

The Future Assistant (Präsenz)

How to become a game-changing digital assistant

Automation, digital platforms and other innovations are changing the fundamental nature of work. Modern day management assistants need to position themselves for the future, increase their visibility, act more strategically, network and also have their own career development in mind. Now is the time to proactively advance the change of the profession as the digital transformation brings incredible potential for the job description of office professionals. It is more important than ever to sharpen a profile and define a new portfolio. This requires innovative and agile assistants who not only have the courage but also the openness for the trends of the future. The language during the training is English only.

Content

New Work and industry 4.0: Opportunity or challenge?

- Digital transformation affects not only the company leaders but all employees. Right at the top is the management assistant who can provide important motivation and actively participate in shaping the structural and cultural change within the digitization.

Your digital workplace

- Productivity tools and apps for the agile management assistants: Learn how to dive into the world of digital gadgets, how to deal with them and how to use this toolbox effectively for your work.

Artificial Intelligence and Digital Assistants: Colleague or competitor?

- Alexa, Siri & more: Get to know the digital assistants and how to work with them rather than against them.

Digital Leadership

- Meet the new generation of millennial managers and their new leadership style.

Organizational well-being and digital detoxing

- How do work more mindful in times of digitization? Self-care and self-management are crucial to your success. Deceleration and resilience make you strong for the tasks in the office of the future. Learn how important organisational wellbeing can be for you and your company and challenge the "always on" culture.

Managing Up: From Management Assistant to Strategic Business Partner

- How do you become a recognized voice and influencer within your organisation and a valued and trusted sparring partner to your executive?

Ethics and values

- The importance of empathy and emotional intelligence and what machines can learn from humans.

Personal Branding and Storytelling

- The powerful portfolio and branding of the future assistant.

The art of online networking

- You want to become more visible, learn more self-marketing and build your brand? Then it's time for the right self-marketing skills. Learn how to use selected social media channels as a networking and communication tool.

From Assistant to Feelgood Manager, Virtual Assistant, Online Meeting Moderator, Scrum Master etc?

- What new roles are out there and how can they be approached?

Online Learning Platform

Once you have registered, you will be able to access your online learning platform, including extra materials for consolidating what you have learned.

Your benefits

What is in for the Executive?

After this two days' workshop, your assistant will return to the office with not only an excellent skillset but most importantly the right positive mindset on the future of the role.

This includes:

- Understand the terms of the digitization and industry 4.0
- Learn how to become a strategic business partner and support the management in future projects
- Develop into a digital leader herself/himself and push own job-related missions
- Become an organizational ambassador and promote the opportunities of digitization within the company
- Prepare to transform within the role as part of the digitization and learn new competencies and abilities
- Identify the portfolio and skillset of the future assistant

Methods

Interactive training techniques: This involves classroom lecturing, case studies sessions and classroom interaction

Who should attend

Assistants, secretaries and administrative staff who work in an international context. Minimal requirements: good secondary school ("Realschule") English skills or similar education

Open Badges - Show what you can do digitally too.

Open Badges are recognised, digital certificates of participation. These verifiable credentials are the current standard for integration in career networks such as LinkedIn.

With them, you digitally demonstrate the competences you possess.

After successful completion, you will receive an Open Badge from us.

Read more:

<https://www.haufe-akademie.de/seminare-lehrgaenge/trending-topics/open-badges>



Instructor



Diana Brandl

Diana Brandl ist weltweit gefragte Expertin für Executive Support, zertifizierter Stärkencoach, Autorin und Beraterin. Sie bringt jahrelange Erfahrung als Senior Executive Assistenz und Referentin auf Vorstandsebene mit und gibt dieses Wissen heute als Trainerin und Beraterin weiter. Sie ist Host des Executive Office Insights Podcast,

LinkedIn Learning Dozentin und wurde als eine der weltweit 45 stärksten Stimmen für den Bereich Executive Support vom EA Campus ausgezeichnet.

Training details

Training in English | Präsenz

2 days
Limited number of participants

Dates

01.-02.09.2026

Düsseldorf

Venue

Novotel City West

Days & Times

Tuesday, 01.09.2026

9:00 am - 5:00 pm

Wednesday, 02.09.2026

9:00 am - 5:00 pm

24.-25.02.2027

Berlin

Venue

H4 Hotel Berlin Alexanderplatz

Days & Times

Wednesday, 24.02.2027

9:00 am - 5:00 pm

Thursday, 25.02.2027

9:00 am - 5:00 pm

Current dates and further information can be found at www.haufe-akademie.de/30370

Participation fee

€ 1.540,- excl. VAT

€ 1.832,60 incl. VAT

The stated participation fee includes a group lunch per full seminar day, refreshments during breaks and extensive course handouts.

The participant must settle accommodation costs directly with the hotel.

Regarding the booking of the hotel, you will find a reservation form in your online learning platform.

Your registration options

Online: www.haufe-akademie.de/30370

E-mail: anmelden@haufe-akademie.de

Book your training course quickly and easily online. Please be sure to enter the name of the participant and the full billing address with telephone number and e-mail address.

In our Questions & Answers (FAQ) section you will find all the answers to the most frequently asked questions about our training courses:

<https://www.haufe-akademie.de/faqs>

You can also find our detailed conditions of participation on the Internet under www.haufe-akademie.de/agb or in the overall program.

