



The Assistant Journey
**Glow Behind
the Scenes**

Workshop hosted by IMA
Spain & IMA Italy, online

30th Nov, 2023

IMA *The Assistant Journey* 2nd edition
Hosts: IMA Spain and IMA Italy 🇪🇸 🇮🇹

Glow behind the scenes

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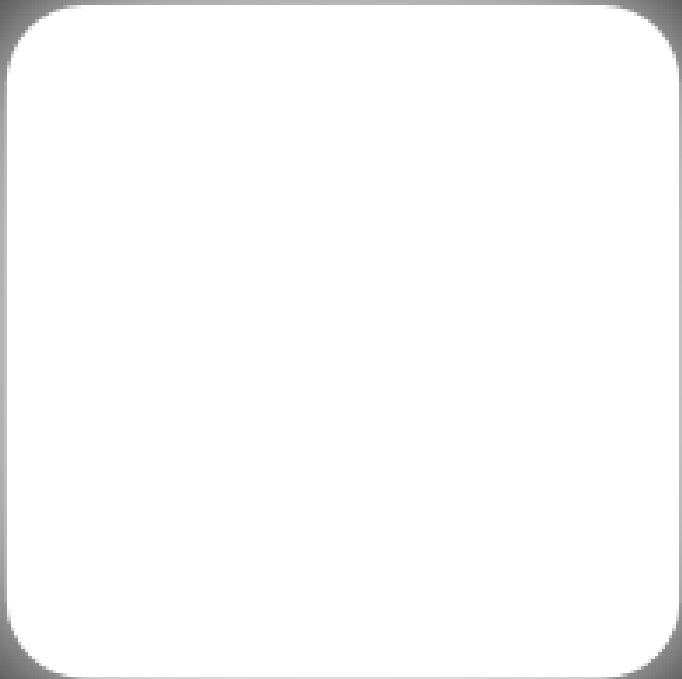
welcome!



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What are my feelings about being successful?

How are my expertise and soft skills balance along my own assistant journey?

What makes me glow behind the scenes?

01 Agenda



1. Introduction (5 minutes) - Plenary
2. Glowing Behind the Scenes (30 minutes) - 4 Breakout room
3. Advocacy and Representation (30 minutes) - Plenary
4. Association Impact (30 minutes) - 4 Breakout room
5. In conclusion (15 minutes) - Plenary



“The most important person in the office is often not the CEO at the top of the organizational chart — **it’s their executive assistant.**”

What Executive Assistants Really Want You To Know About Their Jobs

These assistants run their offices, and they've seen it ALL.

By Monica Torres

Jul 29, 2022, 05:45 AM EDT

https://www.huffpost.com/entry/what-executive-assistants-want-you-to-know_l_62e18d01e4b09d14dc3eec27

02 Glowing Behind the Scenes



The concept of the "**silent influence**" of executive assistants refers to the impact they have behind the scenes, often without being highly visible or explicitly acknowledged. While their role is primarily supportive and administrative, executive assistants can wield significant influence through their interactions, access to information, and ability to shape the executive's environment.

02 Action!



Glowing Behind the Scenes (20 minutes)

THE SILENT INFLUENCE

Small Group Activity: Read the success case #1 and the impact on the visibility of the leadership team.

+

Open discussion on personal experiences and perceptions of the role.

Success Case #1



Last year, our company embarked on a strategic initiative to launch a groundbreaking product in the market. The CEO and the leadership team played a crucial role in guiding the development, marketing, and launch phases of the product. As the Executive Assistant, I was closely involved in coordinating the efforts of the leadership team and ensuring smooth communication within the organization.

The success of this initiative was two-fold. First, the product received an overwhelmingly positive response from the market, exceeding sales projections within the first quarter of its launch. This not only contributed significantly to the company's revenue but also established us as an innovative leader in the industry.

Second, the effective collaboration and strategic decision-making of the leadership team during the project garnered attention from industry analysts, media outlets, and key stakeholders. The CEO and other executives were invited to speak at industry conferences, participate in panel discussions, and share insights in various publications. This increased visibility not only enhanced the company's reputation but also positioned the leadership team as thought leaders in the field.

From an internal perspective, the success case had a positive impact on employee morale and motivation. The achievement was celebrated across the organization, and employees felt a strong sense of pride and accomplishment, attributing the success to the effective leadership of the executive team.

[As the Executive Assistant](#), I played a role in managing the CEO's schedule during this busy period, coordinating media requests, and ensuring that the team's achievements were effectively communicated both internally and externally. The success case not only contributed to the growth and recognition of the company but also elevated the visibility and influence of the leadership team in the industry.

