3:
Stakeholder Management

Pre-Recorded
Webinar

Module 4:
Leadership Development

Live Module

Module 5:
Marketing

Live Module

Module 6:
Business Plans

Pre-Recorded
Webinar

Module 7:
Financial Reporting

Live Module

Module 8:
Budgets & Forecasts

Pre-Recorded
Webinar

Module 9:
Project Management

Live Module

An Industry First for the Profession

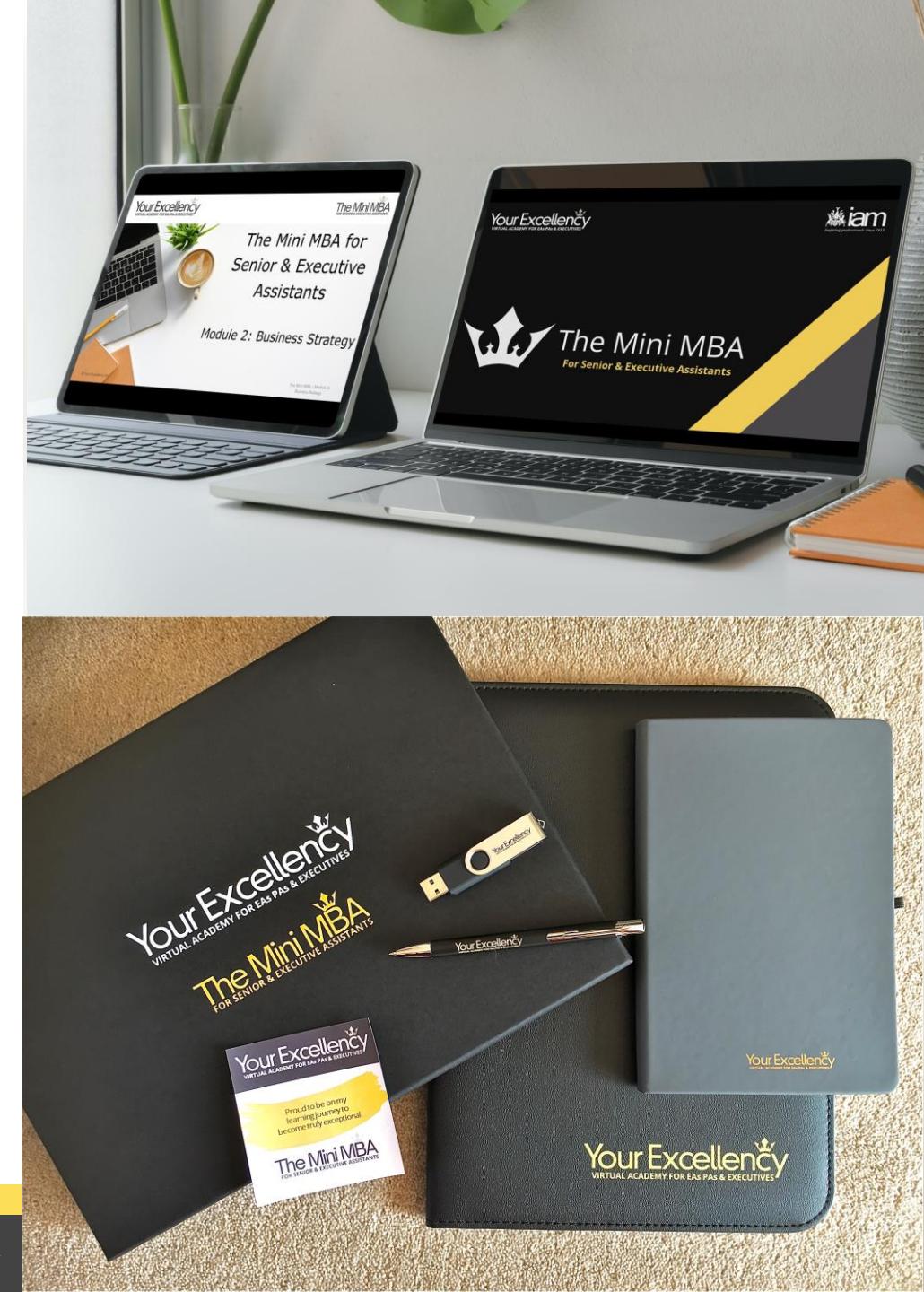
The Mini MBA is for Senior & Executive Assistants who want to master business and leadership skills.

The role of the EA, PA & Administrative Professional is changing.

Five modules are **3 hour Live** Virtual Instructor Led Training (VILT) delivered by Malcolm Taylor. Four modules are **pre-recorded webinars** (approximately 60 minutes).

In between each Module you will be expected to perform some independent learning to include research, application of tools and models and development of a case study.

During the Programme you will have open access to lead trainer Malcolm Taylor for support. You will also be encouraged to share thoughts and ideas with fellow learners to expand your knowledge and network.



