



Internal Positioning Guide

How to Position EAPC Internally

A guide for Executive Assistants having the professional development conversation

Before You Have The Conversation

Most Executive Assistants make one mistake when asking for professional development support.

They position it as:

- “something they’d like to do”
- personal growth
- confidence building
- or a reward for working hard.

That’s not how decision-makers think.

Executives approve investment when they can clearly see:

- business impact,
- operational leverage,
- reduced friction,
- stronger capability,
- and future relevance.

This conversation is not about asking for permission to do a course.

It’s about positioning yourself as someone intentionally strengthening capability in a role that directly impacts executive effectiveness.

What EAPC Actually Strengthens

The Executive Assistant Professional Certification strengthens capability in areas that directly influence:

- executive workflow
- decision preparation
- stakeholder coordination
- meeting effectiveness
- communication quality
- executive time optimisation
- operational rhythm
- strategic partnership capability

This is not administration training.

It is professional capability development designed for modern Executive Assistants operating in increasingly strategic environments.

How To Frame The Conversation

Instead of saying:

“I’d really love to do this course.”

Try:

“I’ve been looking at how the expectations of the EA role are evolving and I think this certification aligns strongly with where the role is heading and the level I want to continue operating at.”

Instead of saying:

“I think this would help my confidence.”

Try:

“I think strengthening capability in areas like executive workflow design, strategic communication and decision support would create stronger leverage across the executive function.”

Instead of saying:

“I want to develop myself.”

Try:

“I see this as an investment in strengthening the level of support, judgement and strategic capability I bring into the role.”

Important Points To Highlight

1. This is a professional certification

Not a short online course.

The EAPC includes:

- structured assessment,
 - practical application,
 - strategic capability development,
 - and ongoing professional standards maintenance.
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2. The role is changing quickly

Executive Assistants are increasingly expected to:

- influence decisions,
- manage operational complexity,
- navigate AI and digital tools,
- communicate strategically,
- and operate with stronger commercial awareness.

Professional capability expectations are rising.

3. This directly impacts executive effectiveness

Executive Assistants influence:

- executive time,
- information flow,
- meeting quality,
- stakeholder access,

- and organisational rhythm.

Strengthening capability at this level improves operational efficiency and executive leverage.

If Budget Pushback Comes Up

You can say:

“I completely understand budgets need to be considered carefully. From my perspective, this is less about attending a course and more about building capability that strengthens how I operate within the role long-term.”

Or:

“I also see this as an investment in future-proofing capability as the profession continues evolving.”

If Timing Pushback Comes Up

You can say:

“I understand timing is always a consideration. My concern is that the expectations of the role are continuing to shift regardless, and I’d rather proactively strengthen capability now than react later.”

If You Feel Nervous

That’s normal.

Many Executive Assistants are excellent at advocating for executives and teams, but much less comfortable advocating for themselves.

This conversation is not about ego.

It’s about recognising the level of responsibility the role now carries and intentionally developing capability to match it.

You’ve got this!