Which one of these aspects have been key to the success of the story? Why?



- Information access and control (control the flow of information to shape perceptions and decisions within the organization)
- Gatekeeping (calendar management and controlling access to the Management team)
- Decision support (provide valuable input and support in decision-making without necessarily being in the spotlight)
- Relationship Building (cultivating a positive organizational culture and fostering collaboration)
- Anticipating Needs (contribute to the executive's effectiveness creating an environment in which the executive focuses on strategic priorities)
- Communication Style (the tone, style and content can shape how the executive is perceived inside and outside the organization)
- Problem solving (navigate problems efficiently and discreetly to ensure an overall smooth operation of the Executive's duties)
- Adaptability (handling unforeseen circumstances and changing priorities silently contributes to the executive's ability to navigate challenges seamlessly)



“Someone else’s INABILITY to see your worth does not devalue you or determine your value in any way.”

Mary Ryan
Executive Business Partner – Stitch
Extract of her post in “LinkedIn”

<https://www.linkedin.com/feed/update/urn:li:activity:69406706664928256>

03 Advocating for the profession



Exploring the importance of advocating for the Executive Assistant (EA) profession involves recognizing its significance, understanding key factors, identifying opportunities, and addressing challenges. It is also essential to highlight the core values that define the profession.

03 Action!



Advocacy and Representation (30 minutes)

EXPLORATION OF THE IMPORTANCE OF
ADVOCATING FOR THE PROFESSION AND ITS
VALUES.

Group activity: Discussion questions on how to be effective representatives. Sharing best practices and strategies.

Why is it important to advocate for the Assistant profession?



To reach a Strategic Partnership

Key Factor:
EAs are strategic partners who contribute significantly to organizational success

Importance:
Advocating for the EA profession emphasizes the strategic value of EAs as essential collaborators in decision-making and organizational efficiency

To gain Professional Recognition

Key Factor:
EAs often work behind the scenes, and their contribution may go unnoticed

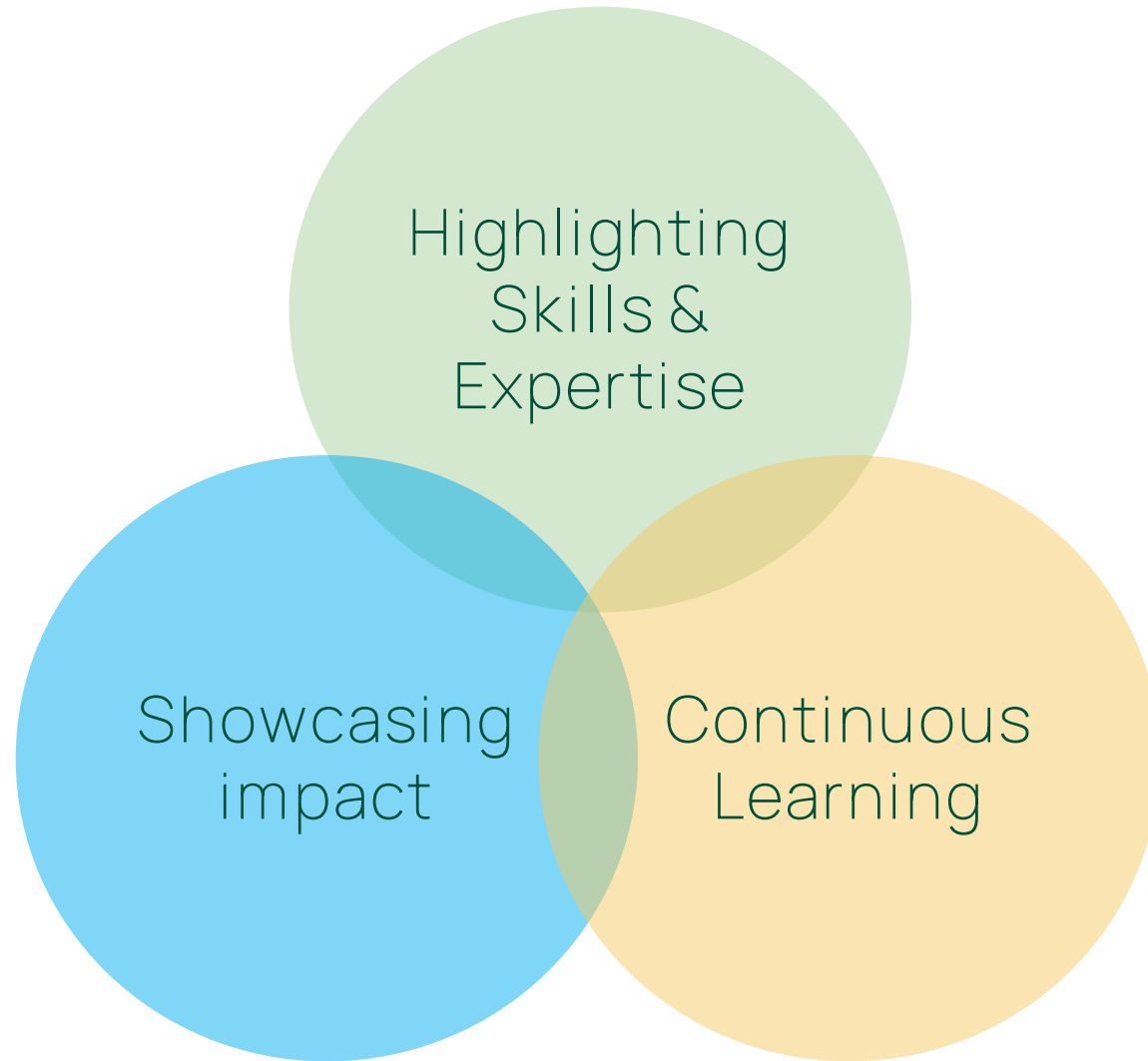
Importance:
Advocacy helps raise awareness about the critical role EAs play, fostering a culture that recognizes and values their contribution

