

Certified Personal Executive Assistant (CPEA)™

The Certified Personal Executive Assistant (CPEA) certification program is a prestigious credential tailored to empower professionals who support top-level executives and decision-makers. As the role of executive assistants evolves beyond traditional administrative tasks, today's executive personal assistants are expected to be strategic partners, project coordinators, communication liaisons, and key contributors to executive productivity. The CPEA certification is meticulously crafted to help professionals master the dynamic blend of skills required to thrive in this high-responsibility role, including executive support, communication, scheduling, time management, event planning, discretion, and organizational effectiveness.

Modern executives rely heavily on capable and trusted assistants to manage their schedules, prioritize their workload, handle sensitive information, and serve as the first point of contact in high-stakes business environments. The CPEA program equips participants with advanced tools and strategies to provide seamless executive support, manage critical business operations, and uphold the highest standards of professionalism and confidentiality. The curriculum emphasizes real-world application and is designed to help candidates become indispensable members of the executive team, capable of handling multi-faceted demands in fast-paced corporate settings. Through a combination of theoretical instruction and practical examples, participants will build the confidence and competence needed to support top-tier leadership effectively.

Certification Program Objectives:

Upon completing the Certified Personal Executive Assistant (CPEA) program, participants will be able to:

- **Deliver Exceptional Executive Support:** Understand and execute the complex responsibilities of supporting C-suite executives, including calendar and email management, travel coordination, and task prioritization.
- **Strengthen Communication and Interpersonal Skills:** Master professional communication, both written and verbal, ensuring clear, tactful, and effective correspondence internally and externally.
- **Manage Time, Projects, and Priorities:** Learn strategies to manage multiple tasks and shifting priorities with precision, ensuring timely execution of executive-level projects.
- **Maintain Confidentiality and Discretion:** Uphold the highest standards of trust, professionalism, and confidentiality when handling sensitive information and supporting executive decisions.
- **Plan and Coordinate High-Level Meetings and Events:** Gain hands-on knowledge in organizing executive meetings, board gatherings, business travel, and corporate events with efficiency and attention to detail.
- **Use Technology for Productivity:** Leverage advanced tools and software applications for scheduling, reporting, data handling, virtual collaboration, and administrative automation.

Certification Eligibility Criteria:

To apply for certification from IBS International Board of Standards ® - GAFM Global Academy of Finance and Management ® and its allied institutions, candidates must meet at least one of the following criteria:

- A bachelor's degree from a recognized institution and/or
- 2 to 5 years of relevant work experience in the related professional field.

Note: Applicants who do not hold a bachelor's degree but possess exceptional professional experience and hold significant positions within their organizations in a relevant field may also be considered for certification on a case-by-case basis, subject to the approval of the GAFM and PALGNET evaluation committees.

Certifying Examination:

- To be certified as CPEA, student should take up an online exam conducted by GAFM.
- The qualifying exam would consist of 50 multiple choice questions, testing core certification modules.
- Professionals with relevant experience and other qualifying criteria may be exempted from the examination.

Certification Modules:

- Module 1: Executive Support and Office Management
- Module 2: Business Communication and Interpersonal Skills
- Module 3: Calendar, Travel, and Event Coordination
- Module 4: Project and Task Management
- Module 5: Confidentiality, Ethics, and Professionalism
- Module 6: Technology Tools and Digital Productivity

*The Certification Title and its modules are regularly reviewed, updated and may change in alignment with evolving industry needs and regulatory standards.

Who Should Do This Certification:

The CPEA certification is ideal for professionals who aspire to excel in high-level executive support roles or enhance their capabilities as strategic partners within executive teams. It is especially suited for the following individuals:

- **Executive Assistants and Personal Assistants:** Those already working in executive support roles can formalize their experience, deepen their knowledge, and gain recognition for their professional capabilities through certification.
- **Administrative Professionals and Office Managers:** Individuals managing office operations or supporting senior staff who wish to transition into more strategic and executive-facing roles will find the CPEA program highly beneficial.
- **Corporate Secretaries and Board Coordinators:** Professionals tasked with facilitating board communications, taking minutes, managing legal documentation, and supporting governance processes will enhance their effectiveness through CPEA training.

- **Project Coordinators and Operations Assistants:** Those handling logistics, timelines, and multi-department coordination for senior managers can benefit from the organizational and communication skills emphasized in the CPEA curriculum.
- **Entrepreneurs and Small Business Support Staff:** In small or growing enterprises, where assistants often wear many hats, the CPEA certification ensures well-rounded competence in managing executive-level tasks and representing the leadership.
- **Career Changers or Aspiring Assistants:** Professionals looking to enter the field of executive assistance or transition from general administrative work to a more impactful, leadership-aligned role will gain the structured foundation and confidence to succeed.

Whether you aim to elevate your career, build trust with top-level leaders, or ensure your executive runs at peak productivity, the CPEA certification is your gateway to becoming a proactive and highly respected professional in the modern business landscape.

Program Features:

- **Format:** Live virtual or in-person delivery
- **Duration:** 5 days, 8 hours/day (40 hours total)
- **Materials:** Manuals, Toolkits, Templates, Case Studies

Prices Include:

- Training Materials
- Lunch and Refreshments during Training
- Examination Fee
- Access to Learning Resources
- ½ Day Tour to Tourist Attraction Sites
- Airport Pickup and Drop off for International
- Delegates

Prices Exclude:

- Dinner and Accommodation
- VAT