Competent Executive & Personal Assistant

Analog to AI: Transforming the EA & PA landscape for maximum impact



25 – 27 November

NH Hotel Sandton / Live Online

Only 25 Seats Available

6 CPD Points / Certificate on Completion

FREE Apple iPad

COURSE OVERVIEW

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This immersive three-day course is designed to elevate modern assistants into strategic, tech-fluent partners. Today's executives move fast, therefore their support teams must move faster. The training blends practical tool mastery with future-ready skills: harnessing AI, automating workflows, managing digital calendars and projects, building data-driven dashboards, and streamlining event and travel logistics.

Participants will also sharpen cyber-safety habits, digital etiquette, and stakeholder communication in hybrid workplaces. Through live demos, guided labs, and peer case studies, attendees translate technology into real productivity gains—reducing admin noise, anticipating needs, and amplifying executive impact. By the end, PAs and EAs will leave with repeatable playbooks, templates, and confidence to lead tech-enabled operations that save time, improve accuracy, and unlock higher-value contribution. The course covers topics such as leveraging cloud-based collaboration tools, automating repetitive tasks, managing virtual meetings, ensuring data security, and how to support your organisations in an increasingly digital landscape.

COURSE OBJECTIVES

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- **Master Essential Tools**: Gain proficiency in productivity software, project management platforms, and communication tools commonly used in professional settings.
- **Boost Efficiency**: Learn time-saving techniques for managing schedules, automating repetitive tasks, and organizing digital assets.
- **Enhance Problem-Solving**: Develop confidence in troubleshooting common tech issues and adapting to new systems quickly.
- **Stay Ahead of Trends**: Explore emerging technologies, including AI tools, cloud-based solutions, and cybersecurity best practices.
- **Elevate Professional Value**: Position yourself as a tech-savvy, indispensable asset to your executive and organization.

KEY LEARNING OUTCOMES

By the end of this workshop, participants will be equipped to stay relevant and add value as Executive Assistants in the age of AI. They will sharpen their ability to manage time, tasks and priorities effectively, boosting productivity and ensuring they deliver consistently at a high level.

The programme builds the skills needed to strengthen professional relationships through excellent customer care and trust, while also enhancing communication. Participants will learn to write and speak with clarity, confidence and impact, as well as handle difficult conversations with professionalism and resilience.

A key focus is on developing a powerful personal brand that builds visibility and influence. Alongside this, participants will gain an accessible introduction to AI, including a live demonstration of practical applications that can support their role.

Finally, delegates will walk away with strategies for innovation, problem-solving and accountability, empowering them to turn ideas into real results. Together, these skills position participants as high-value, future-ready business partners.

KapitalBiz consulting
PREMIER TRAINING COURSES

Earn 6 CPD
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OPSA

DAY 1: BACK TO BASICS

(Setting the scene and making sure the fundamental skills are in place)

Day one is essentially for reminding modern PAs and EAs that while technology and evolving business trends are reshaping the profession, the timeless foundations of excellence remain vital. This theme revisits core competencies—organisation, communication, discretion, time management, and relationship-building—while showing how these "basics" anchor success in high-pressure, fast-paced environments. By reinforcing these essentials and aligning them with contemporary practices, participants will sharpen their ability to deliver dependable, professional support and rediscover the confidence that comes from mastering the fundamentals.

- Module 1 – An EA in the Age of AI
- Module 2 – Tactical Support : Good To Great
- Module 3 – Time Management – The Rolex Theory
- Module 4 – To Do List Magic
- Module 5 – Customer Care
- Module 6 – Building a Powerful Personal Brand

DAY 2: SOFT SKILLS DAY & COMMUNICATION DAY

(Soft skills and communication – your edge in the age of AI)

Day two is dedicated to strengthening the human-centred capabilities that define outstanding modern PAs and EAs. In a world driven by speed and technology, it is emotional intelligence, adaptability, and effective communication that truly set support professionals apart. This day focuses on building confidence in interpersonal interactions, mastering professional etiquette, navigating cross-cultural dynamics, and cultivating persuasive communication—whether in person, virtually, or across teams.

Through interactive sessions, role-plays, and real-world scenarios, participants will refine the art of listening, empathy, and influence, leaving with practical tools to foster stronger relationships, resolve challenges gracefully, and become trusted partners to their executives and organizations.

- Module 7 – Difficult Conversations
- Module 8 – Focused written communication
- Module 9 - Building Confidence
- Module 10 – Building Trust
- Module 11 – Developing Resilience
- Module 12 – Preparing for a Performance Assessment

DAY 3: AI BASICS & HIGH VALUE SKILLS DAY

(Basics of AI, Live Demo and complimentary skills to make you valuable in the future)

Day three introduces PAs and EAs to the essential knowledge and practical tools needed to thrive in an AI-powered workplace. From demystifying core AI concepts to exploring everyday applications like Microsoft Copilot, smart scheduling, and workflow automation, this day equips participants with confidence to use AI as a productivity partner rather than a threat. Sessions focus on how to save time, boost accuracy, and unlock capacity for more strategic contributions. Beyond tools, the program highlights the "high value skills" that technology cannot replace—critical thinking, creativity, judgment, and human connection. By blending AI know-how with these uniquely human capabilities, delegates will learn how to future-proof their roles and redefine the value they bring to executives and organizations.

- Module 13 – Introduction to AI
- Module 14 – Live Demo and Questions
- Module 15 – Kaizen, Innovation and Problem Solving
- Module 17 – Turning Intentions into Impact: The Accountability Advantage

End of Training Course

FREE
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Booking Form

#: **AP**

Competent PAs & EAs Course | 25 – 27 NOV | @ NH Hotel Sandton ■ Online ■

Please complete this form and return to: info@kapitalbiz.co.za & will confirm your booking.

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Country: VAT Number:

Tel Number: Cell Number: Date:

Authorized By: Position / Signature:

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First Name & Last Name(s)	Email Address	Designation	Cell Number
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☐ **(A) LOCAL**
Training Fee 3 (Days) = R 18, 999 + VAT

☐ **(B) INTERNATIONAL**
Training Fee 3 (Days) = $ 1, 300