

HMN-ACADEMY
PROFESSIONAL EDUCATION FOR PRIVATE SERVICE

PERSONAL ASSISTANT CERTIFICATION



PRIVATE SERVICE & EXECUTIVE SUPPORT
JOB-READY PROGRAM



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FOR PRIVATE SERVICE

PERSONAL ASSISTANT CERTIFICATION PROGRAM

PROGRAM OVERVIEW

The Personal Assistant Certification is a comprehensive professional training program designed to prepare individuals for Personal Assistant positions supporting private principals, executives, families, and high-net-worth households.

The curriculum develops the practical skills required to provide organized, discreet, and highly responsive support across a principal's personal and professional life. Students develop competencies in calendar and schedule management, communication and inbox organization, administrative systems, task execution, travel planning and logistics, lifestyle support, vendor and service coordination, event and project support, technology, time management, professional judgment, and confidentiality.

Throughout the program, students move beyond theory into practical application through real-world case studies, scenario-based assignments, knowledge checks, and professional exercises designed around situations a Personal Assistant may encounter on the job.

By completion, students will have developed a strong foundation in the systems, professional standards, judgment, organization, discretion, and execution required to begin pursuing Personal Assistant opportunities and continue developing within private service and executive-support environments.

WHO THIS PROGRAM IS FOR

- Individuals interested in beginning a career as a Personal Assistant
- Professionals seeking to transition into private service or executive-support environments
- Administrative Assistants, Executive Assistants, Family Assistants, Nannies, and other support professionals seeking to expand their skill set
- Individuals interested in supporting private principals, executives, entrepreneurs, families, or high-net-worth households
- Professionals seeking formal education in Personal Assistant operations, organization, communication, travel, lifestyle support, and administrative systems
- Individuals who are organized, resourceful, discreet, service-oriented, and interested in a career built around high-level personal and administrative support
- Current Personal Assistants seeking to strengthen their professional foundation and formalize their knowledge through certification

ADMISSION REQUIREMENTS

The Personal Assistant Certification is an entry-level professional certification and does not require previous employment as a Personal Assistant or prior private-service experience.

Applicants must:

- Be at least 18 years of age
- Have the ability to complete coursework, assignments, case studies, knowledge checks, and the final certification examination
- Be prepared to engage with professional standards related to discretion, confidentiality, organization, communication, judgment, and accountability

No college degree or previous Personal Assistant experience is required for admission.

The program is designed to provide students with the foundational knowledge and applied skills needed to understand the Personal Assistant profession and prepare for entry into the field. Completion of the certification does not guarantee employment; professional presentation, transferable experience, demonstrated skills, references, and individual employer requirements remain important factors in securing a position.

PERSONAL ASSISTANT CERTIFICATION PROGRAM SYLLABUS

COURSE CURRICULUM:

Chapters & Key Modules

CHAPTER 1. THE PERSONAL ASSISTANT ROLE AT A HIGH LEVEL

This chapter introduces the Personal Assistant role within private-service and executive-support environments. It establishes the scope of the position, professional expectations, and the responsibilities involved in supporting a principal's personal, professional, and lifestyle needs while coordinating effectively with other members of the principal's support structure.

- Module 1: Defining the Private Personal Assistant Role in Private and Executive Environments
- Module 2: Differences Between a Private Personal Assistant, Executive Assistant, House Manager, and Family Assistant
- Module 3: Understanding Scope: Personal Life, Business Life, and Home Office Integration
- Module 4: How High-Net-Worth Principals Utilize a Private Personal Assistant
- Module 5: Expectations, Accountability, and Performance Standards
- Module 6: Operating as a Right-Hand Support System
- Module 7: Supporting High-Performance Individuals and Complex Lifestyles
- Module 8: Coordinating with Household Managers, Family Office Staff, Executive Assistants, Security Teams, and Other Principal Representatives

CHAPTER 2. PROFESSIONALISM, DISCRETION & TRUST

This chapter establishes the professional standards required when working closely with private principals and their families. Students examine confidentiality, sensitive information, professional conduct, appropriate access, and the behaviors required to build and maintain trust within highly private environments.

- Module 1: Confidentiality in High-Level Environments
- Module 2: Handling Sensitive Information, Documents, and Communications
- Module 3: Professional Conduct in Private Homes, Offices, and Public Settings
- Module 4: Managing Access to the Principal and Maintaining Appropriate Gatekeeping Boundaries
- Module 5: Building Long-Term Trust and Professional Credibility

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COURSE CURRICULUM:

Chapters & Key Modules

CHAPTER 3. CALENDAR & SCHEDULE MANAGEMENT

This chapter develops one of the Personal Assistant's most important operational competencies: managing the principal's time with accuracy, foresight, and control. Students learn to structure complex calendars, coordinate competing commitments, manage multiple time zones, integrate personal and professional schedules, and anticipate scheduling needs before conflicts arise.

