



Peggy Vasquez

NOT JUST AN ADMIN BOOTCAMP

A 4-Part Comprehensive Training
Experience to Elevate from Support
Role to Strategic Partner

NOT JUST AN
Admin
BOOTCAMP

Inspiring.
Empowering.
Transforming.

www.peggyvasquez.net

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Introduction



You're here because you're ready to grow—and I'm here to help make that happen.

This program is all about equipping you with practical strategies, confidence-boosting tools, and a supportive community so you can thrive in your role and beyond.

I can't wait to help you take the next step toward your professional success!

14

Years of leadership experience

95+

Global and Fortune 50 Clients

3

Best-Selling Books

Career Highlights

-  Past President of Women Helping Women
-  Certified Leadership Trainer
-  Recipient of the Athena Leadership Award (2020)
-  Recipient of the Women of Distinction Award (2021)
-  Recipient of the I am Women Helping Women Award (2023)



My Journey



Peggy is an inspirational speaker, best-selling author, and empowerment coach with a background as a Chief Executive Assistant. Starting her career at the receptionist desk, she quickly recognized that business is about people, for people. Over time, she advanced into leadership roles, mastering the art of building strong relationships across all levels of an organization.

In 2010, while still working full-time, Peggy began her speaking career. By January 2020, she transitioned to full-time entrepreneurship, navigating the pandemic with resilience, a firm foundation in business, and solid relationships.

Peggy's passion for empowering others shines through in every interaction. Through her globally delivered keynotes, she equips audiences with the tools to enhance collaboration, boost morale and productivity, improve leadership presence, and recognize their value.

Peggy's experience has taught her that relationships are at the heart of success. She is committed to helping you build a powerful inner circle through strong connections and mentoring.



Why Work with Me

This program is designed with you in mind, by me, someone who was in the administrative role for over 25 years and knows the challenges of working in the C-Suite, side by side with executives. Chances are high that I've faced some of the same difficulties you may be facing and have had some of the questions you may be asking. I understand your world and want to help you by sharing my experience, knowledge, lessons learned from failed attempts, and successes! You'll find this training program to be highly interactive, engaging, and fun, plus my approach creates an environment of trust and openness. The added benefit is increased collaboration and productivity.

I understand the unique challenges administrative professionals face—the struggle to be seen as strategic partners, the constant demand to manage competing priorities, and the desire to grow their careers while making a meaningful impact. I've walked that path and know the power of having the right tools, strategies, and support to thrive.

If you've ever felt overlooked, stretched thin, or dismissed as “just an admin,” you're not alone. This program is about transformation. It's about shifting your mindset from a “support role” to a strategic partner, building trust-based relationships, and managing your workload with clarity and intention, so you can focus on what truly matters.

Your goal may be to strengthen your executive partnership, build confidence in your leadership presence, or advance your career with clarity and purpose. Whatever it is, I am committed to being your partner in this journey. This program is about transformation. It's about shifting your mindset from a “support role” to a strategic partner, building trust-based relationships, communicating with confidence even in high-stakes moments, and managing your workload with intention so you can focus on what matters most.



What You'll Get

Group Training and Coaching Sessions

Four hours virtually, including breaks / 6 hours in person, including breaks/lunch)

- Dynamic, personalized, engaging group training and coaching. Peggy will provide a safe environment built on trust, transparency, and accountability. Clear action steps to complete before each session, so you know exactly what to do next.

Four Modules

- You'll receive training on the modules during the four-hour sessions. Coaching will be provided along the way to facilitate the learning application.

Application and Role-Playing

- True learning comes from doing. That's why this program includes built-in opportunities to apply what you learn in real time.

Recording of Session

- Recordings of every session so you can focus and engage, rather than taking notes. Recordings will be held in confidence and only provided to this group. There are times when a refresh is needed, and having the experience at your fingertips ensures you have what you need when you need it.

Custom Worksheets, Tips & Strategies

- Each week, Peggy will provide you with tools to put to use based on that specific coaching session and conversation.



Program Overview

NOT Just an Admin Bootcamp is a **4-part comprehensive training and development program for administrative professionals**. Whether your title is Administrative Assistant, Executive Assistant, or Business Support Professional, if you are in the administrative support profession, this training is for you.

This program is highly interactive, engaging, dynamic, and a safe environment for all attendees. It is divided into four levels of learning, all designed to help you be successful. This program goes beyond the basic technical skills and focuses on you as a professional and individual. Each level builds on the next with accountability designed into the program.

Ideally, all administrative professionals from your organization will go through this program. Graduates will create an administrative community of mentors and accountability partners. You'll have a **culture where knowledge, information, and resources are readily shared to drive success across your team and organization.** Individuals can attend and be the first to adopt these practices and serve as a role model to their coworkers and organization.

