



Mastering Executive Support: A Strategic Course for Executive and Personal Assistants



Who are we

The Institute of Directors in Tanzania (IoDT) is a premier professional institution dedicated to promoting excellence in corporate governance, leadership, and management. IoDT provides high-impact training programs that equip professionals with the necessary skills to drive organizational success. With a strong commitment to professional development, IoDT serves as a hub for networking, knowledge-sharing, and capacity building, ensuring that directors, executives, and support staff are well-prepared for today's dynamic business environment.

With more than 10 years of practice, IoDT has successfully trained and certified more than 2500 directors across the country and conducted board induction, leadership, and management training with major public and private institutions in Tanzania. The Institute has been providing leadership and management training tailored for specific organizations, benefiting more than 80 prestigious public and private institutions. Recognizing the importance of leadership in corporate governance and the challenges in the field, IoDT has expanded its programs to allow individual leaders and aspiring leaders to benefit from its training. This initiative aims to develop strategic leaders equipped to excel in challenging environments.



Executive & Personal Assistant Course Overview

The Executive & Personal Assistant Strategic Course is designed to transform executive support staff into proactive, strategic partners. This comprehensive program goes beyond administrative tasks, focusing on essential competencies such as problem-solving, communication, organizational efficiency, and leadership support. The course empowers assistants to take initiative, anticipate executive needs, and contribute significantly to business operations.

According to Peter Drucker, "The most important thing in communication is hearing what isn't said." This aligns perfectly with the vision of the course, as executive assistants must not only respond to tasks but also anticipate needs, solve problems, and manage complex business operations effectively.



*A skilled assistant transforms the way an executive works, making everything seamless and efficient. They don't just take notes or arrange meetings; they manage priorities, shield against distractions, and act as the first line of problem-solving. **Without them, even the most talented leaders would struggle to stay focused on their goals***

– Richard Branson

Why YOU Should Attend

This course is an essential investment for organizations aiming to enhance their leadership support structures. Participants will gain:

- **Enhanced strategic thinking**, allowing assistants to anticipate and address executive needs.
- **Improved communication skills** for clear, professional interactions within and outside the organization.
- **Advanced organizational abilities** to manage schedules, tasks, and deadlines efficiently.
- **Increased problem-solving skills**, reducing executive workload and improving operational efficiency.
- **Strengthened emotional intelligence**, enabling assistants to foster positive relationships and workplace harmony.

Broad Objectives and Expected Outcomes

The course is structured to ensure that participants develop core competencies that will make them indispensable assets to their organizations. The key objectives include:

- **Enhancing Executive Support Skills:** Training assistants to be proactive in decision-making and strategic planning.
- **Improving Time and Task Management:** Equipping participants with tools to streamline executive schedules and priorities.
- **Developing Leadership and Communication Skills:** Enabling assistants to act as a bridge between executives and stakeholders with confidence and professionalism.
- **Building Problem-Solving and Critical Thinking Abilities:** Empowering participants to address challenges independently and effectively.
- **Strengthening Professionalism and Emotional Intelligence:** Helping assistants build trust, manage stress, and maintain workplace harmony.

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

- Take full control of executive calendars, meetings, and workflows.
- Communicate with clarity, professionalism, and impact.
- Anticipate and proactively resolve problems before they escalate.
- Enhance efficiency in managing priorities and deadlines.
- Build and maintain strong professional relationships.

Modules of the Course

1. Strategic Executive Support & Leadership Mindset

- Understanding the evolving role of an Executive & Personal Assistant
- Strategic Leadership Essentials: One-on-One Leadership and Team Leadership
- Changes and challenges impacting 21st-century administrators
- Developing and broadening your role
- Expanding yourself: going beyond expectations
- Widening the managerial aspects of your role
- Increasing your visibility at the office
- Competencies of the modern personal assistant
- Better management of your workflow
- Developing a proactive rather than reactive approach
- Enhancing decision-making and problem-solving abilities
- Becoming a trusted strategic partner for executives

