Castalia Coaching & Training

Premier providers of specialist Executive PA Development Programmes





Executive PA Coaching and Training



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Introduction

The role of the Executive PA is complex and demanding, requiring great skill and dexterity at many levels - managing relationships, information and communication flows between Executive Board members; troubleshooting a multitude of requests, managing projects, changing priorities not to

mention logistical and operational details. All of this whilst underpinning and supporting the organisation's business strategy at the highest and most influential level.

Expectations and pressures are high in such a fast-paced and prominent role. It is often challenging to find the time, space and support to stand back in order to evaluate and plan how best to move forward and develop the role.

The professional development of senior level PAs is as important to PAs as it is for Executives to learn the craft of their business. Investment in the success of this pivotal role is critical to the ongoing success of the PAs themselves, their management teams and your business.



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Castalia Coaching and Training is a premier provider of specialist Executive PA Performance Coaching and Training, we provide challenging development opportunities to senior Executive PAs and Executive Assistants, and those aspiring to these roles. Through constant research and hands-on global experience, we develop, design and deliver the training to support senior Assistants to meet the increasing skills sets required of them in rapidly changing business environments.

We provide the support, tools and models to move beyond being a great Personal Assistant to becoming an exceptional Executive PA. We run various open public programmes along with bespoke in-house training tailored to develop internal teams of PAs, affording delegates the opportunity to grow as a strong and cohesive team, develop healthy team dynamics and share processes and information effectively to underpin the operations of the Management Team.

We are proud of our international reputation for training and coaching the best PAs and EAs in the business. We work with many of the world's leading organisations at the highest of levels; our training programmes are not the standard run-of-the-mill model, we train PAs to become fully integrated and effective members of the management team. With our experience we set ambitious standards and challenge the established boundaries of the role of the PA; quite simply, we equip our PAs to be the best in the world. We are a team deeply committed to ensuring the complex development needs of senior level Assistants are recognised and met.



Castalia Coaching & Training was founded by Susie Barron-Stubley in February 2005. Susie has a passion matched by few for the professional development of PAs and EAs and has coached and trained some of the highest level and most influential Assistants in the corporate, government and celebrity fields. An experienced international Executive Coach, Trainer and Motivational Speaker, she has been developing senior level Assistants for almost a decade and has changed the working practices of thousands of PAs around the world. A regular traveller, she delivers Advanced Executive PA training in the UK, Australia, Dubai, South Africa, China, India and South East Asia, giving her a comprehensive global perspective on the role of Senior Assistants. In the UK she continues to research, develop and deliver innovative and challenging development

programmes to support Assistants in sometimes, challenging and unpredictable global environments to meet the increasing skill sets required of Senior PAs. She is a prolific writer on the development needs of Assistants, is currently a guest columnist for PA Life Magazine and sits on the editorial board of Executive Secretary Magazine. Susie has sat on the judging panel of The Times/Hays PA of the Year Awards, has produced a series of training DVDs for PAs and is the author of a book on how to develop the Executive/PA relationship.

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Executive PA Performance Coaching is a one-to-one professional business relationship which extends over a specified length of time. The agenda for the coaching sessions are driven by you; focusing on your individual business priorities and role development. You and your coach will focus on the areas of your particular role in which you want to develop and expand. Therefore there are no predefined areas that should or should not be covered; the agenda is driven by you.

With the support of your Executive Coach you will have a unique opportunity to be completely focused on how to develop your role and your business relationship with the Executive you support. You will be able to set ambitious goals,



explore strategies, and find successful ways in which to implement the action you need to take to succeed. Executive PA Performance Coaching removes much of the interference that prevents peak performance by providing profound clarity around achieving your objectives.

Together with the support of your coach you will:

- Clarify your key relationships and the critical elements of your role within the organisation
- Define the specific details of each of the elements and how you influence outcomes
- Commit to implement identified steps and strategies required to achieve top performance
- Integrate tools, models and strategies to develop yourself and your role

The results are exciting and cathartic, bringing about positive, permanent improvement in effectiveness, influence and relationships.

You will become:

- Clear and focused on the overall impact of your role and your influence within the organisation
- Confident in implementing success strategies to your business priorities
- Be in control of the successful outcomes of all elements of your role

Executive PA Performance Coaching is a powerful way to develop yourself and your role and move beyond the established boundaries of what it means to be a top flight Executive PA.

