

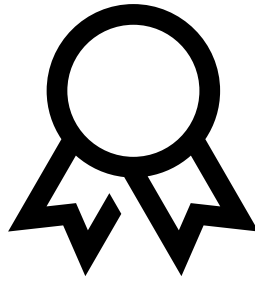
# EXECUTIVE BUSINESS ASSISTANT

Scale the heights in your role as an  
Executive Business Assistant



Handelskammaren

IHM  
BUSINESS  
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## BECOME A CERTIFIED EXECUTIVE BUSINESS ASSISTANT

### MEET EXPECTATIONS WITH A UNIQUE PROGRAMME

Executive business assistants and similar professional roles, such as senior assistants and management team coordinators, often carry a lot of responsibility in company organisations, yet the education opportunities for this multifaceted job are limited. All too often, those who become assistants feel unprepared and find it difficult to live up to the expectations that come with the role, both internally within the company and with external contacts.

The Chamber of Commerce and Industry of Southern Sweden has therefore developed a bespoke educational programme for this target group, together with IHM Business School. The programme provides a solid foundation and reflects the requirements for the multifaceted role of executive business assistant/management assistant. As a certified Executive Business Assistant, you will be professionally equipped to deal with the various complex situations that can arise in a business organisation.

### WHY STUDY TO BE AN EXECUTIVE BUSINESS ASSISTANT?

- **To become a strong pillar in the organisation.** With the increased knowledge, capabilities and self-confidence to take on the duties expected of the role.
- **To find your own voice and be able to influence both results and the corporate culture.** The role of executive business assistant often entails acting as a sounding board for the CEO/management, and this requires an understanding of business.
- **To reduce your workload.** The programme focuses on teaching what executive business assistants expressly feel they lack. Equipped with a number of fundamental tools and capabilities, you will be able to approach your job far more effectively.
- **To elevate yourself in your professional role.** The position of executive business assistant can often be overlooked, even though it plays a crucial part in the organisation's work. The programme to become a certified Executive Business Assistant demonstrates and verifies the actual complexity of the work, for current and future employers alike.

### ABOUT THE ORGANISERS

The Chamber of Commerce and Industry of Southern Sweden is a private trade organisation that aims to make southern Sweden a better place for businesses. It provides knowledge and inspiration, partly through talks, training programmes and team-based networks. IHM Business School is one of Sweden's leading education providers with a focus on business and marketing, and has 50 years' experience of organising and developing educational programmes for Swedish business.

**THE POWER  
IS WITHIN**

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## PROGRAMME STRUCTURE

The programme is spread across five days, and teaching takes place at the premises of the Chamber of Commerce and IHM. Once you have completed the programme, you will be certified as an Executive Business Assistant, and the certification will take place in a celebratory format at the end of the fifth day.

### DAY 1: LEADERSHIP

This day is led by Kerstin Sääw

#### You learn to:

- Identify your leadership based on your specific role
- Analyse your personal profile
- Work in harmony with others
- Act as the extended arm of the CEO
- Take on the role of project manager

#### Goals:

- Increased ability to understand the professional role based on a leadership perspective
- Greater knowledge about which factors influence the work of an assistant
- Greater knowledge about the role in a change journey

### DAY 2: BUSINESS ACUMEN

This day is led by Michael Engström

#### You learn:

- What business acumen entails
- What factors create customer value
- How to be a strategic sounding board
- The role of business in society
- Which institutions executive business assistants should know about

#### Goals:

- Greater understanding of how an executive business assistant and CEO work together
- Greater understanding of management work and its various components
- Greater knowledge about how the business links with the surrounding community

### DAY 3: ECONOMICS AND LAW

This day is led by Michael Engström

#### You learn:

- Business economics terms that every executive business assistant should know
- To understand the business based on income and expenses
- To understand an annual report and the required components
- To understand a balance sheet and income statement
- The legal conditions for your business operation

#### Goals:

- Greater understanding of the overall economic aspects of a company
- Greater understanding of basic economic terms
- Greater knowledge about the rules and regulations that affect a company

### DAY 4: DIGITALISATION AND SOCIAL MEDIA

This day is led by Magnus Äng, Pontus Roos and Gunther Hiltmann

#### You learn:

- The basics of how digitalisation influences society
- Which companies have succeeded digitally and how
- Digital tools to work more efficiently
- Communication via LinkedIn, Facebook and Instagram
- The basics of digital marketing

#### Goals:

- Greater understanding of the digitalisation of society
- Greater understanding of the possibilities presented by digital tools and methods
- Greater knowledge about social media

### DAY 5: COMMUNICATION

This day is led by Kerstin Sääw

#### You learn:

- Effective communication, the ability to listen and speak constructively
- The communicative effects of our own personality traits
- What motivates effective communication
- To give and receive feedback
- Basic rhetoric and cross-culture awareness
- Effective media communication
- Presentation techniques

#### Goals:

- Greater understanding of the communicative aspect of this professional role
- Greater understanding of the importance of communication to the organisation's effectiveness
- Greater knowledge about communication tools and methods



## GET TO KNOW THE TEACHING STAFF

The teaching staff for the Executive Business Assistant programme are professionals with a long background in their respective fields. Together we can take you to the next level in your career.



### KERSTIN SÄÄW

Kerstin Sääw has worked in management development, change management and communication for almost 20 years. Prior to that she worked in sales and marketing at large, international corporations, including as head of sales at Pierre Robert and head of marketing at Yves Rocher. She enjoys working in international environments and works with people at all levels of the organisation. Her driving force is to provide inspiration and help others grow. According to Kerstin, the key to success is the ability to link strategies and business goals to human behaviour and motivation, in order to create results.



### MICHAEL ENGSTRÖM

Michael Engström is a consultant, lecturer and Board professional. He has written four books on the subject of profitable, sustainable and rapid growth. Michael is a valued member of IHM's teaching staff for open and bespoke programmes alike. Michael has over 30 years' experience of managing companies and doing business worldwide. He loves making complex concepts easy to understand and is happy to share his personal experiences.



### MAGNUS ÄNG

Magnus is an entrepreneur and lecturer with a passion for digital marketing and e-commerce. He has worked in these fields since 1999, both in Sweden and internationally - partly as the CEO of EuroFlorist but also in his own companies, such as Topvisible. He currently runs six companies alongside his teaching role at IHM Business School.



### PONTUS ROOS

Pontus Roos has a long background in areas such as B2B sales, and has founded five companies. He has been running Roos kaffe & konsult since 2016, and the consultant part of the company is focused on lectures, training programmes and advice about LinkedIn as a business tool.

Pontus has built up his own companies with the help of LinkedIn, and during the process he has accumulated his own solid experience of building and shifting brands with the help of the digital platform.



### GUNTHER HILTMANN

Gunther currently works as a facilitator at business schools, leads networks for sharing experiences and innovation, and is an active business mentor. He is also co-author of Det innovativa mentorskapet, a book on innovative mentorship. Establishing value-creating digital meetings is one of Gunther's special areas. Gunther's experience base is 28 years as a consultant with a focus on business and operational development. Gunther has worked on these issues in the private and public sectors, both nationally and internationally.











"One crucial part of the programme is that all participants are assigned a personal mentor for the duration of the programme. This is a tremendous asset when you take on the role of executive business assistant."

Marie Voss,  
Marie Voss, Executive Business Assistant and initiator

For further information and practical details such as price,  
programme dates and application form, visit  
[www.handelskammaren.com](http://www.handelskammaren.com)



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