

Be Exceptional



AL-HUSEIN MADHANY
CHIEF OF STAFF
PAYPAL



LIBBY MOORE
FORMER CHIEF
OF STAFF TO
OPRAH WINFREY



D'ANDRA GALARZA
SENIOR EA TO EVP
SONY ENTERTAINMENT



ZOË ROBINSON
PA OF THE YEAR 2016
nib NEW ZEALAND



DEBORAH KEEP
PEAK PERFORMANCE
SPECIALIST

SYDNEY, WEDNESDAY 9 AUGUST 2017

CREATED BY EAs FOR EAs

Gain rare access to the industry's most strategic minds, learn actionable tactics and re-energise your passion to move from excellent to exceptional.

The role of Executive Assistants is more strategic and dynamic than ever before. Executive Assistants have proven to enhance productivity of their executives and their organisations.

As the role of the Executive Assistant continues to evolve, EAs are managing multiple, competing priorities, keeping abreast of new ways of working while continuing to increase value and efficiency.

This premier summit features a select group of ground breaking EA's who are challenging perceptions, redefining the role and thriving at it. Prepare for a day of innovative ideas, actionable insights and critical dialogue by a lineup of international EA's never before featured in Australia.

You'll receive tools and practical advice to work better, smarter and more efficiently.

You will learn:

- How to improve your critical thinking skills and apply innovative solutions to ongoing challenges
- Insights into enhancing your value and effectiveness throughout the organisation
- Strategies to progress your career, elevate your role and achieve your potential
- How to thrive in a complex, dynamic and changing environment
- Skills to strengthen your strategic partnership with your executive
- Tools to improve your leadership through influence
- How to build a data-driven case and achieve your financial goals

NOT TO BE MISSED. RESERVE YOUR SEAT AT AUSTRALIA'S PREMIER EVENT FOR STRATEGIC ADMINISTRATIVE PROFESSIONALS SEEKING PROVEN INSIGHTS TO ACHIEVE THEIR FULL POTENTIAL.

FEES (AUD) PER PERSON (INC GST)

TICKETING OPTIONS	EARLY BIRD (1 MAY - 7 JULY)	LAST CHANCE (8 JULY - 8 AUGUST)
STANDARD RATE	\$895	\$995
MEMBER RATE	\$795	\$895
GROUP RATE (4 OR MORE)	\$750	\$850
GROUP RATE (10 OR MORE)	\$695	\$795

CALL: 1300 721 778 (AUS) 0800 447 698 (NZ)

VISIT: thegrowthfaculty.com.au | #EALeadership17

**EA LEADERSHIP
SUMMIT '17**

TIME:

TOPICS & SPEAKERS:

08:00 – 08:45

REGISTRATION

09:00 – 10:00



THE WOMAN BEHIND OPRAH WINFREY

Libby Moore, Former Chief of Staff to one of the world's most well-known celebrities, Oprah Winfrey. Libby inspires us with her best learning moments during her 11 year tenure.

The woman behind Oprah Winfrey. Libby Moore gives us rare access into what many would consider the penultimate job – meeting some of the greatest thought leaders of our time while assisting Oprah Winfrey as she helped millions to unleash their own personal power.

Libby inspires us with her best moments, greatest learnings and worst nightmares. Find out about where her path has led her and benefit from her wisdom and resilience.

10:00 – 10:40



COMMUNICATING WITH YOUR EXECUTIVE; BUILDING TRUST & ADDING VALUE

Zoë Robinson, EA to CEO, nib New Zealand
Executive PA Awards – PA of the Year 2016

- Increasing your knowledge of the business to contribute to key initiatives and growth strategies.
- Managing multiple people, personalities and competing priorities.
- Plan to achieve – structure your day to accomplish critical tasks.
- The power of goal setting in advancing your professional growth.