The duration of Executive PA Performance Coaching undertaken depends entirely on your own particular development and support needs. We run two programmes lasting three months and six months. Bespoke programmes are also tailored to meet your specific needs.

For further information on our Executive PA Performance Coaching Programmes please visit our website: www.castalia-coaching.co.uk





The PA Retreat

2 Day Residential Development Programme for Management PAs

The PA Retreat meets the professional development needs of the new breed of "super" PAs who are consistently required to operate effectively and confidently at senior management level, with significant input into the operations of the Executives that they support. It gives participants a unique opportunity to stand back and fully focus on themselves, their roles and their skills in an environment which challenges and supports significant and meaningful growth and progression.

You will successfully develop your core management skills to confidently contribute at executive level whilst supporting and guiding key individuals within your organisation. You will, quite simply, become an exceptional business partner to your Executive. The programme facilitates real change in the way you operate and communicate as well as how others perceive you and value your contribution to the operations of the Management Team whilst retaining focus on the vital objectives of your Executive and the organisation.

You will be developing alongside an influential group of senior Assistants from a range of companies and industries, sharing knowledge and best practice. The learning is not restricted to the training room. During the evening you are invited for drinks and dinner with facilitated discussions on the future of the role of the PA – giving you the opportunity to continue to network with your peers and participate in the future direction of the role of the PA. The programme is held at a 5 star venue away from the noise, speed and unrelenting pressure of corporate life to fully focus on your own personal and professional development.

Programme Outline:

Day One:

- Advanced Communication, Influencing Skills, understanding Emotional Intelligence
- Leading and developing the imperative Business Partnership with your Executive
- Success strategies on how to work proactively and productively with fast paced Executives
- Develop strategies to enable you to plan and priorities your own and your Executives objectives, confidently, proactively and effectively

Day Two:

- Prioritising and Managing Multiple Priorities
- Project Management Skills. Plan and run projects and projects teams effectively and confidently, whist achieving the results you require whilst managing complex and demanding priorities
- Developing and managing successful PA teams to underpin the operations of the management team, bringing the PAs together as a professional structured team for the benefit of both the PAs and the management team by sharing knowledge, systems and processes
- Work/Life Balance. Understanding your own boundaries and value structures to gain control of your own work/life balance

For detailed course content, upcoming dates and online registration please visit our website:

www.castalia-coaching.co.uk





The Strategic Business Assistant

1 Day Development Programme for Management PAs

This challenging one day training programme has been exclusively designed for Personal Assistants, Executive PAs, Executive Assistants and Management Assistants who have limited time to be away from the office.

This is a highly practical course and delegates will come away from the course energised, inspired and equipped with strategies and tools to accelerate their personal performance with immediate impact on their own, and their Executive's performance and productivity – results are instantaneous, having discovered powerful success strategies in becoming a trusted strategic business partner to your Executive/Director/Manager.

Focus is on personal leadership, negotiation, decision-making and problem solving: all the ingredients to reach your potential as a fully integrated Strategic Business Assistant. This is a fast paced and intensive course held in central London; numbers are restricted to a maximum of 12 delegates per course to ensure maximum interaction between delegates and trainer.

Programme Outline:

- Understand dominant leadership theories and the importance of developing your own personal leadership style as a PA
- Constructively and positively manage complex and demanding personalities within the leadership team
- Decision-Making and Effective Problem Solving
- Apply Negotiation Skills to arrive at Win-Win Solutions
- Realise your potential as a strategic partner to your Executive and his/her team

Delegates will come away from this course with the key skills required to confidently control and manage a fast paced and high volume workload whilst providing informed direction and guidance with speed and assurance.

For detailed course content, upcoming dates and online registration please visit our website:

www.castalia-coaching.co.uk

"I thought the course was fantastic - Susie was a great presenter and was happy to answer all the random questions we asked. This is the first time I've actually enjoyed a course, mainly because it was 100% relevant for my role. I have definitely taken away a lot of ideas which will help me develop myself, my role and the relationship with my manager."

Mel Partridge, Executive Assistant De La Rue









Reaching Peak Performance at Executive Level

A comprehensive and intensive 2 day non-residential development programme to equip you with the skills, behaviours, and confidence to reach peak business performance as a high level Executive PA.

Due to on-going research into the increasing skills sets required of senior-level Executive PAs, and based on the success of our best-selling residential training programme The PA Retreat, we are delighted to launch a new two day non-residential development programme to meet the ever-evolving development needs of Executive PAs.