A variety of learning methodologies are included:

- group and partner discussions
- individual work and reflection
- exercises and activities
- scenario-based modules
- accountability partners
- worksheets
- tip sheets
- action planning
- homework
- coaching
- surveys
- and more!

Ideally, the group size will be 15-20 attendees for virtual sessions and 25-50 attendees for in-person training. This size facilitates the opportunity to:

- address challenges in a safe environment
- focus on real-life situations and challenges
- create solutions and next steps to move forward
- sharing of best practices, suggestions, and powerful insights
- and moments of discovery along the way



Four Module Titles and Descriptions

Module 1: Empowering Your Voice & Vision

(4 hours virtually, including breaks / 6 hours in person, including breaks/lunch)

1. Discovering your respect and value
2. Create your own personal mission statement
3. Developing a vision for your future
4. Moving past SMART goals by creating a powerful daily routine
5. Accountability partner
6. Self-Reflection and Homework: Finish developing a vision for your future, incorporate a powerful morning routine, and confirm an accountability partner. Meet with your accountability partner before Session 2 to review progress, share insights, and ask questions.

Module 2: Step Into Executive Presence and Leadership

(4 hours virtually, including breaks / 6 hours in person, including breaks/lunch)

1. Homework check-in from Module 1
2. Unleash Your Inner Leader
3. Creating the strength of positivity
4. Developing executive presence and a positive image
5. Reading and refining body language
6. Self-Reflection and Homework practice positivity, confident body language, and presence. Meet with your accountability partner before Session 3 to review progress, share insights, and ask questions.



Four Module Titles and Descriptions

Module 3: Mastering Mindset & Mentorship

(4 hours virtually, including breaks / 6 hours in person, including breaks/lunch)

1. Homework check-in from Session 2
2. Learning what you can and can't control
3. Getting your mindset right and creating a mindset for success
4. Finding and being a mentor
5. Self-reflection and Homework practice focusing on what you can control, strengthening your mindset, and finding a mentor. Meet with your accountability partner before Session 4 to review progress, share insights, and ask questions.

Module 4: Build Powerful Partnerships and Communicate with Confidence

(4 hours virtually, including breaks / 6 hours in person, including breaks/lunch)

1. Homework check-in from Session 3
2. Creating powerful and collaborative partnerships and relationships
3. Discovering how to work with anyone, communication techniques, and strategies
4. Navigating real-world challenges through scenario practice
5. Importance of Agility and Flexibility
6. Managing Up - The art of strategic questioning and coaching techniques
7. The importance of trust, respect, and confidentiality
8. How to give and receive feedback
9. Imagine the possibilities for your life and career - Action planning/next steps
10. Self-Reflection and Homework: Develop takeaway actions; meet with accountability partner within 30 days to check on progress, share insights, and ask questions.

Over and over again, assistants tell me:

"This program has been life-changing. I no longer feel that I am "just an admin," I now know my value and understand what it takes to become a business partner."

"Peggy has the unique ability to create an environment where attendees feel safe, transparent, vulnerable, and open up to the rest of the attendees. During the 4-week program, there were many conversations that made a difference in my personal and professional life."



How It Works

The Platform

All sessions are conducted via Zoom, making it simple to connect no matter where you're located. Each session is recorded, so you can access the recording and chat log for future reference.

You'll receive timely reminders before each session, including details and any homework assignments to help you prepare. After each session, you'll get a follow-up email with the recording, homework, and all relevant materials to support your growth and progress.

Ongoing Support and Accountability

Between sessions, you'll have access to email support for questions, clarifications, and encouragement from the Career Advantage team. The additional value lies in the community you'll join - a collaborative space designed for meaningful connection, shared growth, and mutual success.

Participants from Peggy's coaching programs have described the community as invaluable. Through a private group email thread, members share homework, ask questions, and celebrate their successes together.

One participant shared, *"One of the most valuable aspects of Peggy's coaching is the community she builds—a group where shared experiences and ideas lead to breakthroughs you never thought you'd have. Together, we don't just learn—we thrive."*

Peggy will also provide regular check-ins to ensure you feel supported and stay on track. Together, we're building skills and fostering a network of administrative professionals committed to helping each other thrive.

Tailored Materials

Each session comes with documents and materials tailored specifically to your learning journey. These resources are designed to meet administrative professionals' unique needs and goals, enhancing your understanding and application of each session's content.

You'll receive these materials, along with the session recording and homework, via email the day after each session, ensuring you have everything you need to succeed and stay organized.



Investment

Live Virtual Group Coaching:

- Zoom training and coaching features four rich content modules, actionable strategies, and interactive discussions.

