

EXECUTIVE BRIEF

WORLD CLASS ASSISTANT™

A guide for leaders considering this investment in their administrative partner.

PROGRAM DATES

Thursdays, August 20 – September 17, 2026

[OfficeDynamics.com](https://officedynamics.com)

THE STANDARD HAS CHANGED

For years, the benchmark for an exceptional assistant was excellence: excellent communication, excellent organization, excellent follow-through. That standard has not disappeared. But it is no longer sufficient.

In today's environment – where artificial intelligence handles scheduling, reminders, and information retrieval – the assistant who operates at a level of task excellence risks being outpaced. The assistant who operates at a higher level becomes genuinely indispensable.

World Class Assistant™ was designed for that higher level.

The question is not whether your assistant is excellent.

*The question is whether they are operating at
a World Class level.*

WAS THE STANDARD

Task Excellence

Schedules, reminders, follow-through

IS THE STANDARD

Strategic Partnership

Judgment, presence, executive alignment

WHAT "WORLD CLASS" ACTUALLY MEANS

The most valuable thing an assistant can develop is not a skill — it is judgment.

A World Class Assistant does not simply support your work. They protect your time, elevate your reputation, and function as a genuine strategic partner. The difference shows up in ways that are hard to name but immediately felt.

01

Anticipates

Rather than waiting for direction, they read the situation and act before you need to ask.

02

Communicates

With clarity and executive-level presence — the right medium, the right message, the right moment.

03

Manages complexity

Without escalating it to you. They absorb the noise so you can focus on what only you can do.

04

Exercises judgment

Independently — and knows exactly when a decision requires you and when it does not.

05

Stabilizes

When pace and pressure are high, they are the calm, consistent force that keeps your work moving.

WHAT THE PROGRAM DEVELOPS

World Class Assistant™ is a 12-hour live, virtual certification program structured around the competencies that define high-level performance in the administrative role. These are not soft skills – they are the operating system of an assistant who functions at the highest level.

Strategic Partnership

Operating in genuine alignment with your executive's priorities – not just managing their calendar, but understanding their goals.

Resilience

The capacity to absorb pressure, adapt to change, and keep performing with consistency when circumstances shift.

Communication That Influences

Selecting the right medium, reading the room, and speaking with confidence and precision on behalf of the office.

Emotional Intelligence

The ability to read situations accurately, manage relationships skillfully, and navigate complexity with maturity.

Executive Presence

The confidence, composure, and authority that shape how others perceive and respond to your office.

360-Degree Awareness

Understanding the full impact of their presence, judgment, and actions across the broader organization.

Signature Brand

The intentional professional identity that reflects competence and consistency across every interaction.

FORMAT

12 Hours Live & Virtual

5 sessions over 5 weeks – 4 × 3-hr sessions + 1-hr orientation. No travel required.

WHAT YOU GAIN

An assistant operating at World Class level changes what is possible for you.

01

MORE TIME BACK

Fewer things require your direct intervention. Your assistant anticipates, filters, and resolves — so your calendar and attention stay where they belong.

02

GREATER CONFIDENCE

You know how your office is represented in your absence. Decisions made on your behalf reflect your standards, your priorities, and your judgment.

03

A STRONGER PARTNER

Not just someone who manages your schedule — someone who understands your goals and actively works to advance them alongside you.

04

LESS FRICTION

Communication across your team and stakeholders is handled with skill and care — problems surface earlier, before they require you, and relationships are managed with the same professionalism you bring.

05

TRUSTED JUDGMENT

There are decisions that once required your direct input — and now they don't. You've delegated not just tasks, but trust. That is the defining characteristic of a World Class partnership.

*An assistant at this level does not just do more —
they make you more effective.*

PROGRAM DETAILS

Everything you need to evaluate timing, cost, and commitment – at a glance.

DETAIL	INFORMATION
FORMAT	Live virtual classroom – 5 sessions over 5 weeks (4 × 3-hr sessions + 1-hr orientation). No travel required.
DATES	Thursdays, August 20 – September 17, 2026 – 9:00 AM to 12:00 PM Pacific
INVESTMENT	\$995 per participant
CREDENTIAL	Certified World Class Assistant (CWCA) designation + 1.2 CEUs awarded upon completion
CLASS SIZE	Limited to 25 participants to preserve interactivity and depth of learning
INSTRUCTORS	Joan Burge, Julie Reed, and Lisa Olsen – Office Dynamics International

Registration Deadline

Enrollment closes August 14, 2026. Class size is strictly limited to 25 participants. To register or ask questions, visit officedynamics.com/world-class-assistant/ or call 800-STAR-139.

ABOUT OFFICE DYNAMICS INTERNATIONAL

Office Dynamics International has been developing administrative and executive assistant professionals for more than 36 years. Founded by Joan Burge – widely recognized as the pioneer of the administrative training field – the company has trained professionals at organizations including Disney, Cisco Systems, AT&T, The Boeing Company, Procter & Gamble, and Nationwide Insurance.

36+

Years developing
administrative
professionals

CWCA

Designation earned
by program
graduates

1.2

Continuing education
units awarded
upon completion

World Class Assistant™ is one of the company's flagship certification programs. Graduates earn the CWCA designation and join a community of administrative professionals who have committed to operating at the highest level of the profession.

TRUSTED BY PROFESSIONALS AT

Disney

Cisco Systems

AT&T

The Boeing Company

Procter & Gamble

Nationwide Insurance



Ready to take the next step?

WORLD CLASS ASSISTANT™ CERTIFICATION PROGRAM

Enrollment is limited to 25 participants. Thursdays, August 20 – September 17, 2026. Live virtual classroom. \$995 per participant.

LEARN MORE & ENROLL

officedynamics.com/world-class-assistant/