The programme has been developed and designed in consultation with senior level Management PAs to support you in meeting the additional responsibilities absorbed into the PA's role during the challenging economic climate of the last few years and the shift in accountability this has brought to the role in terms of managing complexity and change.

The training style is interactive and enjoyable, but this course is not for the faint-hearted. Expect to work hard alongside Executive PAs from a range of organisations and industries. This development programme is made up of two full 8 hour days of intensive and your challenging training on the core skills sets needed to become a fully integrated and effective member of the Leadership Team. The results and payback are immediate and pervasive, providing you with the necessary tools, models and skills required to reach your optimum peak business performance at Executive level.

Programme Outline:

Day One:

- Defining the new role of the Executive PA as a business critical role.
- Advanced Communication and Influencing skills
- Understanding Emotional Intelligence and the dynamics of 'Office Politics'
- Applying negotiation skills to arrive at win-win solutions

Day Two:

- Leading the imperative business partnership with your Executive
- Managing relentless multiple priorities Self and System Management
- Project Management skills
- Stress Management and Work/Life Balance

Places on this course are limited to allow for maximum interaction, personal feedback and group exercises.

On all of our courses, delegates will receive comprehensive course material, a personal action plan and a certificate of attendance.

For detailed course content upcoming dates and online registration, please visit our website: www.castalia-coaching.co.uk



Executive PA Coaching and Training



In-House Executive PA Development Programmes

We have many year's experience of working with organisations and their internal teams of Executive Assistants and Personal Assistants, in both the public and private sectors. We understand the complex dynamics that Executive PA teams face and the various challenges that this can present. Different levels of experience and knowledge, diverse personalities and working styles, as well as changing expectations, working within different locations, countries and cultures, all play a part in how EA/PA teams evolve and contribute to the operational dynamics of the team.

At Castalia Coaching & Training we place the focus on PAs being able to operate effectively and collaboratively both **vertically** with their Executive, and **horizontally** within the larger PA group to operate as a structured, visible and valued team to underpin the operations of the Leadership Team.

We work closely with Learning & Development Departments, HR Departments, Team Leaders and the PAs/EAs themselves to ensure that our training programmes are developed to meet the exact needs of the team. We gain involvement from the team of PAs/EAs prior to the applied training with a detailed three page pre-course questionnaire. This starts the process of gaining their engagement in the development by asking them to start to consider the areas of their individual role, and that of their team. The results of the questionnaires come directly to us at Castalia in order to maintain confidentiality; ensuring honesty, transparency and trust. This in turn provides us with detailed knowledge of the working dynamics of your team and of the development needs of each individual.

Our training style and methodology is interactive, participative and enjoyable; we start the day by setting practical objectives and clear ground rules to ensure that an atmosphere of respect and constructive contribution from all delegates is created, conducive to positive learning and creating identifiable change.

Where appropriate we use psychometric testing prior to the training to establish preferred individual interpersonal and thinking styles, behaviour patterns and emotional style. A full development report is provided to each delegate during the training programme.

Some of the companies that we have developed bespoke in-house Executive PA Training Programmes for include:

HM Treasury • Oracle • Capital One • Bouygues • AWE • Virgin Media • Three Mobile • Hays

- Statoil Balderton Capital Detica Pfizer G4S BHP Billington British Transport Police
- Genzyme Therapeutics Australian Department of Finance and Deregulation Sheffield City Council Walsall City Council United Utilities PLC NHS Wales

We are delighted that following the successful completion of a Castalia Coaching & Training In-House Executive PA Development Programme, consisting of a blend of two day training courses and individual coaching for the 17 PAs at Capital One, they went on to win the Executive PA Magazine/Hays Employer of the Year Award 2012.





All of our In-House Training Programmes are developed on an individual basis; we do not take a 'one size fits all' approach. Whether the PA/EA team is coming together for the first time from different geographic locations or cultures, or re-focusing an established team, we work with you to find the best possible solution for your team. Though a combination of skills training and facilitated team development, we are able to build on individuals strengths and connect the delegates to the wider success of the team through:

- Enabling the team to bond, develop and grow together
- Establish operational expectations
- Share information, knowledge and processes
- Create an agreed standard of behaviours and performance
- Understand cultural differences
- Identify roles and responsibilities moving forward to utilise the strengths and expertise of all members of the team

The results and outputs of our In-House Executive PA Training have an enormous impact on the improved performance of not only the PAs themselves, but also of the Executives they support and the effective operations of the Leadership Team.