- Module 1: Calendar Architecture and System Setup
- Module 2: Scheduling Execution and Coordination
- Module 3: Time Blocking and Priority Management
- Module 4: Conflict Resolution and Calendar Control
- Module 5: Multi-Time Zone Scheduling
- Module 6: Meeting Preparation and Daily Briefings
- Module 7: Managing Calendar Access, Availability, and Scheduling Requests
- Module 8: Integrating Calendar Management with Inbox and Task Systems
- Module 9: Daily, Weekly, and Monthly Planning Systems
- Module 10: Personal and Lifestyle Calendar Integration
- Module 11: Travel Calendar Coordination
- Module 12: Calendar Tools, Platforms, and Automation
- Module 13: Advanced Calendar Strategy and Anticipation

CHAPTER 4. INBOX, COMMUNICATION & INFORMATION FLOW

This chapter focuses on managing high-volume communication with accuracy, professionalism, and efficiency. Students learn to organize inboxes, identify priorities, draft communications on behalf of the principal, manage follow-ups, and coordinate information across multiple parties while maintaining the principal's voice, tone, and expectations.

- Module 1: Structuring and Organizing a High-Volume Inbox
- Module 2: Drafting Emails on Behalf of the Principal
- Module 3: Identifying Priorities vs. Noise
- Module 4: Managing Follow-Ups and Response Timelines
- Module 5: Coordinating Communication Across Multiple Parties
- Module 6: Filtering Communications and Managing Information Flow
- Module 7: Maintaining Tone, Voice, and Professionalism

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CHAPTER 5. ADMINISTRATIVE SYSTEMS & OPERATIONAL ORGANIZATION

This chapter develops the systems and organizational skills required to manage information, documentation, and ongoing administrative responsibilities within private and executive environments. Students learn to create efficient, accurate, and sustainable systems that support the principal's personal, professional, and household operations.

- Module 1: Building Digital and Physical Filing Systems
- Module 2: Managing Documents, Contracts, and Records
- Module 3: Creating Operational Systems: Lists, Trackers, and Workflows
- Module 4: Structuring Recurring Responsibilities and Routines
- Module 5: Organizing Information for Quick Retrieval
- Module 6: Maintaining Accuracy, Consistency, and Accountability
- Module 7: Managing Principal Contacts, Directories, Preferences, and Relationship Information

CHAPTER 6. TASK MANAGEMENT & EXECUTION SYSTEMS

This chapter focuses on the skills and strategies needed to capture, prioritize, and execute tasks effectively in a fast-paced, high-demand environment. Students learn to manage multiple responsibilities, anticipate needs, maintain follow-through, and create personal systems that ensure nothing is overlooked while supporting the principal's goals and daily operations.

- Module 1: Capturing and Tracking All Incoming Tasks
- Module 2: Prioritizing Based on Urgency and Importance
- Module 3: Managing Concurrent Tasks, Deadlines, and Deliverables
- Module 4: Following Through and Closing Loops
- Module 5: Anticipating Needs Before Being Asked
- Module 6: Creating Personal Systems for Execution at Speed

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COURSE CURRICULUM:

Chapters & Key Modules

CHAPTER 7. TRAVEL PLANNING & LOGISTICS MASTERY

This chapter provides the knowledge and practical skills required to plan, coordinate, and manage all aspects of domestic and international travel. Students learn to create seamless travel experiences, manage complex logistics, anticipate needs, and handle changes with efficiency and discretion.

- Module 1: Understanding the Principal's Travel Preferences and Requirements
- Module 2: Researching and Booking Flights, Ground Transportation, and Accommodations
- Module 3: Creating Detailed Travel Itineraries
- Module 4: Managing Travel Documentation: Passports, Visas, Entry Requirements, and Health Protocols
- Module 5: Packing, Luggage Management, and Special Items
- Module 6: Handling Changes, Delays, and Emergencies
- Module 7: Coordinating Travel for Principals, Family Members, Guests, and Staff

CHAPTER 8. LIFESTYLE & PERSONAL SUPPORT EXECUTION

This chapter explores the personal and lifestyle aspects of the Personal Assistant role, including managing day-to-day needs, coordinating personal services, and providing proactive and discreet support. Students learn to anticipate preferences, coordinate details, and ensure a seamless and elevated lifestyle for the principal and their family.

- Module 1: Understanding the Principal's Lifestyle, Preferences, and Routines
- Module 2: Coordinating Personal Services and Appointments
- Module 3: Supporting Health, Wellness, and Fitness Needs
- Module 4: Managing Dining, Entertainment, and Social Engagements
- Module 5: Shopping, Gifting, and Personal Purchases
- Module 6: Coordinating Household and Property-Related Needs
- Module 7: Supporting Family Members and Guests
- Module 8: Managing Reservations, Memberships, Entertainment, and Special Access Requests

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COURSE CURRICULUM:

Chapters & Key Modules

CHAPTER 9. VENDOR, SERVICE & EXPENSE COORDINATION

This chapter focuses on the skills and knowledge required to source, coordinate, and manage vendors and service providers while maintaining high standards, controlling costs, and ensuring reliable support. Students learn to evaluate vendors, oversee services, manage expenses, and maintain strong working relationships.