One-on-One Coaching:

- A dedicated hour of personalized coaching to address your unique goals.

Expert Training:

- Engage with an award-winning international speaker and receive training in dynamic virtual workshops.

Peer Support:

- Join a supportive community of professionals, fostering collaboration and encouragement.

Bonus Resources and Exclusive Discounts:

- A complimentary copy of Not Just an Admin to deepen your learning
- **16 hours of personal instruction by Peggy Vasquez**
- Real-time personalized coaching and feedback
- **Peer accountability and networking**
- **Certificate of attendance**
- **Receive 16 continuing education units**
- An opportunity to move past thinking you are JUST an admin and into knowing your value.

Total Estimated Value: \$5,619.95 / Your Investment \$1095.00

- Four Group Training and Coaching Sessions: Value \$5,600
- Not Just an Admin Book: Value \$19.95

Comments from attendees:

"This is a must-attend seminar for all Administrative/Executive Assistants. Peggy provides tools and tips on how to elevate yourself, not just in your professional life, but your personal life as well. This seminar was informative, interactive, and thought-provoking! Peggy provides a safe, fun, and energetic space to learn and grow. I will say it again, it is a must-attend!" ~ Rachel Fields

"Peggy was very engaging. When the group wasn't involved, the content she presented was interesting, informative, and helpful." ~Wendy Forth

"I enjoyed the format. Peggy was great at ALWAYS being upbeat." ~Megan Knell



Letter to Executive

Subject: Request for Approval: Group Coaching Opportunity for Professional Development

Dear [Executive's Name],

I recently had the privilege of attending a session led by Peggy Vasquez, a highly regarded international speaker and empowerment coach. Her training on leadership, strategic thinking, and communication was incredibly impactful, and I believe it has the potential to make a significant difference in my professional development and our organization's success.

Peggy is now offering an exclusive group coaching program specifically designed for administrative professionals. By participating in this program, I will gain tools and strategies to work more effectively, make better decisions, and strengthen team collaboration, saving time and reducing inefficiencies. These improvements will directly support [your/our] strategic goals and drive better outcomes. Investing in this program represents a valuable opportunity to elevate the support I provide, ensure our team operates more effectively, and free up time for higher-priority initiatives.

Program Overview

- **Group Training and Coaching Sessions:** Four modules designed to deliver actionable strategies, rich content, and interactive discussions to enhance my skills and professional growth.
- **Complimentary Resource:** A copy of Not Just an Admin, packed with strategies for career advancement.
- **Additional Value:** Discounts on future team training and professional development tools: 15% off an on-site training session for our team and 10% off The Roadmap to Empowering You.
- **Start Date:** TBD
- **Time Commitment:** Four sessions, each lasting four hours. Plus, approximately one hour of homework per session.
- **Investment Options:** Full payment: \$1095 or quarterly payments: \$280/quarter

Why This Matters

- This program directly supports my role and professional goals by:
- Strengthening my leadership confidence, communication skills, and ability to deliver greater strategic support.
- Equipping me with actionable strategies to optimize workflows, build trust, and enhance collaboration, bringing immediate value to our organization.
- Connecting me with a curated group of professionals to exchange insights, foster accountability, and drive meaningful growth.

My Commitment

I am fully committed to applying what I learn directly to my role, ensuring our team benefits from enhanced processes, stronger collaboration, and elevated support. I will also share key takeaways to amplify the program's value across the organization.

This program represents a strategic investment in my professional development that will contribute to increased efficiency, better outcomes, and greater organizational success.

Thank you for considering this opportunity. I'd be happy to provide additional details or discuss it further. I look forward to hearing your thoughts and receiving approval to enroll in this program.

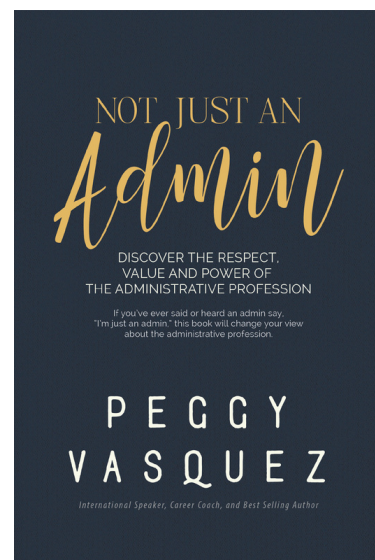
Best regards,
[Your Full Name]
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Best-Selling Books