To Ensure Career Development

Key Factor:
The EA role has evolved beyond traditional administrative tasks to encompass strategic responsibilities

Importance:
Advocating for the profession highlights the diverse skill set and professional development opportunities available to EAs, attracting talent to the field.

What are the Key factors to consider for an effective advocacy?

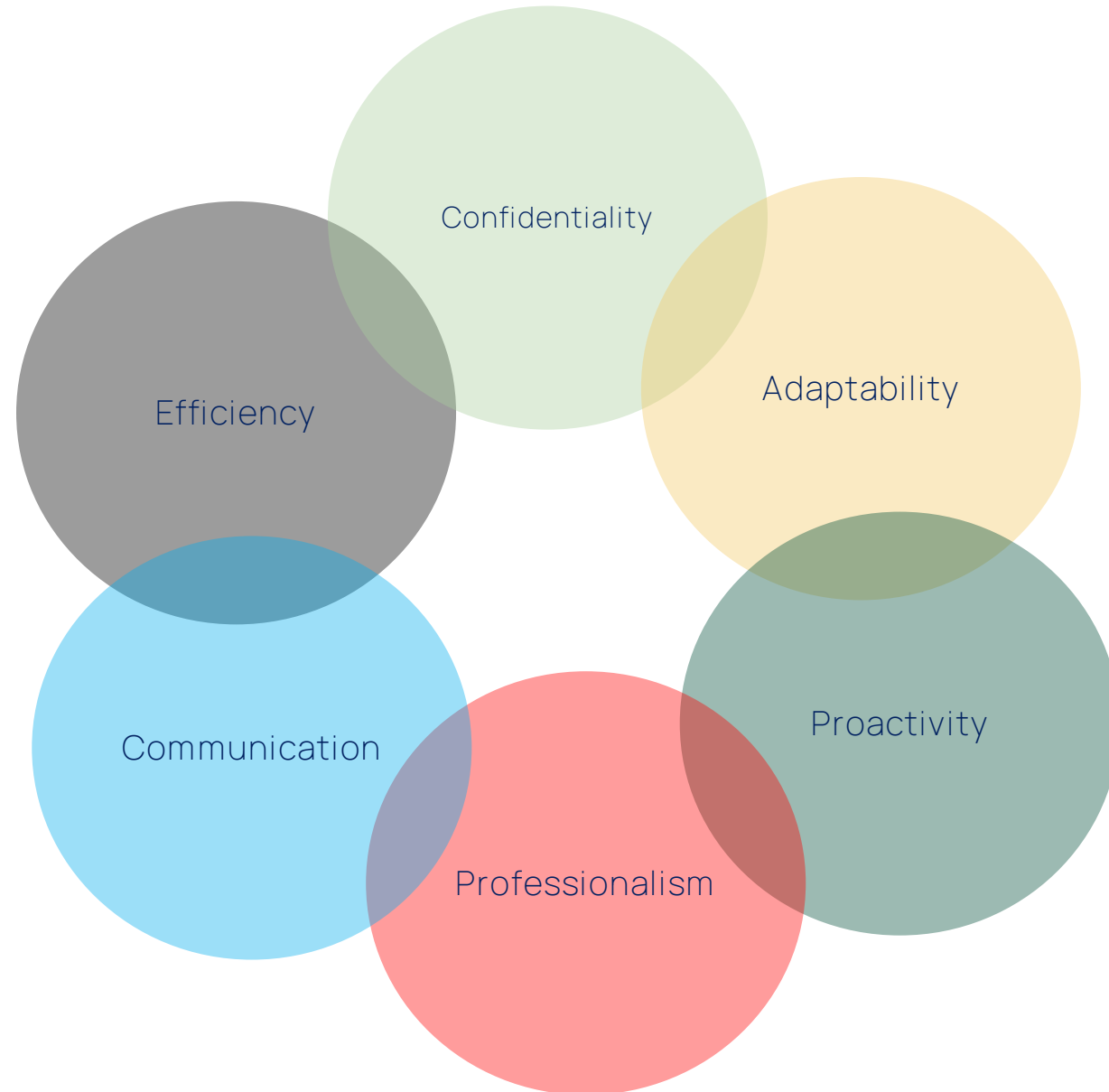


Opportunities and Challenges we may find in Advocacy



OPPORTUNITIES OF ADVOCATING FOR THE EA PROFESSION	CHALLENGES OF ADVOCATING FOR THE EA PROFESSION
Networking and Community building	Perception Challenges
Mentorship Programs	Limited Awareness
Professional Associations	Role non – uniformity
OTHERS??	OTHERS??

Executive Assistant Profession Values





“Everyone you'll ever meet knows something you don't”

William Sanford «Bill» Nye
The Science Educator

04 Association impact



Positive impact on your professional development

Networking opportunities

Overall effectiveness in your role

HOW?

STAY CONNECTED!

GAIN VALUABLE INSIGHTS

CONTRIBUTE