Programme Contents

Module 1: Understanding Myself
Gain a clear understanding of how you prefer to learn, your motivational traits and which work style you best fit. This module will set the foundations to allow you to get the most from this Programme by ensuring you learn in your preferred style.

Module 2: Business Strategy
Understand the purpose and approach to business strategy. Learn what makes a successful strategy through analysis of both the external and internal environments. Understand the importance and process of communicating and implementing the strategy throughout the organisation.

Module 3: Stakeholder Management
Where should you place your time, energy and resources to manage the needs, wants and requirements of both internal and external stakeholders? Learn how to meet strategic outcomes by knowing which of your stakeholders have the greatest influence and impact.

Module 4: Leadership Development

Learn about impactful leadership and why leadership styles require situational flexibility. Learn the difference between leadership and management & what makes good performance management? Recognise the importance and art of giving and receiving effective feedback.

Module 5: Marketing

Gain an insight into the difference between a marketing strategy and a marketing plan, the power of branding and how to gain and sustain competitive advantage. Understand what makes a successful marketing mix and learn how strategic ideas are realised through marketing actions.

Module 6: Business Plans

Recognise the key elements to a business plan and relate business plans to business strategy. Use business planning methodology to create business cases to justify projects or investments. How can you monitor and measure strategic success using performance based tools?

Module 7: Financial Reporting

How well can you understand, read and interpret the 3 main financial statements? Gain an understanding of financial terminology and jargon, learn the Key Performance Indicators (KPIs) of financial success and perform cash management analysis.

Module 8: Budgets & Forecasts

Expand your financial knowledge to create and manage budgets. Learn how to identify costs and use these within budgetary planning. Differentiate between budgets & forecasts and understand their contribution to the business performance process.

Module 9: Project Management

Expertly prepare, plan, deliver and evaluate successful projects using recognised project management methodology. Draw on your skills from all previous modules to create a project combining all the learning from The Mini MBA Programme.



Malcolm Taylor
Your Excellency Limited

“ Your Excellency has trained thousands of EAs, PAs and Administrative Professionals over the past 15 years. It has been a pleasure to support so many learners through The Mini MBA since launching this exciting Programme in January 2021.

Accredited by the Institute of Administrative Management (IAM), this blend of live, interactive classes and pre-recorded webinars is perfect for Senior & Executive Assistants to master their business and leadership skills and become truly exceptional. I'd love to welcome you to join us on our next group of learners on The Mini MBA.

The Mini MBA
FOR SENIOR & EXECUTIVE ASSISTANTS

malcolm@yourexcellency.co.uk



The Institute of Administrative Management (IAM) is one of the oldest professional bodies for business and administrative managers in the UK.

Upon signing up for the Programme, you are provided with 3 months Membership of the IAM at Associate level.

When you complete this Programme, you will be able to take advantage of a preferential Your Excellency alumni rate and upgrade to full IAM membership status.



Accreditation Details & Case Study

The Mini MBA for Senior & Executive Assistants is accredited by the IAM.

To complete the Programme and gain your certificate you will be required to develop a case study to demonstrate your understanding and application of your learning. This can be in the form of a business report or presentation and will be developed throughout the Programme with the support of Lead Trainer Malcolm.

The case study is useful for employers to recognise how your learning is being embedded into your role and benefitting the organisation.

Upon signing up for the Programme, you are provided with 3 months Membership of the IAM at Associate level.

To book your place on the next available programme email:
malcolm@yourexcellency.co.uk

+44 7824 619125

Group discounts are also available for in-house cohorts. To request a proposal for in house training or for any questions, please get in contact.

Upcoming Programme Dates

Frequently Asked Questions (FAQs)



Pricing and How to Book

The Mini MBA for Senior & Executive Assistants is priced at
£1295 + VAT

Email **malcolm@yourexcellency.co.uk** to book your place

You will receive supporting materials during the Programme including a Digital Workbook & course notes, templates and models for use in case studies, copies of all slides and presentations, useful resources and recommended reading.

We offer a 15% discount for existing IAM members.

Upon signing up for the Programme you will receive a Welcome Box of materials in the mail. This can be shipped globally to your home address or place of work.

Since launching The Mini MBA in January 2021, learners from across the globe have applied their learning to a wide range of case studies including diversity and charitable incentives, starting new business lines, office moves, setting up internal networking groups, increasing business through social media and much more!

Visit our website to watch learner story videos here



Testimonials

- “ Fantastic Course, great content, blended learning which covered all attendees learning styles. Length of course was just right too. ”
- “ A new tool for the toolbox that every EA should have. ”
- “ Delivered very well, allows for personal and professional development and a sense of achievement on completion. ”
- “ It was great to do a course that wasn't just learning a new application. It helped to understand some of the jargon used at board meetings and also the reasoning behind some of the decisions made there. ”
- “ Excellent Programme, very thorough and thought provoking, great to network with colleagues in similar roles and different industries. ”
- “ A game changer – any PA or EA looking to upskill themselves should consider this course! ”