

ElevateEA Master Strategy Class

Nine weeks. Credentialed mastery. Capped cohort.

NINE WEEKS · TWO LIVE COACHING SESSIONS PER WEEK · ALL SESSIONS RECORDED · COHORT CAPPED AT 75 · CERTIFIED STRATEGIC PARTNER™

THE OPPORTUNITY

Raise the ceiling on what your assistant can carry for you.

Board preparation, decision support, stakeholder coordination. The work already flowing through that seat has a ceiling, and the ceiling is set by frameworks and language rather than by effort or hours. More effort does not raise it. Development does.

Nine weeks raises it deliberately. Six proprietary frameworks, three weeks of career-critical communication, a curated cohort of senior peers, and a credential that holds the standard. The result is an executive office that runs at the same level whether or not you are in the room.

WHAT CHANGES FOR YOU

YOUR WORKING STYLE

Your assistant learns where your energy compounds and where it drains, so more of your week is spent in your highest-contribution zones and more of the work that pulls you out of them is absorbed before it reaches you.

YOUR DECISION PATTERNS

Communication drives execution more than any other variable. Information reaches you already shaped for how you decide, which lifts execution velocity across everything moving through your office.

YOUR RISK THRESHOLD

More moves forward without waiting on you, and the decisions that genuinely need your judgment arrive with the exposure already mapped.

WHAT YOU NEED IN ORDER TO DECIDE

Decision fatigue is the tax on senior leaders right now. When your assistant knows what you need in front of you, the volume of decisions you can carry goes up without the drag that usually comes with it.

WHO IT IS BUILT FOR

ALREADY HOLDS THE CONTEXT

They carry information, history, and relationships that exist nowhere else in your office.

ALREADY TRUSTED WITH JUDGMENT

They are handling decisions, access, and sensitive information that require discretion rather than instruction.

ALREADY AT THE CEILING OF EXPERIENCE

What raises them from here is frameworks, language, and executive judgment. That is precisely what this develops.

ALREADY BEYOND CONVENTIONAL CERTIFICATION

They have outgrown traditional certifications and conferences, and need mastery rather than exposure.

Typically five to fifteen years of experience, supporting the C-suite directly. This is not entry-level administrative training.

HOW THE DEVELOPMENT WORKS

LEARN THE STRATEGY

Short, on-demand lessons built around executive schedules. A concept lands in one sitting, not one week.

APPLY IT INSIDE THE WORK

The framework is used on the work already on the desk that week. Nothing waits for the program to end.

BRING IT TO COACHING

Live executive group coaching, where what was tried gets refined by an organizational psychologist.

THE NINE WEEKS — SIX FRAMEWORKS, THEN THE CONVERSATIONS THAT CARRY THEM.

WEEKS 1-6

Six proprietary strategic frameworks

- **ABM Model (Behavioral Mastery)** — how your assistant shows up under pressure, in ambiguity, and in high-stakes environments, and how to lead with intention.
- **Strategic Value Finder** — identifying the twenty percent of the work driving eighty percent of the impact, and shifting weight toward it.
- **Strategic Value Calculator** — quantifying contribution in business terms: time saved, efficiency gained, risk mitigated.
- **Executive Profile Assessment** — decoding your working style, decision patterns, and communication preferences for precise alignment.
- **Strategic Identity Reset** — the executive presence required to operate as a strategic partner.
- **Strategic Assistant AI Advantage** — when, where, and how to deploy AI so your assistant becomes a force multiplier rather than a faster administrator. 400+ hours reclaimed annually.

Outcome: strategic capability that is repeatable, teachable, and visible in business terms.

DELIVERY

- On-demand content companion delivered in bite-size modules built around executive work schedules
- Live executive group coaching twice per week, one hour each
- Every session recorded, so executive priorities never cost your assistant the material
- No conference travel and no time away from the office

WEEKS 7-9

Career-critical conversations

- Addressing misalignment and scope creep before either becomes expensive.
- Communicating upward with confidence and precision.
- Navigating difficult conversations with executives and senior stakeholders.
- Advocating for priorities and boundaries without friction.

Outcome: high-stakes communication becomes a strength rather than a risk.

