MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

EXECUTIVE ASSISTANT ESSENTIALS “COMMUNICATION, EQ & AI SKILLS (TRAINER MS. MICHELE THWAITS)

“Elevate Your Executive Support with Communication, Emotional Intelligence, and AI Competence”

Schedule

Date	Venue	Fees (Face-to-Face)
01 – 02 Apr 2026	Riyadh, KSA	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Executive Assistants today are expected to go beyond traditional administrative tasks and play a strategic role in supporting leadership teams. Strong communication skills, emotional intelligence (EQ), and the ability to leverage AI tools are key competencies that set exceptional assistants apart. This intensive 2-day training equips participants with the skills needed to thrive in dynamic executive environments.

Through a combination of expert-led sessions, practical exercises, and interactive workshops, attendees will develop the ability to communicate effectively, manage relationships, and use AI tools to enhance productivity. The program emphasizes real-world applications to ensure participants can immediately apply these skills in their roles.

Objectives

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

- Enhance verbal, written, and digital communication skills for executive support
- Apply emotional intelligence to improve workplace relationships and collaboration
- Utilize AI tools and automation to increase efficiency and productivity
- Manage time, priorities, and executive schedules effectively
- Strengthen problem-solving and decision-making capabilities
- Build confidence to interact professionally with senior management and stakeholders

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Why Attend

- Develop communication strategies that enhance executive interactions
- Learn techniques to manage stress and navigate challenging situations
- Gain proficiency in AI tools for scheduling, reporting, and data management
- Strengthen emotional intelligence for improved collaboration and leadership support
- Network with peers and share best practices for executive assistance

Target Audience

This program is designed for:

- Executive and personal assistants
- Administrative professionals supporting senior management
- Office managers and coordinators
- Professionals aiming to enhance communication, EQ, and AI skills in their roles
- Anyone responsible for executive-level support and organizational efficiency

Individual Benefits

Key competencies that will be developed include:

- Advanced communication and interpersonal skills
- Emotional intelligence for managing workplace relationships
- Efficient use of AI tools to streamline tasks and workflows
- Time management and prioritization skills
- Problem-solving and decision-making under pressure
- Professional presence and confidence in executive settings

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved executive support and team productivity
- Enhanced internal communication and collaboration
- Efficient use of AI and technology to reduce operational bottlenecks
- Increased organizational effectiveness through empowered assistants
- Stronger alignment with leadership objectives and goals
- Ability to proactively anticipate executive needs and challenges

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Key principles of executive support, communication, and EQ
- Case Studies – Real-world scenarios of executive assistant challenges and solutions
- Workshops – Hands-on exercises in AI tools, communication, and task management
- Peer Exchange – Group discussions on best practices, problem-solving, and innovation
- Tools – Templates and checklists for scheduling, reporting, and productivity

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Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Mastering Communication and Emotional Intelligence

Module 1: Effective Communication Skills (07:30 – 09:30)

- Verbal, written, and digital communication techniques
- Professional etiquette and business writing
- Tailoring communication for executive interactions

Module 2: Emotional Intelligence for Assistants (09:45 – 11:15)

- Understanding self-awareness, self-regulation, and empathy
- Building strong workplace relationships
- Managing stress and conflict professionally

Module 3: Time Management and Prioritization (11:30 – 01:00)

- Organizing tasks, meetings, and schedules efficiently
- Tools for prioritization and productivity
- Balancing multiple responsibilities under pressure

Day 2: Leveraging AI and Enhancing Executive Support

Module 4: AI Tools for Executive Assistants (07:30 – 09:30)

- Introduction to AI applications in scheduling, reporting, and data management
- Automating repetitive tasks to save time
- Practical exercises using AI tools

Module 5: Problem Solving and Decision Making (09:45 – 11:15)

- Approaches to resolving challenges proactively
- Critical thinking techniques for executive support
- Real-world scenario exercises

Module 6: Professional Presence and Executive Leadership Support (11:30 – 01:00)

- Building confidence and credibility
- Anticipating executive needs and priorities
- Action planning and peer feedback for skill application

Certification

Participants will receive a Certificate of Completion in Executive Assistant Essentials, validating their expertise in communication, emotional intelligence, AI skills, and advanced executive support practices.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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