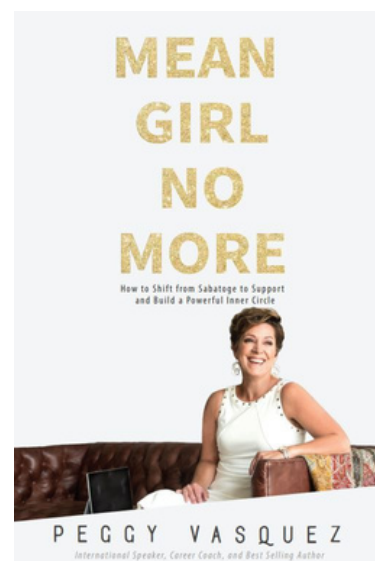
NOT JUST AN ADMIN - Discover the Respect, Value, and Power of the Administrative Profession

Not Just An Admin is a valuable handbook for anyone in the administrative profession wanting to succeed. Rarely do we find information that can make a difference both in our professional careers and personal relationships in one easy-to-read book. Filled with thoughtful questions and answers, this book guides readers on an exciting and well-laid-out journey to understanding what it takes to support their executive while rising to the top and reaching their career goals. This book is also a personal journey with the author into self-discovery, self-respect, and self-confidence. If you've ever said or heard someone say, "I'm just an admin," this book will change your view about the administrative profession.



Mean Girl No More - How to Shift from Sabotage to Support and Build a Powerful Inner Circle

Have you been in a situation with another woman where you felt sabotaged, demeaned, and put down in front of your colleagues? Or perhaps the feeling was more subtle—a tone that didn't match the seemingly normal words as another woman spoke, leaving you riddled with doubt and insecurity? Mean Girl No More addresses the pervasive issue of "mean girl" behavior in the workplace and beyond. This book teaches you how to create a culture shift among women—from sabotage to support. You'll discover powerful strategies to navigate challenging situations and foster supportive relationships. With real-life stories and practical advice, this book is a powerful tool for any woman looking to build stronger, kinder connections in her professional and personal life.



The Roadmap to Empowering You

Your journey begins here! Unlock your best self with our transformational guide. These 80 pages of carefully crafted worksheets are divided into four powerful journeys that will empower you to take control of your life.

- Develop a success mindset.
- Discover your values.
- Set goals and define priorities.
- Plan for success.

Examples of what's inside:

- Core Values exercise where you can focus on prioritizing your most important values.
- Mindset Pathfinder: This is a 7-day challenge each week to help you stay in a positive mindset.
- The popular Start, Stop and Continue exercise.
- How to set S.M.A.R.T goals.
- Undated so you can start anytime!



A Few Clients



Client Testimonials

Working with Peggy has been **life-changing**. Her empathy and ability to connect with me is both authentic and inspiring. The Empowering You coaching sessions have already yielded significant results for me, both personally and professionally. Each 1:1 session sparks my curiosity to dig deeper within, and the homework assignments assist me in replacing limiting beliefs with productive ones. I have completed three sessions but have experienced tremendous GROWTH quickly, including an excellent **promotion** within my organization. I recommend Peggy 1000%; she is **not just a coach**. She is a **thought partner** who is passionate about helping others elevate! ~ Monique Way

Thanks to Peggy's one-on-one coaching program, I have unlocked a whole new understanding of my role as an Executive Assistant. Her guidance has infused me with the **confidence** to make bold decisions and embrace the immense influence I possess as an administrative support professional. With her help, I have **honed my organizational skills**, resulting in a seamless flow of **productivity with my executive**. Today, my executive and I stand as an inspiring example for others in the office, setting the bar high for professional excellence. ~ Alex Davood

Everyone should know Peggy. Her story and experiences resonated deeply with me, aligning with my own in many ways. But she had something I didn't: confidence. Confidence in her abilities, skills, knowledge, and what she spoke and shared. I immediately approached my Executive to ask if I could reach out to Peggy as a coach. Fortunately, both Peggy and my Executive said yes, and that's when our mentoring began.

For the first time, I had someone to talk to about what I'd experienced and how they impacted my confidence and self-esteem. Peggy understood and offered insights from the business world that shifted my perspective. A few months in, I could gracefully accept a compliment—something I'd never done before. **By my mid-year review, I received glowing feedback and a comment from my Executive:** "I think this coach you have has really made an impact on you. Whatever you two are doing, keep it up."

Peggy has helped me see my capabilities and recognize that my confidence should never rely on external validation. She addressed my fears, answered my questions, and even reassured me about things that felt silly to ask—like whether even the best EAs occasionally make mistakes. Her guidance clarified handling group dynamics and affirmed my unique skill set should be valued, not hidden. It's okay to claim my strengths, and I now believe that. She's genuine, open, honest, and a **wealth of knowledge and experience**. I'm incredibly grateful for the relationship we've built and the growth I've experienced in such a short time.

~ Jenn Swierenga



Contact Us



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