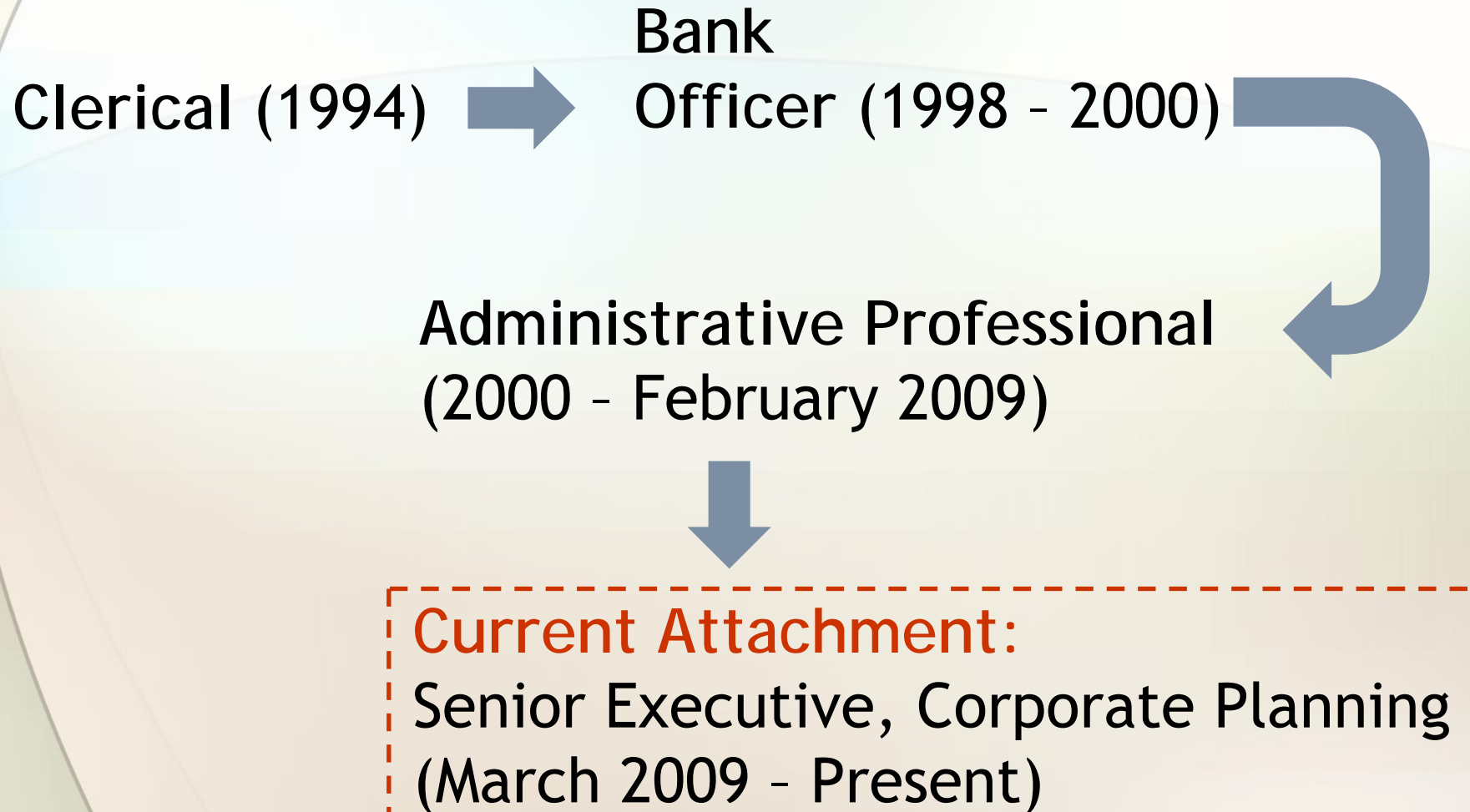


Career Progression for PA's and Executive Assistants

Crucial Skills and Practical Take-away Tips to Boost Your Skillset

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My Career Progression



AGENDA

Increasing your FLEXIBILITY and developing your TRANSFERABLE SKILLS:

- Passion
- Practice
- Be Teachable

REMOVING THE BARRIERS: Identifying factors that hinder your progress and getting rid of them



- **Passion**

Why **PASSION**?

It **EMPOWERS** you
to **OUTPERFORM** others
with more talent than you. . .

