



## Menekşe Ahabab

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Menekşe, graduated from Istanbul University Classic Philology, Latin Language and Literature. She received the training formation of the trainer from the same university. Currently having her master's study on Marketing Communication at Maltepe University.

She started her career in 1995 as a personal assistant of the founder and CEO of a London-based education company, FutureMinds Educational, in Istanbul. Menekşe has more than 25 years of experience in different industries such as education management, management consulting, information technology & services and mechanical & industrial engineering in international and multicultural companies such as Johnson Controls, Deloitte and Hewlett Packard etc. Positioned in different jobs and titles such as Office Manager & Marketing Coordinator, multiple positions as Executive Assistant to Regional General Managers and Managing Directors, Assistant to Indirect Sales Lead Virtual Assistant, Personal Assistant. She also has been internal trainer in many of the companies she worked in.

Menekşe is working at one of Marmara University in Istanbul teaching "Meeting and Presenting skills" to future assistants since 2018.

Menekşe has extensive experience in the profession and a truly passionate professional. She has been joining Executive Assistant events as a keynote speaker and trainer for many years. She is continuously elevating the profession by attending university conferences as an industry expert. Menekşe is also an Erikson Coach and actively coaching.

She joined IMA (International Management Assistants) in 2015 and led IMA Turkey's establishment as a national group. Menekşe is the Chairman of IMA Turkey. She was a finalist for EA of the Year Middle East at the 2019 Executive PA Awards.

Menekşe is based in Istanbul, married, and a mother of two girls. She is a strict follower of all education programs and activities related to children.

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## *Training & Keynote Topics*

### THE LEADER ASSISTANT

Menekse Ahabab is a practitioner of Points of You, a great coaching game to engage, learn, and grow. This powerful tool helps discover and expand your points of view while engaging you to boost your creative thinking.

With this workshop, we will define the key leadership attributes of an assistant and what does it mean to be a leader and executive assistant.

Moreover, you will be able to evaluate yourself, find your strong points, and most importantly reveal the leader inside you.

Duration: 90 minutes

### DIGITAL TRANSFORMATION IN THE ADMIN PROFESSION

What is the idea of “being digital” for admins?

What are the transformation areas for admins in a digital world?

How to use technology to make better and faster decisions?

Next steps to move forward in the profession. Take your career to next level!

Duration: 45 minutes

### PERSONAL BRANDING FOR EAS

What is personal branding?

How to be visible when working behind the scenes?

How to make a memorable first impression?

What are the personal branding essentials?

Duration: 45 minutes

### COMMUNICATING WITH EA IMPACT

Recognise the barriers to effective communication and know how to overcome them

Know how to make sure key messages are communicated clearly and effectively

Ask questions and listen actively to establish needs and relevant information.

Know how to adapt their approach to other people and so achieve the result they want





*Training & Keynote  
Topics*



**MY JOB IS YOUR JOB (A PERSONAL STORY)**

How to prioritize: insignificant is not insignificant

Freedom to make mistakes

Finding your passion is a real challenge

Calm under pressure?!

Duration: 30 min.



**TIPS FOR EFFECTIVE MEETING ORGANIZATIONS**

Duration: 45 min.



**TIPS FOR EFFECTIVE PRESENTATIONS**

Important presentation skills for workplace success

Duration: 45 min.