The duration, timing, content and structure of our In-House Executive PA Development Programmes are entirely dependent on the development needs of your particular team.

We have created different programmes for different organisations dependant on the outcomes required and various options are available. Typically we will work with an in-house team of EAs/PAs for either one or two days, often followed by a one-to-one coaching session with each of the delegates approximately two weeks later to imbed the learning from the training and to discuss individual ways forward. We have developed a series of weekly one hour lunch time training sessions, one-off training days, as well as more complex, longer term development solutions.

The following are some of the topics that can be tailored to create a programme to meet your team's needs. This is not an exhaustive list and modifications can be made.







Defining the role of the Executive PA as a business critical role

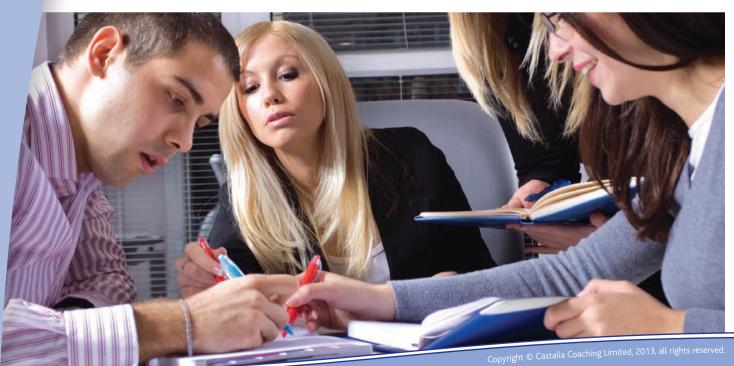
Defining the essential skills and behaviours that bring greater depth, influence and responsibility to the role. Understanding and making the connection between personal and business success and connecting the role of the Executive PA to the ongoing success of the leadership team and the business.

Advanced Communication and Influencing skills, understanding Emotional Intelligence

Understanding and using the power of both verbal and non-verbal communication to get the best out of yourself and those around you. Strong influencing skills are essential for PAs to be able to operate professionally at all levels within the organisation, by developing your own personal presence and authority through non-verbal techniques you will create your own "aura of authority". You will learn how to manage conflict, personality types, and adapt your own style to match others to achieve the results you require.

Leading the imperative Business Partnership with your Executive

Shaping and developing the business partnership with your Executive, is a critical skill to develop to enable you to reach your full potential as an Executive PA. You will develop effective strategies on how to work proactively and productively with fast paced, results driven Executives, and develop approaches to enable you to plan and priorities your own and your Executives objectives proactively and effectively, enabling both yourself and your Executive to work at peak performance. You will take away a clear structure to put into practice back in the working environment to ensure consistent and knowledge driven business support.







Understand the key concepts of Emotional Intelligence and identify your own personal emotional drivers. Develop your personal leadership approach and the emotional impact this has on others to increase your value and input in managing your position as an active member of management team. Recognise the different 'power' games at play and how to effectively manoeuvre around different political agendas with impartiality and credibility to maintain trust and cooperation.

Applying negotiation skills to arrive at win-win solutions

Cultivate a clear process for arriving at win-win solutions. Understand techniques and methods of how to put across a persuasive and compelling point of view. Develop your skills at defusing aggression and conflict and using powerful questioning techniques to determine essential information from other parties in order to arrive at win-win solutions.

Managing relentless multiple priorities, Self and System Management

As an Executive PA prioritising and managing the constant influx of demands and requirements through ever increasing means can become stressful and a challenge to manage. Develop your skills on how to categorise and manage your own, and others, priorities to enable you to focus on your core business objectives and ultimately your own business success. Setting boundaries and expectations with those around you to take back time and manage your own workload.

Project Management skills

Developing your project management skills is essential to enable you to work proactively as a Project Leader and within project teams. This section of the training will equip you to plan and run projects, large scale events and projects teams effectively and confidently, whist achieving the results you require. You will develop a framework to mange projects from the planning stage to implementation to the successful post evaluation of a project.





Understanding Leadership Models and the importance of developing your own personal leadership style as an Executive PA

7 ou will develop your knowledge of current dominant leadership theories and I create a strategy of how you can apply successful leadership characteristics to your own approach, enabling you to become a principle linchpin and respected figure of authority. You will be able to successfully integrate compelling leadership qualities boosting your credibility, reputation and effectiveness with the key players within the organisation.