The most important elements of personal happiness is being passionate about your career and your job

- **HAVE** passion
 - Align it with priority
- **PROTECT** passion
 - Keep the fire hot
- **PURSUE** passion
 - Take initiative

- **Practice**

Why PRACTICE?

To brush up on CORE COMPETENCIES;
develop SKILLS

Dissecting Core Competence

1

Relevance

The competence must give your employer something that strongly influences him or her to choose you

2

Difficulty of Imitation

The competence should be difficult to imitate. Continually work to improve this competence to sustain your competitive position.

3

Breadth of Application

The competence should be something that opens up a good number of “potential markets”

You can use this in your career to prepare for your:

- Annual performance reviews
- Promotion
- New roles you want

Apply it in your career

Brainstorm

1. Brainstorm the factors that are important to your boss
2. Brainstorm existing competences and things you do well

Screen

- Screen them against the tests of:
- Relevance
 - Difficulty of Imitation
 - Breadth of Application

Review

1. If you have identified core competences you already have—great! Continue to work on them and build them.
2. If you have no core competences, then look at the ones you could develop and build on those

REMINDER:

When you put more effort into some areas, you're going to have to put less effort into others. **PRIORITIZE!** You only have a finite amount of time, and if you try to do too much, you'll do little really well.

Core Competencies Checklist

- **Interpersonal**
 - Communication
 - Influencing/persuading
 - Networking
 - Negotiating
 - Relating to diverse people
 - Establishing effective relationships
- **Thinking**
 - Strategic/conceptual/analytical thinking
 - Seeing the big picture
 - Creative thinking
 - Problem solving
 - Exercise judgment
 - Making decisions
- **Leading/Managing**
 - Planning/coordinating/organizing
 - Inspiring/motivating others
- **Professional Expertise**
 - Being seen as expert in the field
 - Being consulted by others
- **Change Management**
 - Dealing with uncertainty
 - Identifying opportunities
- **Operational Effectiveness**
 - Improving processes
 - Maximizing resources
 - Implementing programs/processes
 - Working across business lines
 - Cost savings
- **Learning**
 - Staying current
 - Developing new skills/knowledge
 - Going beyond comfort zone
 - Continuing education
- **Self-Management**
 - Concerted effort to reach goal
 - Self-confidence
 - Setting high-standards for self
 - High level of flexibility
 - Resilience
 - Working alone
 - High energy
 - Resourceful
 - Effectively manage stress
 - Promoting self

PA's and Executive Assistants are

- Outstanding individuals who have the ability to forge instant bond with anyone, and make that positive and lasting impression
- Expected to possess a higher degree of business acumen, as well as the capacity to influence others on behalf of the executive

Take “A C T I O N”

A	Analysis
C	Collaboration
T	Technical Aptitude
I	Intuition
O	Ongoing Education
N	Negotiation

Source:

International Association of Administrative Professionals (IAAP)

Take “A C T I O N”

Analysis

Analyzing information and exercising good judgment

Collaboration

Establishing rapport and facilitating team building

Technical Aptitude

Selecting the best technical tools and using them effectively

Intuition

Identifying and adapting to the needs and work styles of others

Ongoing Education

Engaging in continual learning

Negotiation

Participating in business discussions that produce positive results

Emerging technological tools and educational opportunities will better enable PA's to meet these challenges

Take “A C T I O N”

(What the boss says...)

- 1 Negotiation
- 2 Analysis
- 3 Ongoing Education
- 4 Technical Aptitude
- 5 Collaboration
- 6 Intuition

Source:

John Meinhold, Partner & Practice Leader (Financial Institutions Group, Asia Pacific)
A.T. Kearney Kuala Lumpur

Take “A C T I O N”

(What the boss says... - CONTINUED)

“My PA needs to work on my behalf, with both external vendors, e.g. travel agents and internal constituents (seniors, peers and subordinates) and so must have a combination of good business sense, negotiation skills, listening skills and general communication skills, in order to achieve the results I need. Everything else is subservient to this.”

Source:

John Meinhold, Partner & Practice Leader (Financial Institutions Group, Asia Pacific)

A.T. Kearney Kuala Lumpur

EXERCISE

Ask your boss these:

- What is the most important skill of the six acronymed "A C T I O N"?
- How would he or she rank the six key skills?

POST-EXERCISE

You will:

- Prioritize and work on brushing up that particular skill highlighted as the most important by your boss

Every boss has different needs and priorities, so you must align yourself with his or her goals.

What about soft skills?

- Soft skills: A personal skill that is usually interpersonal, non-specialized, and difficult to quantify, such as leadership or responsibility

“Simply knowing how to complete a job isn't enough anymore.”