You can find the complete data protection regulations at www.haufe-akademie.de/datenschutz.

Haufe Akademie GmbH & Co. KG

Munzinger Straße 9, 79111 Freiburg, www.haufe-akademie.de, Beratung: Tel.: +49 761 595339-00, service@haufe-akademie.de

The Future Assistant (Live-Online)

How to become a game-changing digital assistant

Automation, digital platforms and other innovations are changing the fundamental nature of work. Modern day management assistants need to position themselves for the future, increase their visibility, act more strategically, network and also have their own career development in mind. Now is the time to proactively advance the change of the profession as the digital transformation brings incredible potential for the job description of office professionals. It is more important than ever to sharpen a profile and define a new portfolio. This requires innovative and agile assistants who not only have the courage but also the openness for the trends of the future. The language during the training is English only.

Content

New Work and industry 4.0: Opportunity or challenge?

- Digital transformation affects not only the company leaders but all employees. Right at the top is the management assistant who can provide important motivation and actively participate in shaping the structural and cultural change within the digitization.

Your digital workplace

- Productivity tools and apps for the agile management assistants: Learn how to dive into the world of digital gadgets, how to deal with them and how to use this toolbox effectively for your work.

Artificial Intelligence and Digital Assistants: Colleague or competitor?

- Alexa, Siri & more: Get to know the digital assistants and how to work with them rather than against them.

Digital Leadership

- Meet the new generation of millennial managers and their new leadership style.

Organizational well-being and digital detoxing

- How do work more mindful in times of digitization? Self-care and self-management are crucial to your success. Deceleration and resilience make you strong for the tasks in the office of the future. Learn how important organisational wellbeing can be for you and your company and challenge the "always on" culture.

Managing Up: From Management Assistant to Strategic Business Partner

- How do you become a recognized voice and influencer within your organisation and a valued and trusted sparring partner to your executive?

Ethics and values

- The importance of empathy and emotional intelligence and what machines can learn from humans.

Personal Branding and Storytelling

- The powerful portfolio and branding of the future assistant.

The art of online networking

- You want to become more visible, learn more self-marketing and build your brand? Then it's time for the right self-marketing skills. Learn how to use selected social media channels as a networking and communication tool.

From Assistant to Feelgood Manager, Virtual Assistant, Online Meeting Moderator, Scrum Master etc?

- What new roles are out there and how can they be approached?

Online Learning Platform

Once you have registered, you will be able to access your online learning platform, including extra materials for consolidating what you have learned.

Your benefits

What is in for the Executive?

After this two days' workshop, your assistant will return to the office with not only an excellent skillset but most importantly the right positive mindset on the future of the role.

This includes:

- Understand the terms of the digitization and industry 4.0
- Learn how to become a strategic business partner and support the management in future projects
- Develop into a digital leader herself/himself and push own job-related missions
- Become an organizational ambassador and promote the opportunities of digitization within the company
- Prepare to transform within the role as part of the digitization and learn new competencies and abilities
- Identify the portfolio and skillset of the future assistant

Methods

Interactive training techniques: This involves classroom lecturing, case studies sessions and classroom interaction

Who should attend

Assistants, secretaries and administrative staff who work in an international context. Minimal requirements: good secondary school ("Realschule") English skills or similar education

Open Badges - Show what you can do digitally too.

Open Badges are recognised, digital certificates of participation. These verifiable credentials are the current standard for integration in career networks such as LinkedIn.

With them, you digitally demonstrate the competences you possess.

After successful completion, you will receive an Open Badge from us.

Read more:

<https://www.haufe-akademie.de/seminare-lehrgaenge/trending-topics/open-badges>



Instructor



Diana Brandl

Diana Brandl ist weltweit gefragte Expertin für Executive Support, zertifizierter Stärkencoach, Autorin und Beraterin. Sie bringt jahrelange Erfahrung als Senior Executive Assistenz und Referentin auf Vorstandsebene mit und gibt dieses Wissen heute als Trainerin und Beraterin weiter. Sie ist Host des Executive Office Insights Podcast,

LinkedIn Learning Dozentin und wurde als eine der weltweit 45 stärksten Stimmen für den Bereich Executive Support vom EA Campus ausgezeichnet.

Training details

Training in English | Online

2 days
Limited number of participants

Start dates

08.-09.06.2026

Live-Online

Course

zoom

Module times

Monday, 08.06.2026

9:00 am - 5:00 pm

Tuesday, 09.06.2026

9:00 am - 5:00 pm

19.-20.11.2026

Live-Online

Course

zoom

Module times

Thursday, 19.11.2026

9:00 am - 5:00 pm

Friday, 20.11.2026

9:00 am - 5:00 pm

Current dates and further information can be found at www.haufe-akademie.de/32427

Participation fee

€ 1.540,- excl. VAT

€ 1.832,60 incl. VAT

Your registration options

Online: www.haufe-akademie.de/30370

E-mail: anmelden@haufe-akademie.de

Book your training course quickly and easily online. Please be sure to enter the name of the participant and the full billing address with telephone number and e-mail address.

In our Questions & Answers (FAQ) section you will find all the answers to the most frequently asked questions about our training courses:

<https://www.haufe-akademie.de/faqs>

You can also find our detailed conditions of participation on the Internet under www.haufe-akademie.de/agb or in the overall program.

You can find the complete data protection regulations at www.haufe-akademie.de/datenschutz.