Constructively and positively manage complex and demanding personalities within the leadership team

evelop an understanding of primary personality types and what drives people to behave, react, and respond in the way in which they do. Recognise your own personality type and how that impacts on your business success whilst working alongside opposing personality types. Adapt your own communication style to enable you to reach optimum productivity with differing personalities.

Decision-making and Effective Problem Solving

evelop your awareness of how the mind processes information, how we reach decisions and approach problems that require a positive outcome. Understand when to use differing methods and approaches to different types of thinking patterns.







Developing and managing successful PA teams to underpin the operations of the management team

PAs frequently work in silos with their executives, often duplicating work done elsewhere in the company. By bringing the PAs together as a professional structured team to underpin the operations of the Management Team as a whole has real benefits to both the PAs and the Management Team by sharing knowledge, systems and process. By understanding group dynamics and utilising the talent of each team member it ensures not only continued motivation and momentum of all management PAs but also creates a strong "Professional Identity" for the PAs in the organisation and creating a model of excellence and career structure for other PAs and administrate staff in the organisation.

Work/Life balance and stress management

Understanding your own boundaries and value structures is an important element of gaining control of your own work/life balance. This workshop with allow you to build in day to day strategies to ensure that you can perform at the peak of your potential. You will understand your own stress triggers whilst under pressure and be able to anticipate and manage these situations, giving your greater control over your work and personal life.



Away from the structured team training environment, we additionally support senior level Assistants and PA Team Leaders to create and establish structured internal PA Networks through one-to-one coaching and facilitating working party teams by providing experience, knowledge, case studies, examples and support.

Please do not hesitate to contact us to discuss your organisational requirements, we will be delighted to share case studies with you and provide you will an effective solution to move your team of EAs/PAs to the next level. Alternatively if you would like to register one of your lead PAs/EAs onto one of our public open courses to experience the training first-hand this can arranged. Please do contact us directly to discuss this in greater depth.

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The Secrets of Top Performing PAs 3 Disc Training DVDs Box Set

For the cost of sending just one of your PAs on an individual training course, now ALL of the PAs in your organisation can experience powerful training on how to manage their own, and their Manager's business priorities, and successfully build effective working relationships with the key people within their working lives.

No training department should be without this invaluable resource for all of your PAs to share and go back to time and time again.

With **over two hour**s of highly focused training, including role plays by a team of actors to reinforce and embed the learning, plus downloadable templates to work from, these training DVDs have revolutionised how Personal Assistants can access high quality and relevant PA training, providing a permanent resource for training departments to transform PAs, and their Manager's effectiveness.

The core learning in this box set of training DVDs includes:

- Understanding the strategic positioning of the role of the PA
- Defining, negotiating and communicating your responsibilities, becoming a fully integrated member of your Manager's team
- Working collaboratively and strategically with your Manager, understanding your Managers priorities, developing and maintaining a strong working partnership with your Manager
- Developing confidence and assertiveness, communication and influencing skills, understanding and extending your own communication patterns
- Managing your key relationships internally and externally. Clarifying implicit and explicit expectations communicating your own expectations

The 3 disc set includes bonus features of an interview with Susie Barron-Stubley conducted by Mike Caridia, MD of pa-assist.com and a discussion between Susie, Mike and Gareth Osborne, Director General of the APA on the future role of Personal Assistants.

For the first time, Personal Assistants can access Susie's specialised PA training programmes without needing to leave the office, taking them to the next level and become a Top Performing PA themselves.

These are the **ONLY** comprehensive training DVDs on the market available to Personal Assistants.

Hear Susie talking about these training DVDs, alongside Laura Belgrado, EA to the Managing Director of one of the world's largest global IT corporations, by visiting our website to watch the trailers.

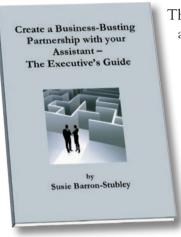
www.castalia-coaching.co.uk







The ultimate step-by-step guide for anyone who works with a PA in how to work together effectively and productively to boost business efficiency. Through the enchanting parable, 'The Tale of Two Bosses', this book identifies where things can go wrong and offers clear strategies for building a productive working partnership, focusing on the two vital components for success: the role and the relationship.



This book is essential reading for all Managers/Executive's and Assistants, whether:

- You're just starting to work with a new boss or assistant;
- You've been working together for a while but want to reinvigorate the working relationship; or,
- You just want to discover if there's a better way of working together.