2. High-Impact Business Communication & Professional Writing

- Crafting professional and persuasive emails, reports, and business documents
- The AIDA model of business writing
- Cross-cultural communication techniques and etiquette
- Managing upward communication with executives and stakeholders
- Mastering diplomacy, discretion, and confidentiality in business communication
- Building excellent relationships with colleagues
- Developing self-confidence and assertiveness
- Presenting your ideas and influencing others
- Negotiating win-win outcomes

3. Advanced Time & Priority Management for Executive Assistants

- Calendar and schedule management best practices
- Time-saving tools and techniques to maximize efficiency
- Managing competing priorities and high-pressure situations
- Delegation and workflow optimization for executive teams

4. Emotional Intelligence & Relationship Management

- Building and managing strong interpersonal relationships with executives, clients, and colleagues
- Optimizing the relationship with the boss
- Establishing common objectives and priorities
- Maximizing your value relative to the boss
- Partnering with the boss
- Knowing and synchronizing expectations
- Dealing with difficult personalities
- Understanding managers' types and ways to manage each type

5. Conflict, Stress, and Change Management

- Understanding stress and its impact
- Symptoms of stress and how to manage them
- Identifying actual causes of stress
- Action planning to keep stress under control
- Time management as a preventive measure
- Managing stress and maintaining a professional attitude under pressure

6. Problem-Solving & Critical Thinking for Executive Support Teams

- Anticipating executive needs and preempting potential challenges
- Crisis management and quick decision-making strategies
- Enhancing analytical skills for effective business support
- Handling confidential information with discretion and responsibility

7. Effective Meeting Coordination

- Planning for the meeting
- Preparing the agenda
- Techniques for writing effective minutes
- Improving the effectiveness of meetings
- Actions to take after meetings

8. Technology & Digital Tools for Executive Productivity

- Leveraging AI, automation, and digital tools for efficiency
- Managing virtual meetings, online collaborations, and remote work dynamics
- Cybersecurity and data privacy best practices for assistants

9. Personal Branding

- Personal branding essentials
- Managing social media presence
- Developing a professional image and executive presence
- Representing the organization with confidence and poise
- Assisting in branding, corporate messaging, and social media management

10. Business Protocol and Etiquette

- Mastering business etiquette and professional conduct
- Understanding corporate protocol and executive presence

11. Dealing with Visitors and Improving Customer Service

- Importance of internal customer service
- What customers pay attention to
- Servicing internal and external customers
- Handling complaints professionally
- Making your department customer-friendly

12. Marketing & Sales Essentials for Executive Assistants

- Understanding core marketing principles and sales fundamentals
- Supporting business development through client interactions and CRM tools
- Market research techniques to assist executives in strategic decision-making



No man will make a great leader who wants to do it all himself or to get all the credit for doing it.

– Andrew Carnegie

Literature

A folder containing notes, practical hints and tips will be supplied to the participants for on-course perusal and post-course review/reference

Methodology

The Course will utilize interactive methodology. The facilitators will present and introduce material plus instruments on the respective subject matter so as to ignite discussions and exchanges during plenary and breakaway groups

Financial Proposal

The Executive & Personal Assistant Strategic Course – Best Western Hotel – Dodoma from 22nd to 25th April 2025. The Course Fee is TZS 1,550,000/= (One Million Five Hundred Fifty Thousand Only) per participant. This fee covers tuition and materials – hard copies, conference for 4 days and lunch, tea breaks and refreshments.

Targeted Audience

This program is ideal for professionals who provide direct support to executives and senior leaders, including:

- ▶ Personal Assistants
- ▶ Executive Assistants
- ▶ Organizational Secretaries
- ▶ Senior Clerks
- ▶ Supervisors managing junior staff
- ▶ Correspondence Officers

Brief Bios of the course facilitators



Mr. Said Baraka Kambi

Said is the CEO of the Institute of Directors Tanzania (IoDT). He is Member of the National Advisory & Coordinating Committee on Generation Equality Forum (GEF) Implementation on Women's Economic Justice and Rights. He is founder, former Chair and vice-Chair of Africa Corporate Governance Network (ACGN) a network of national corporate governance organizations. Said is a certified corporate governance

trainer by Global Corporate Governance Forum – GCGF/ International Finance Corporation (IFC). He holds MBA (Finance) from the University of Dar es salaam.