- Module 1: Sourcing and Vetting Vendors and Service Providers
- Module 2: Scheduling and Overseeing Services
- Module 3: Managing Invoices, Receipts, and Basic Expense Tracking
- Module 4: Maintaining Vendor Relationships and Standards
- Module 5: Ensuring Quality Control and Accountability
- Module 6: Coordinating Across Multiple Service Providers

CHAPTER 10. EVENT & PROJECT COORDINATION

This chapter provides the knowledge and practical skills to plan, coordinate, and support the execution of private events, gatherings, and special projects. Students learn to manage timelines, vendors, logistics, and details while anticipating needs, troubleshooting issues, and ensuring a successful experience from planning through follow-up.

- Module 1: Planning Small to Mid-Level Private Events and Gatherings
- Module 2: Managing Event and Project Timelines, Vendors, and Logistics
- Module 3: Coordinating Invitations, Guest Lists, and Event Details
- Module 4: Supporting Execution and Troubleshooting Issues
- Module 5: Post-Event Follow-Up, Documentation, and Organization
- Module 6: Project Documentation, Status Tracking, and Reporting

PERSONAL ASSISTANT CERTIFICATION PROGRAM SYLLABUS

COURSE CURRICULUM:

Chapters & Key Modules

CHAPTER 11. TECHNOLOGY & DIGITAL OPERATIONS

This chapter focuses on the essential technology tools, platforms, and digital systems used to manage information, communication, and daily operations in a modern private and executive environment. Students learn to leverage technology to improve efficiency, maintain organization, ensure security, and support the principal's personal and professional needs.

- Module 1: Essential Technology Tools for the Personal Assistant Role
- Module 2: Managing Digital Calendars, Contacts, and Communication Platforms
- Module 3: Organizing and Storing Files, Documents, and Information
- Module 4: Maintaining Data Security and Confidentiality
- Module 5: Utilizing Productivity Tools and Automation
- Module 6: Troubleshooting Common Technology Issues and Coordinating Technical Support

CHAPTER 12. TIME MANAGEMENT, JUDGMENT & DECISION-MAKING

This chapter develops the ability to manage time effectively, make sound decisions, and exercise good judgment in a variety of situations. Students learn to balance competing priorities, handle confidential information appropriately, and navigate challenges with professionalism, discretion, and problem-solving skills.

- Module 1: Prioritizing Competing Demands and Managing Multiple Responsibilities
- Module 2: Making Decisions with Professional Judgment
- Module 3: Problem-Solving in Real-Time Situations
- Module 4: Maintaining Discretion and Confidentiality
- Module 5: Managing Interruptions and Changing Priorities
- Module 6: Developing Personal Strategies for Productivity and Balance

PERSONAL ASSISTANT CERTIFICATION PROGRAM SYLLABUS

COURSE CURRICULUM:

Chapters & Key Modules

CHAPTER 13. CAREER POSITIONING & MARKET READINESS

This chapter prepares students to confidently position themselves for opportunities in private households and executive environments. Students learn how to translate their skills and experience, develop strong professional materials, and approach the job search strategically while understanding industry expectations and best practices.

- Module 1: Understanding the Private Service Industry and Role Expectations
- Module 2: Identifying and Articulating Transferable Skills and Experience
- Module 3: Developing a Professional Resume and Cover Letter
- Module 4: Building a Strong Professional Brand and Online Presence
- Module 5: Interview Preparation and Presentation Skills
- Module 6: Navigating the Job Search: Strategies and Best Practices
- Module 7: Professionalism, Discretion, and Long-Term Career Growth

CHAPTER 14. FINAL APPLICATION & CERTIFICATION ASSESSMENT

This final chapter allows students to apply the knowledge and skills gained throughout the program through comprehensive assessments and a practical personal assistant execution plan. Students demonstrate their understanding of key concepts, decision-making, and real-world application in preparation for certification and professional use.

- Module 1: Comprehensive Review of Key Concepts
- Module 2: Applying Knowledge to Real-World Scenarios
- Module 3: Developing a 30-60-90 Day Personal Assistant Execution Plan
- Module 4: Creating a Professional Presentation
- Module 5: Recording and Submitting the 30-60-90 Day Plan Video
- Module 6: Preparation for the Final Examination

FINAL CERTIFICATION REQUIREMENTS:

- 30-60-90 Day Personal Assistant Execution Plan & Video
- 200-Question Final Examination

HMN Academy



A Personal Assistant plays a vital role in creating order, efficiency, and ease in the principal's personal and professional life—managing details, anticipating needs, and ensuring seamless execution every day.

This certification is designed for individuals who are committed to developing the knowledge, skills, and judgment required to provide exceptional support in private and executive environments.

Whether you are stepping into the role, refining your experience, or preparing for the next level, this program will equip you with the expertise and confidence to deliver a discreet, proactive, and world-class level of support.

The time to elevate your career is now.

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