

The Executive Communication Command: Internal Communication for Personal Assistants



Workshop by **Bonnie Natasha Robinson**

Tuesday 25 August 2026
@ United Docks Business Park - Caudan

MQA Approved, Up to 70% HRDC Refundable



About The Course

A practical, high-impact workshop that equips Personal Assistants to manage internal communication with precision and professionalism, enabling them to influence outcomes, strengthen executive alignment, and operate as trusted partners to leadership.

Audience

Personal Assistants, Executive Personal Assistants, Office Managers, Administrative Business Partners

Level

Practical + Professional (Operational Excellence with Strategic Awareness)

Outcome

Participants will gain a structured, repeatable framework to manage internal communication with clarity, authority, and efficiency while strengthening executive alignment and organisational credibility.



Meet Bonnie (Robinson) Kohrs

CEO of Reson8 SA and Fractional Director & Advisor: Strategic Communications and Relations

Bonnie is the Chief Executive Officer of Reson8 South Africa, a sales-first communications company servicing global clients. The former Vice President of the Public Relations Institute of Southern Africa (PRISA) is an accredited public relations and strategic communications professional with more than 25 years of experience in brand and reputation management, crisis advisory, stakeholder relations, and customer experience across South Africa, sub-Saharan Africa, and international markets. Her work spans multiple sectors, including banking and finance, technology, hospitality, luxury, property, energy, FMCG, and global events.

She has represented and advised leading organisations such as ABInBev, Coca Cola, Canon, Louis Vuitton, Standard Bank, Hilton Hotels and Resorts, South African Tourism, Air Mauritius, Emirates, Anglo Gold, AstraZeneca, the NBA BAL, and the United Nations Development Programme, among many others. Bonnie has led significant brand positioning strategies, complex rebranding initiatives, and award-winning integrated campaigns that strengthened credibility, market influence, and commercial performance. She is widely respected for her expertise in crisis communications and high-stakes reputation management, advising C-suite executives, senior leaders, members of parliament, and government ministers during critical decision-making periods. A long-standing PRISA affiliate and respected judge and mentor for major business and communications awards, Bonnie is recognised for combining strategic insight, governance awareness, and strong relationship capital to deliver measurable reputational and commercial impact across borders.



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“Trust is a KPI. If you can’t measure it, you can’t govern it. And if you can’t govern it, you lose customers, credibility, and revenue.”

Awards & Achievements

2023

- PRovoke Media Global SABRE Award (Mercy Ships Africa Celebrations)
- Multiple PRovoke Media Africa SABRE Awards (Mercy Ships Africa Celebrations; Africa's Business Heroes – Jack Ma Foundation; Basketball Africa League; Canon R-Tour)
- Leading Public Relations Firm Africa (World Business Outlook Awards)
- Leading Pan-African Communications Consultancy Africa (World Business Outlook Awards)

2024

- Best Public Relations and Media Consultancy Agency of the Year South Africa (Brands Review)
- Leading Communications Consultancy in Africa (Brands Review)
- Best PR Agency and the Leading Press Release Distribution Platform in Africa (Brands Review Awards)

2025

- Provoke Media Africa SABRE Award (World Unseen – Experience at GITEX Africa)
- Best Public Relations and Media Consultancy Agency of the Year South Africa (Brands Review Awards)
- Leading Communications Consultancy in Africa (Brands Review)
- Gold winner, Best PR Campaign (Davos Communications Awards)
- Bronze winner, Special Event (Davos Communications Awards)



Communicate with Clarity.
Influence with Confidence.
Execute with Authority.

Today's Personal Assistant is no longer just a coordinator of tasks, but a strategic communication partner who enables executive efficiency, alignment, and organisational performance.

Objectives

Influence & Follow-through

Drive action without authority

Ensure accountability through follow-ups

Executive Communication

Communicate clearly across all levels

Structure concise messages



Stakeholder Engagement

Adapt tone for different stakeholders

Improve cross-level communication

Information Prioritisation

Filter and escalate key information

Support better decision-making

Training Outline

Setting the Standard

The Role of the PA as a Communication Hub

- PA as the central communication node
- Communication failures are structural, not technical
- Cost of miscommunication in organisations
- Shift from support role to information strategist

Output

- Reframed role perception
- Understanding of communication impact



Understanding Internal Communication Dynamics

Who Needs What and How They Expect It

1. Mapping Stakeholders

- Executives, middle management, operational teams
- Hierarchy-based communication expectations
- Personality and communication styles

2. Information Flow Management

- Upward communication (to executives)
- Downward communication (from executives)
- Lateral communication (cross-functional teams)

3. Common Breakdowns

- Assumptions vs confirmations
- Over vs under communication
- Misaligned priorities

Output

- Stakeholder communication map
- Do's and don'ts per audience

Precision Communication Skills

Clarity, Tone & Executive Readiness

1. Structuring Communication

- Executive summaries vs detail
- Email structuring
- Decision-focused writing

2. Tone & Positioning

- Professional vs passive tone
- Assertiveness without overstepping
- Representing executive voice

3. Verbal Communication

- High-pressure conversations
- Managing urgency and interruptions
- Communicating with authority

Exercise

- Rewrite communication into executive format

Output

- Communication templates
- Improved clarity and confidence

Information & Priority Management

From Chaos to Control

1. Information Filtering

- What to escalate vs resolve
- Urgent vs important prioritisation
- Avoiding overload

2. Meetings & Communication

- Effective agendas
- Briefing notes and pre-reads
- Action tracking

3. Confidentiality

- Handling sensitive information
- Managing internal politics
- Building trust

Exercise

- Create executive briefing from raw input

Output

- Decision-filter framework
- Meeting templates

Influencing Without Authority

Driving Action Across the Organisation

1. Influence Basics

- Influence without authority
- Using credibility and relationships

2. Stakeholder Management

- Delays and resistance
- Follow-ups without friction
- Accountability handling

3. Cross-Functional Alignment

- Breaking silos
- Ensuring follow-through

Exercise

- Role-play stakeholder scenarios

Output

- Influence toolkit
- Conflict handling basics

Personal Communication System

Building a Consistent Operating Model

1. Workflow Design

- Daily communication routines
- Tools and systems
- Consistency across channels

2. Personal Brand

- Reliability and clarity
- Professional presence
- Career positioning

3. Implementation Plan

- Immediate changes
- 30-day actions
- Performance improvement metrics

Takeaway

Each participant leaves with:

- A Personal Communication Framework
- A 30-Day Improvement Action Plan
- A Digital Executive Communication Template Pack

Agenda

09:00 - 09:30

Setting the Standard

09:30 - 10:45

Understanding
Internal
Communication
Dynamics

10:45 - 11:00

Coffee Break

11:00 - 12:30

Precision
Communication
Skills

12:30 - 13:30

Lunch

13:30 - 14:45

Managing
Information and
Priorities

14:45 - 15:00

Coffee Break

15:00 - 16:15

Influencing
Without
Authority

16:15 - 17:00

Personal
Communication
System

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FEES PER PARTICIPANT - Rs 18 000

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FOR BOOKINGS : info@virtuose.company



14 Buswell Ave, Quatre-Bornes
tel. 427 0888