- A curated cohort of 65 to 75 senior executive assistants
- Lifetime access to all updates and new modules as the program evolves
- The Certified Strategic Partner™ credential on completion

I started EA-Pros after a dinner with senior assistants, when I realized the challenges they were facing were the same ones I was helping their executives solve. The gap between what senior assistants contribute and how they are recognized is the most significant untapped opportunity in executive productivity. This program closes that gap.

JOSHUA WASHINGTON · FOUNDER, EA-PROS · ORGANIZATIONAL PSYCHOLOGIST & SENIOR EXECUTIVE COACH

WHAT YOUR ORGANIZATION GAINS

\$62,500 RECOVERED EXECUTIVE PRODUCTIVITY PER YEAR	8:1 – 62:1 FIRST-YEAR RETURN, CONSERVATIVE	2.3× MORE LIKELY TO STAY THREE OR MORE YEARS	400+ HOURS RECLAIMED ANNUALLY VIA AI
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EXECUTIVE CAPACITY INCREASE

Your assistant shifts from roughly 60/40 administrative-to-strategic toward 35/65, freeing 520+ strategic hours annually. Board preparation, decision support, and strategic projects improve measurably.

TALENT RETENTION

Sixty-four percent of senior assistants report being underutilized, and replacing one costs \$50,000 to \$75,000. Strategic development is materially cheaper than replacement and produces a more valuable employee.

EXECUTIVE PARTNERSHIP QUALITY

Organizations report a 31% improvement in executive satisfaction with partnership quality and a 25% reduction in executive time waste after strategic assistant development.

EXECUTIVE-GRADE CAPABILITY

This develops the same strategic competencies taught to senior executive leaders inside Fortune 500 organizations.

Based on an executive earning \$500K+; a 25% reduction in time waste equals 125+ hours reclaimed at \$500 per hour of executive value.

WHY THIS IS NOT TYPICAL EA TRAINING

	ELEVATEEA MASTER STRATEGY CLASS	TYPICAL EA PROGRAMS
Designed for	Senior EAs supporting the C-suite, 5–15+ years	All administrative professionals
Built by	Organizational psychologist and senior executive coach	Former EAs or event organizers
Format	Nine-week intensive, live coaching twice weekly	One to three-day conference or self-study
Training transfer	40–60% with coaching and spaced learning	10–20% for one-time events
Outcome	Certified Strategic Partner™ and measurable return	Certificate of attendance
Peer network	Curated senior EA cohort, capped at 75	Open registration, mixed levels

INVESTMENT

PROGRAM TUITION

\$4,764

STANDARD TUITION \$5,964 · \$1,200 SCHOLARSHIP APPLIED · PAYMENT PLANS AVAILABLE

- Nine weeks of on-demand content and twice-weekly live executive coaching
- Six proprietary strategic frameworks and three weeks of career-critical communication
- A curated cohort of 65 to 75 senior executive assistants
- Lifetime access to all updates and new modules
- The Certified Strategic Partner™ credential

Falls under the \$5,250 annual IRS threshold for tax-free employer-provided educational assistance.

ORGANIZATIONAL ENROLLMENT

SEATS	DISCOUNT	PER SEAT	TOTAL
3–5	15% off	\$4,049	\$12,147 – \$20,245
6–10	20% off	\$3,811	\$22,866 – \$38,110
11–20	25% off	\$3,573	\$39,303 – \$71,460
21–30	30% off	\$3,335	\$70,035 – \$100,050
30+	Custom	Private cohort	Contact for pricing

All tiers include full program access and the Certified Strategic Partner™ credential. Private cohorts for twelve or more include a dedicated cohort exclusive to your organization, a custom kickoff session, and executive readouts to leadership.

COMMON FUNDING APPROACHES

- Professional development budget
- Executive productivity investment from the CEO or leadership budget
- Talent retention initiative, HR-funded

Ready to formalize the capability you already rely on?

Sponsor a seat in the next cohort, or schedule a fifteen-minute fit conversation with EA-Pros founder Joshua Washington. Cohorts are capped at 75 so the coaching stays real.

eamasterstrategyclass.com/join ·
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