



---

## **Evolution of the Personal Assistant Role What Makes Modern Secretaries & Administrators**

---

M Marzuki Mohamed

Certified Neuro-Semantics & NLP Trainer  
Associate Certified Meta-Coach  
MohamedMMarzuki@gmail.com

## Evolution of the Personal Assistant Role What Makes Modern Secretaries & Administrators

**M Marzuki Mohamed**  
MohamedMMarzuki@gmail.com

---

---

---

---

---

---

---

---

---

---

## First & Foremost



---

---

---

---

---

---

---

---

---

---

- What is your boss' role?

---

---

---

---

---

---

---

---

---

---

- What is your role?



---

---

---

---

---

---

---

---

---

---

- What problems do you face?



---

---

---

---

---

---

---

---

---

---

- How do you resolve these problems?



---

---

---

---

---

---

---

---

---

---

- What mindsets & beliefs do you need?



---

---

---

---

---

---

---

---

## Supporting Your Executive



---

---

---

---

---

---

---

---

Being a strategically aware, forward thinking and proactive PA/EA

---

---

---

---

---

---

---

---

Developing your technical business knowledge, acumen and skills.

---

---

---

---

---

---

---

---

---

---

Developing the emotional intelligence, emotional resilience and people skills.

---

---

---

---

---

---

---

---

---

---

Staff, client and stakeholder awareness and sensitivity

---

---

---

---

---

---

---

---

---

---

Adding real value that  
can be seen and felt.

---

---

---

---

---

---

---

---

---

---

**AL** ADVANCEMENT OF HUMAN  
POTENTIAL SDN. BHD. (714634-T) 

Evolution of the Personal Assistant Role  
What Makes Modern Secretaries &  
Administrators

**M Marzuki Mohamed**  
MohamedMMarzuki@gmail.com

---

---

---

---

---

---

---

---

---

---