10:40 – 11:00

MORNING TEA

11:10 – 11:50



RISK, RESILIENCE AND REINVENTION: DON'T STEP; LEAP OUTSIDE YOUR COMFORT ZONE

D'Andra Galarza, Senior EA to Executive Vice-President, Media Marketing and Worldwide Creative Content, Sony Pictures Entertainment
Former EA to the President of NBC Universal

In today's workplace, reinvention and cultural resilience is not only necessary it's essential for growth, movement and relevance. Author Robert Allen once said, "Everything you want is just outside your comfort zone". But, let's be honest, stepping out of your routine requires courage, hard work and a huge leap of faith. Have you ever imagined moving past your comfort zone, facing your fears and doing it anyway? This session takes a no-holds barred approach to what waits on the other side when you're willing to take the road less travelled: the journey, the challenges, the changes, how to survive it all...and ultimately, why it's the best thing you'll ever do!

11:50 – 12:30

{Speakers to be confirmed}

CEO – EA SESSION: IT TAKES TWO TO BUILD A BRIDGE – INVESTING IN EACH OTHER TO BUILD A STRONG BUSINESS PARTNERSHIP

EA Perspective:

- Staying one step ahead of your executive, by understanding and anticipating their needs.
- Tapping into your EQ to read complex settings, recognize and respond to challenging people and circumstances.
- Understanding that timing and judgement are the foundation of a smooth working relationship.

CEO Perspective

- Recognising your EA as a core part of your management team and delegating effectively.
- Empowering your assistant by using your influence to communicate your EA's authority.

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**EA LEADERSHIP
SUMMIT '17**

AGENDA

TIME:

TOPICS & SPEAKERS:

12:30 — 13:15

LUNCH

13:30 — 15:00



KNOW YOUR VALUE, ASK FOR YOUR WORTH — THE SCIENCE OF NEGOTIATING YOUR SALARY (Interactive Workshop)

Al-Husein Madhany, Chief of Staff to the PayPal Chief Human Resource Officer
(Former EA to the Facebook Chief Information Officer)

Hear from Al-Husein Madhany, the award-winning former Facebook executive as he shares his remarkable journey and provides data-driven insights and strategies on how to:

- Master the various stages of salary negotiations during the interview process.
- Avoid the tricks that recruiters and companies use to trap you into a low salary range.
- Never accept the first offer and how to trigger a conversation about a higher salary range.
- Build the business case for your on-going professional development and annual pay raise.
- Speak with confidence and authority on the ROI that your manager and company are receiving from your sustained high performance.

15:00 — 15:15

AFTERNOON BREAK

15:15 — 16:45



MULTIPLY YOUR INFLUENCE (Interactive Workshop)

Deborah Keep, Peak Performance Specialist, deborahkeep.com

Drawing on the disciplines of one of the most in demand global leadership programs, Multipliers, you'll learn how to increase your impact and consequently receive a higher contribution from the people around you.

We'll look at the link between your assumptions and influence, how to use questions to open minds, discover new options and empower others. Increase your circle of influence with innovative approaches that help create space for yourself and others to think and contribute to their highest potential.

We'll also examine how you can be at the top of your game with consistency, and therefore influence from the inside out. You'll be introduced to ideas based on current peak performance trends that will help maintain endurance, energy and enjoyment within your role and thereby elevate your own personal power.

This workshop is customised for the EA role and offered for the first time. Multipliers will have even the most senior EA's tapping into a new set of leadership skills.

16:45 — 17:15

IN THE SEAT OF INFLUENCE (Panel Discussion)

Libby Moore, Al-Husein Madhany, D'Andra Galarza

In this discussion, we talk to three influential EAs about how to get your executive to recognise the value of your influence and trust base; and more importantly how to use your power to influence wisely and for the betterment of the organisation.

17:15 — 17:45

COCKTAILS & NETWORKING SESSION

THANK YOU TO OUR SPONSORS:

MJD | EXECUTIVE

LOCATION:

COCKLE BAY WHARF
Dockside (Balcony Level)
Darling Harbour

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