



EXECUTIVE ASSISTANT
PROFESSIONAL
CERTIFICATION

EXECUTIVE BRIEFING

Executive Summary

The Executive Assistant Professional Certification establishes a clear professional standard for Executive Assistants operating at senior level.

This is not a short course, it is a structured professional certification designed to strengthen judgement, executive workflow design, strategic capability and leadership presence at EA level.

Executive Assistants operate at the centre of executive time, decision flow and organisational rhythm. Strengthening capability at this level creates measurable leverage across the executive function. This certification builds operational maturity, commercial awareness and strategic foresight, directly impacting executive effectiveness.

Organisational Impact and Return on Investment

Executive Assistants influence:

- Calendar architecture
- Decision preparation
- Information flow
- Stakeholder access
- Meeting design
- Executive focus time

When capability is strengthened in these areas, the impact extends beyond administrative execution. Improvements at EA level directly affect:

- The quality of decisions entering executive review
- The reduction of reactive correction and rework
- The speed at which priorities move
- Executive time optimisation
- Organisational clarity and rhythm

If an Executive influences 40 to 60 hours of organisational activity per week, improving the structure and quality of that influence through their EA materially increases leverage.

Even conservative gains such as recovering 2 hours of executive time per week through improved workflow and decision design equate to approximately 96 executive hours per year. This is a leverage investment, not a training expense.

Commercial and Retention Considerations

Leadership development is often focused on managers. However, the Executive Assistant plays a central role in how leadership time is deployed.

Investment at this level contributes to:

- Improved executive effectiveness
- Reduced operational friction
- Stronger decision environments
- Higher quality stakeholder coordination

Retention is also a commercial factor.

Replacing a senior Executive Assistant can incur:

- Recruitment fees
- Onboarding time
- Executive disruption
- Productivity lag

Structured professional development strengthens retention of high-performing EAs and reinforces professional standards within the organisation.

Program Structure - Core Certification - The High Performing EA Standard

Participants complete two intensive live learning days followed by structured application and formal assessment.

Subjects covered:

- Executive partnership capability
- Decision architecture and workflow design
- Strategic communication
- Professional judgement
- Leadership presence
- Organisational awareness

Certification is awarded based on demonstrated capability, not attendance. Assessment ensures frameworks are applied to the participant's real executive environment.

Program Structure - Elective Modules

Participants complete a minimum of three online electives aligned to organisational need. All electives are structured, practical and directly applicable to executive environments. EAs may choose to complete as many as they wish.

AI & the Future-Ready EA

Safe and effective use of AI and digital tools to automate routine work, reduce manual effort and build a modern EA technology stack.

Commercial & Business Acumen

Financial literacy, interpreting budgets and reports, understanding business performance and supporting executive decision-making.

Professional Practice & EA Fundamentals

Core competencies, mindset and essential tools that establish strong professional baseline capability.

Email, Information & Digital Workflow Management

Structured approaches to inbox management, handovers, reusable assets and information systems that reduce inefficiency.

Executive Communication, Influence & Presence

Storytelling, presentations, difficult conversations and influencing without authority to enhance executive impact.

Leadership & People Management

People leadership, culture, performance measurement and organisational leadership capability.

Meeting Management & Rhythm of Business

Designing high-value meetings, converting discussion into action and establishing effective executive rhythms.

Personal Effectiveness, Wellbeing & Resilience

Sustainable performance through habit design, energy management, emotional resilience and professional boundaries.

Project, Event & Change Execution

Managing projects, innovation initiatives and organisational change with structured stakeholder communication.

Risk, Governance & Professional Judgement

Governance awareness, compliance understanding and sound professional judgement in complex environments.

Executive & Stakeholder Partnership Management

Managing up and across, building trust and positioning as a strategic asset.

Strategic Thinking & Decision-Making

Problem-solving frameworks and structured decision-making under pressure.

Executive Time, Calendar & Priority Management

Aligning executive time with strategic priorities and reducing urgency-driven workflow.

Beyond EA Leadership Excellence

Long-term leadership growth, career future-proofing and professional legacy development.

Beyond Managerial EA Mastery

Advanced leadership readiness and continuous professional development for experienced managerial EAs.

Executive Partnership

Operating as a thought partner in strategic conversations through questioning and executive collaboration.

Priority & Decision-Making

Navigating competing priorities and making confident decisions in high-pressure environments.

Ongoing Access and Certification Maintenance

Participants receive:

- Ongoing access to elective modules as they are updated
- Cohort participation and peer network
- Certification credential and LinkedIn certification recognition

Certification status is maintained through an annual professional standards assessment.

Annual Certification Renewal: \$597 per year. This ensures standards remain current and aligned to evolving executive environments.

Delivery Options

The Core - High Performing EA Standard is available in three formats:

- Live online cohort delivery (2 days, one intake per term)
- In-person delivery (2 days, beginning H2 2026, locations and dates TBC)
- Online learning via live delivery recording (self-paced)

All electives are recorded video modules allowing participants to remain operational in their roles while integrating learning into day-to-day responsibilities.

Corporate Cohort Option

Organisations enrolling 8 or more Executive Assistants may access a private corporate cohort experience.

Includes:

- Dedicated cohort for the organisation
- Two live in-house or online learning days
- Shared language and standards across the EA team
- Alignment to organisational context

This structure supports consistency across the EA function and strengthens internal leadership pipelines.

Corporate cohort pricing starts at \$3,000AUD +GST per person (excluding travel and accommodation cost if applicable)

Investment

Investment reflects structured certification, formal assessment and ongoing access to updated capability modules.

Individual Investment: \$4,997AUD +GST. Payment plans available upon request.

Includes:

- Core certification
- Minimum three electives
- Assessment
- Certification credential
- Community access
- Ongoing elective updates

Annual certification renewal: \$597 per year.

The EA Institute Guarantee

We stand behind the impact of this certification. If measurable improvement is not evident, we will continue working with the participant at no additional cost until capability improvement is achieved.

About The EA Institute

The EA Institute has worked with thousands of Executive Assistants across APAC. Our focus is clear: Raising the professional standard of the Executive Assistant role through structured capability development and industry awards.

[Book a call with us](#) or visit our [website](#).