03 Action!



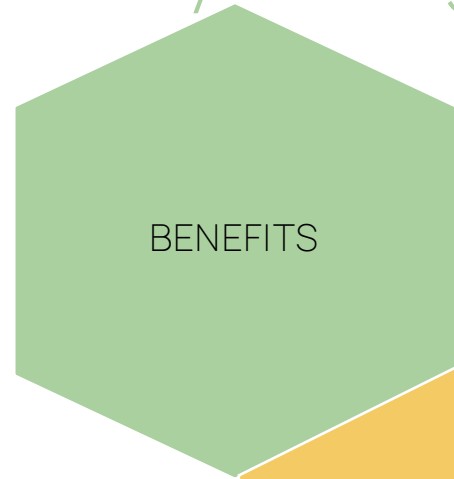
Association Impact (30 minutes)

**PRESENTATION ON THE BENEFITS OF
ASSOCIATIONISM FOR EXECUTIVE ASSISTANTS.**

Discussion on how participation in associations can drive the profession.

Small Group Exercise: Identification of opportunities and challenges.

Why being in an Association?



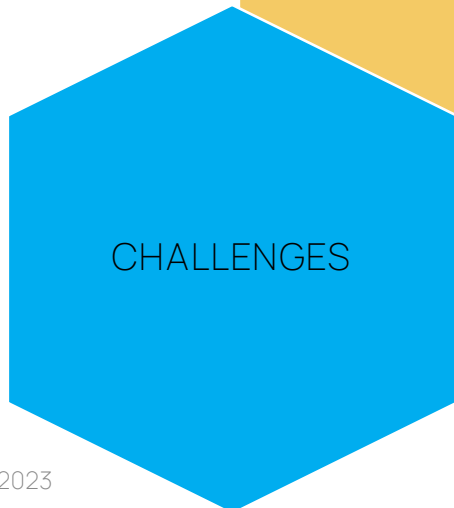
What do I gain?
What is the impact?

Networking Opportunities
Professional Development
Access to Resources
Advocacy and Recognition
Mentorship Opportunities



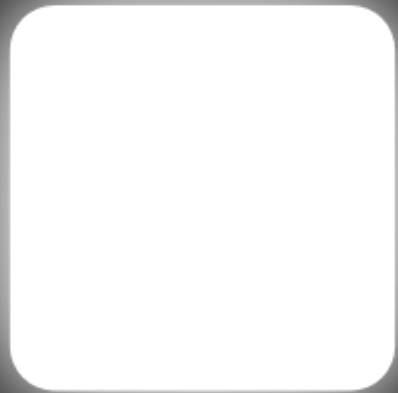
How do Associations do it?
What is the impact?

Standardization of Best Practices
Collaborative Learning
Influence of Industry trends
Increased Visibility



How would you describe these
challenges and who to mitigate them?

Resource Constraints
Diversity of Roles
Limited Awareness



“Everyone sees the glory moments, but they don't see what happens behind the scenes”

Allyson Felix
American track and field Olympic athlete

05 In conclusion



Thank you for your participation!





Thank you!