- A person with soft skills (*more innate*) possesses emotional intelligence in addition to technical skills that can be taught

Reconfigure your skills

You will constantly reconfigure your skills in response to changing work demands. This will ensure your ongoing employment and engagement.

Source:

What Next? The Complete Guide to Taking Control of Your Working Life by Barbara Moses, Ph.D.

- **Be Teachable**

Why BE TEACHABLE?

Because it enables
PERSONAL DEVELOPMENT that leads to
DISCOVERY; requires **DISCIPLINE**

Be a winner; be a learner

“A winner knows how much he still has to learn, even when he is considered an expert by others.”

A loser wants to be considered an expert by others before he has learned enough to know how little he knows.”



- Sydney J. Harris, American Journalist

Be the absolute best

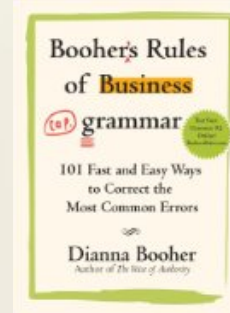
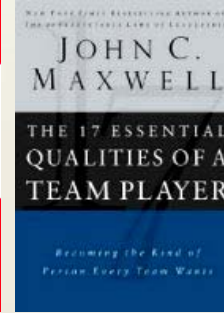
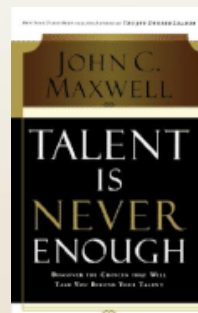
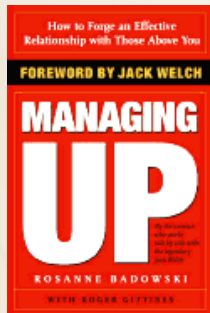
- **Grow professionally; increase knowledge**
 - The key differentiator between a normal PA and an EXCELLENT, EXPERT PA
- **Apply the knowledge**
 - Have the ability to use it
- **Stay current; be relevant**

How? . . . Reading

- The **EASIEST**, most **FLEXIBLE**, **LEAST EXPENSIVE** way to grow professionally
- **Books gives us IDEAS**
 - Nonfiction
 - Fiction
 - Audio Books
- **Read MEANINGFULLY**
 - Expand with further reading

Suggested Reading List

- *Managing Up* by Rosanne Badowski
- *Stupid Ugly Unlucky and Rich* by Richard St. John
- *Talent is Never Enough* by John C. Maxwell
- *Goals!* by Brian Tracy
- *The 17 Essential Qualities of a Team Player* by John C. Maxwell
- *Booher's Rules of Business Grammar* by Diana Booher