"What this book does is give you the perfect framework to ensure that with both the role and the relationship you are both getting the most from each other and doing it in a way which will cut down on the awkward bits and difficult moments . . . We've all been there at some point! So regardless of which end of the partnership you occupy, enjoy this thoroughly straightforward and enjoyable read and then marvel at the way it can up the smile count and productivity rate at the same time. Invest now and the "gold bar" returns will soon start kicking in."

Jonny Hewlett Managing Director, Diesel UK

Innovative, Unique, Useful AND Enjoyable!

"Many EAs and PAs often say how much they feel their bosses could benefit from a little training on how to get the best out of the PA/ Boss relationship. This innovative book now answers that need; it is an invaluable guide to help Executive's maximise their relationship with their Assistant. The book is concise, practical, very accessible and a short read - meaning that it really can fit into the crammed schedules of Senior Executives. The book gives really helpful tips, but best of all it is written with plenty of humour interlaced, so as well as being a very useful read it is a highly enjoyable one as well!"

LA, Executive Assistant

"I've been meaning to email you for a while now to let you know that my boss took your book on holiday to read. Then he brought it back for me to read. We had a meeting then he read it again (and made notes in the margin!) and we are now progressing a longer term development plan for me and our working relationship is now stronger than ever. Thank you so much!"

AF, Executive Assistant

"...The book is packed full of hints and tips on how the working relationship can be more effective and successful not to mention the humour side to it which runs throughout the entirety of the book. It can be described as being similar to 'Who Moved My Cheese' in the way that it is easy to read and won't take up much of your Executive's or your time but a book you can go back to time after time and it was always be relevant.

VD. Executive Assistant



Testimonials

I just wanted to touch base with you post session, to say how much I enjoyed the training that you facilitated. As a result of this training opportunity, I have an enhanced knowledge of non-verbal communication, and its impact on the working environment, as well as tools to effectively monitor and control my non-verbal communication. I have also gained a better understanding of the more strategic tools that an EA needs to use on an ongoing basis to manage their executive, as well as manage their own professional and personal development.

This training course significantly exceeded my expectations. I found the contents of the course incredibly useful, I have previously participated in training and assessment around emotional intelligence, verbal and non-verbal communication; however this course allowed me to contextualise this knowledge to the role of an Executive Assistant and specifically the role of an Executive Assistant in the Department of Finance and Deregulation.

I would also like to praise the your subject matter expertise, and your ability to effectively engage with the trainees at all levels; all too often trainers are more concerned with telling trainees how to do things, you, Susie, on the other hand adopted good instructional technique talking with trainees about strategies and tools that can be used to better engage with their executive.

So not only was the training content highly valuable, the delivery was engaging and displayed all the hallmarks of a superior trainer and presenter. So, yes, thank-you so very much for the wonderful opportunity to participate in your training.

David McKenna, Executive Assistant, Australian Department of Finance and Deregulation

Susie's guidance and passion has helped us to form an international network of professional PAs with the self-belief and determination required to develop their careers for their own benefit and that of the company as a whole.

Susie's inspirational coaching methods gave me the confidence to approach my boss to discuss some very ambitious career plans, and the negotiating skills to ensure that I have his full support in achieving them. Her presentation style is super enthusiastic and engaging and everyone who attended the recent course she ran for us here at G4S has benefited enormously from the key skills covered during the meeting, and managing a diverse international management team seems far less daunting than before.

Sophia Spencer, Executive Assistant, G4S PLC

Companies that we have worked with included:

Channel 4 Zurich Insurance NATO Boeing **HSBC** Virgin Media Three Mobile Capital One **KPMG** Credit Suisse **AOL** Shell Virgin Atlantic Premier Oil Aspen RE Thames River Capital Hanover Investors

Tishman Speyer The National Trust Libra Natural Resources **ARUP** Ernst & Young Intercontinental Hotel Group GlaxoSmithKline Bear Stearns International Limited Horizon Capital Advisors LLC Conocophilips Winterthur Life Roland Berger & Partners Limited Innocent Drinks

United Utilities PLC GE Money Price Waterhouse Coopers Orange Pfizer AstraZeneca Manchester City Football Club British Nuclear Group Ω 2. Genzeme McMillian Scott PLC Elior Specialist Schools & Academies Trust

ING Life Ltd