He has over 30 years' experience in financial services and training sector. His dedication to governance has earned him a reputation as a bold leader with a keen focus to create, facilitate and administer training programmes, and consultancy. Said assists client organizations to design and implement the right architecture and culture (structures, processes & relationship dynamics) to face challenges and ensure governance, culture and operations are aligned to support a well-defined purpose. He uses those interventions plus mentorship and coaching to drive stronger and more consistent value to clients and their markets



Amb. Mumba Kapumpa

Amb. Kapumpa is past Board Member, Executive Director, past President of the Institute of Directors in Zambia and fellow of the IoDZ; former Zambia's ambassador to South Korea (2014-2017). He boasts more than 30 years' experience in the civil service, having served as the first Treasury Counsel. He later became the Chief Executive of the Securities and Exchange Commission. He has served as the Chairman

of the African Capital Markets Forum, a continental think tank for research, development and promotion of Capital Markets. He also lectures on Corporate Governance at Cavendish University, Zambia. He has chaired conferences on Corporate Governance in Zambia, UK, Sri Lanka, France, India, Southern Africa and Tanzania.

He has developed Board Charters, Strategic Business plan and training modules for the Government, Board Members and CEOs of local and regional corporations.



Prof. Elisante Ole Gabriel

Prof. Elisante Ole Gabriel is a distinguished Tanzanian academic and public servant. He currently holds the position of Chief Court Administrator for the Judiciary of Tanzania, where he oversees administrative functions to ensure effective justice delivery. Prior to this role, Prof. Ole Gabriel served as the Deputy Permanent Secretary in the Ministry of Information, Youth, Culture, and Sports, demonstrating his versatility in public administration. His academic journey includes a PhD in Strategic Marketing, and he has contributed to higher education as a lecturer at Mzumbe University. His extensive experience spans strategic leadership, educational development, and public sector management, reflecting a career dedicated to enhancing Tanzania's institutional frameworks.



Amb. P. Kallaghe

Amb. P. Kallaghe Currently conducts specialized tailor-made executive training sessions on International Protocol and corporate etiquettes matters for a number of Business organizations and Banks in Tanzania seeking to enhance their soft skills competence. He has over 34 years of working with the government, he worked in the President's office as special assistant to the President on Foreign Affairs, Director of Government Communications and Deputy Private Secretary to President Benjamin W. Mkapa. He also served as Ambassador to the Republic of Ireland, Tanzania's High Commissioner to United Kingdom and Canada. He worked as the senior Directing Staff at the Tanzania National Defense College. He also advises on strengthening relations between corporates and government (Government relations) and Communication strategies.



Dr. Joel Nanauka

Joel is a speaker, corporate trainer for peak performance, business and management consultant, and author for personal Development books. He is among the technical committee members appointed by the National Economic Empowerment Council (NEEC) under Prime Minister's office to prepare entrepreneurship training guideline for small, medium and large enterprises. Joel is trained in Business

Management from university of Dar es Salaam, Leadership in Kabarak University - (Kenya), International development, Project Management from Knowledge Woods Institute India and Economic Diplomacy from Centre of foreign relations (CFR) and has once worked with United Nations Education, Scientific and Cultural Organization (UNESCO) in strategic programming in Education, Communication & Information.



Goodhope Heaven

Goodhope Heaven, also known as "Mshambuliaji," is a dedicated sales trainer, team-building consultant, and business strategist renowned for helping sales teams, businesses, and entrepreneurs grow their sales through training and consultation. He is best known in Tanzania for starting the "MIMIKWANZA" movement, which promotes the ethos of self-investment to bring one's best self to all engagements. Goodhope's expertise in

bottom-line marketing allows him to organize large groups into impactful experiences, serving brands like CRDB, NMB, ABSA, and Coca-Cola. At GHC, he works closely with companies to enhance sales and marketing strategies, customizing sales approaches and training processes.