How? . . . Other Ways

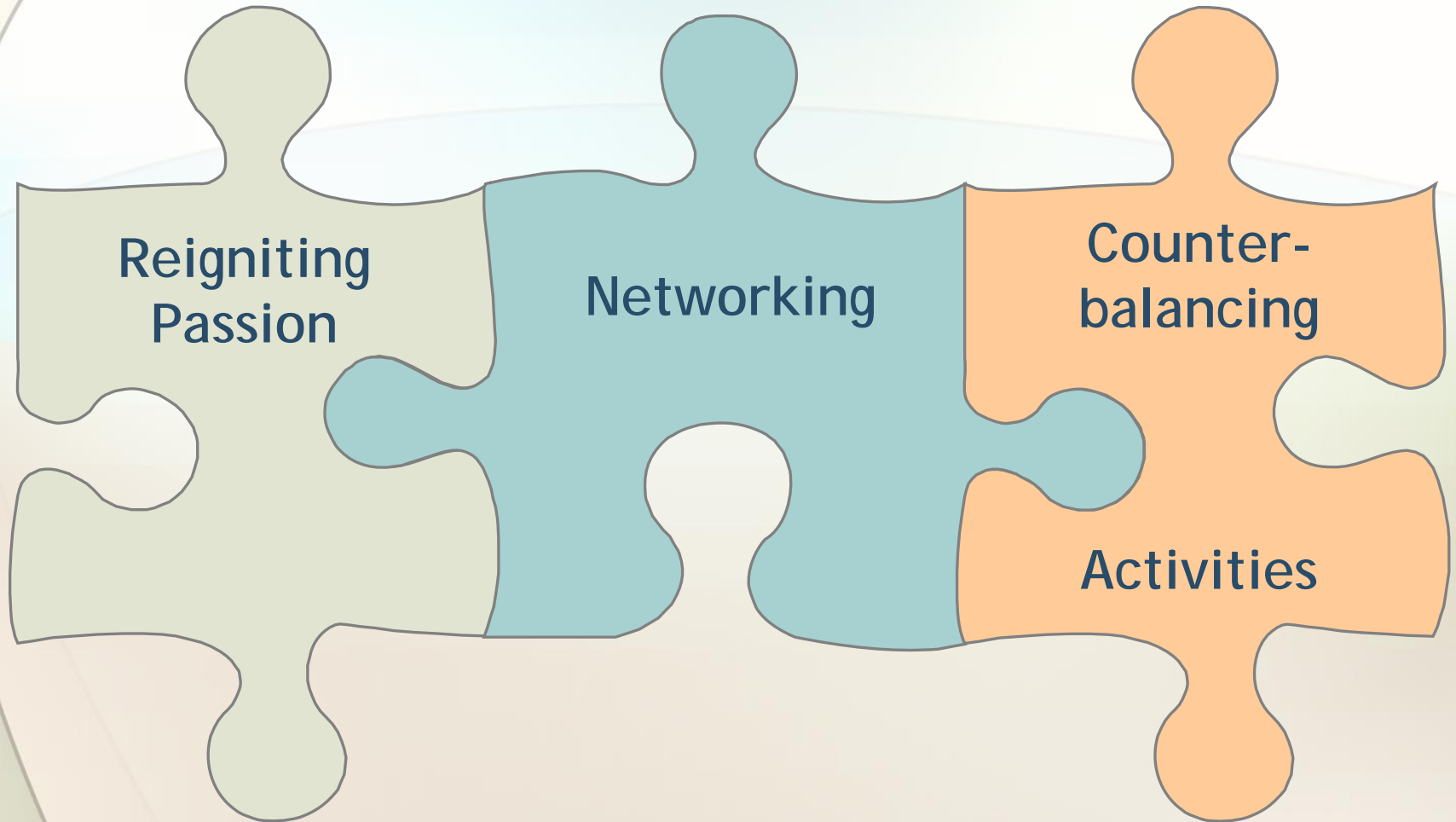
- Associate with talented people; understudy them; seek them as mentors
- On-job experience
- Seek opportunities for learning, both inside and outside your workplace
- Volunteer: Seek opportunities to serve outside your everyday work routines

REMOVING THE BARRIERS: Identifying factors that hinder your progress and getting rid of them

Barriers to a PA's progress

BARRIERS	MITIGATION FACTORS
Company <ul style="list-style-type: none">▪ Lack of growth/expansion means lack of opportunity▪ A corporate culture that puts PA's in a narrow box▪ Lack of push to change for the better	<ul style="list-style-type: none">▪ Seek for transfer▪ Work with other PA's to look for opportunities to improve company performance and their positions—get taken seriously!
Boss <ul style="list-style-type: none">▪ Doesn't understand the potential value of a first class PA▪ Is scared of losing control	<ul style="list-style-type: none">▪ Educate him/her by taking one idea and showing that it can really work▪ Be assertive!
Personal <ul style="list-style-type: none">▪ Poor self image▪ Lack of training	<ul style="list-style-type: none">▪ Do a professional image course: clothes, makeup, nails, posture▪ Speech training▪ Discuss with your boss the potential for cost sharing, or invest yourself

Overcoming Challenges



Reigniting Passion

- Know where passion comes from
 - What truly holds your attention (psychologically and technically)
- Take a clue from earlier work experiences
 - Think about what has been lost
- What was it that used to engage you?
- Seek new challenges
- Go for flow

Networking

- Network broadly with people from different disciplines
- Maintain connection
 - Follow up on your contacts; thank-you notes
- Can you meet the other person's needs?
 - Make yourself valuable
- Be engaging
- Maintain and cultivate relationship in good times and bad

Networking: How to be an expert

- Set up own website such as blog
- Join and participate actively on online social networking websites such as Facebook, LinkedIn, etc.
- Write articles
- Speak at professional events; chair at forums
- Be part of the company's train-the-trainer program

Counterbalancing activities

For me, they are. . .

- Family
- Reading
- Blogging
- Photography



Some of my photography projects



Key Takeouts

**Reconfigure
Skills**

Passion

Network

**Be
Teachable**

**Core
Competencies**

**Overcome
Challenges**

**Read,
Read,
Read!**

**Be
relevant**

**Strong
Brand**

