



EA Signature Series

The EA Evolution - Looking Beyond AI

Date/Time:

Monday, 23 Sept 2024

Tuesday, 24 Sept 2024

Location:

Langham Sydney

Welcome from EAN!

It is with great pleasure that we invite you to 2024's EA Signature Series. The past 12-months have been ground-breaking for the modern workplace with the introduction of AI and Automation technologies becoming commonplace. Couple these breakthroughs with the shift to how people are working - remote, hybrid, agile and virtual. This is just the beginning of the 21st Century's great workplace evolution. An evolution that will reinvent and redefine the Executive Assistant and Executive Support role.

Evolutions identify the opportunities and discard the obsolete. Out with the old, and in with the new. The speed and impact of shift from the old to new will be dramatic and catch many off guard. Change and uncertainty is guaranteed. For the career EA, complacency is not an option!

Now is the moment to step up and thrive in an environment of uncertainty. Harness your EA Intelligence over artificial intelligence. Move from service and support to sophistication.

We see two evolutions occurring simultaneously – a Workplace Evolution and an EA Evolution. At this year's 2024 EA Signature Series we address both aspects. We will be taking you beyond the technology and engaging your human advantage. Shining a light on the trends of disruption and building a mindset for the future.

Join your peers and gain clarity into the future of the EA role and understand how to be a part of this great evolution.

Natasha Cannon



EXCEPTIONAL SPEAKERS



Marty Wilson
International TEDx Speaker
on Resilience & Change,
Corporate MC, Former
Australian Comic of the Year



Alison Shamir
International Speaker,
Facilitator, Confidence
Coach & Imposter Syndrome
Expert



Sarah Rowan
International Keynote
Speaker Artist & Speed
Painter



Kim Seeling Smith
Business Futurist.
International Speaker,
Trainer, Coach, Mentor and
Author



Dr Mark Williams
Professor of Cognitive
Neuroscience, Scientist,
Author & Speaker

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THE LANGHAM
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SYDNEY

Sydney Schedule

Day 1

Day 2

Workplace Evolution

- 1.00 PM WELCOME
- 1.10 PM The Evolving Role of EAs in the Age of AI
 David Thomson
- 1.30 PM Workplace 2035: Thrive in the age of AI and the Polycrisis
 Kim Seeling Smith
- 2.15 PM Preparing for a Bold Future - Strategies for Certainty & Innovation
 Marty Wilson
- 3.00 PM BREAK
- 3.30 PM Bridging the Trust Gap with Integrity in the Workplace
 Anthony Bonnici
- 4.15 PM The Power of Creativity & Authenticity in a Technology-Driven World
 Sarah Rowan
- 5.00 PM End of Day 1
- 5.00 PM Networking Drinks

EA Evolution

- 9.00 AM WELCOME
- 9.15 AM Building your EA-I Unmasking Imposter Syndrome
 Alison Shamir
- 10.00 AM The Power of Human Connection
 Dr Mark Williams
- 10.45 AM BREAK
- 11.15 AM Strategic Sophistication - Keeping Composure during Disruption & Change
 Michelle Huntington
- 12.00 PM Closing Keynote: Take Ownership of your Life
 Chance Burns

Human + machine collaboration. While some manual labour will indeed be eliminated by intelligent machines, far more jobs will be augmented by them.

Day 1 - 23 Sept

WORKPLACE EVOLUTION

Day One - Focused on the Workplace Evolution.

This day covers themes on technology and other disruptors to the workplace. Specifically looking at AI and beyond, we identify the specific traits you'll need to ensure you retain high trust and flexibility in the modern organisation.

There is no new normal. The one constant is change. What used to work is no longer sufficient for top performance.

From the six-generational workplace, to connecting with local, remote and disparate teams, we ensure you are adapting to the new ways of working, and building a more effective and resilient Executive Support partnership.

1.00 PM WELCOME

1.10 PM THE EVOLVING ROLE OF EAS IN THE AGE OF AI



The *New Normal* is the "No Normal". Change is now the predominant activity of modern workplaces, requiring EAs to innovate and grow. Your ongoing success will be determined by how well you navigate the unexpected and build new strategies for the future.

In this session, David will look at how the EA role is expected to develop in the face of technology and workplace changes. Plus get you thinking about how to best position your mindset to see the opportunities. If you still think the EA role is all about minutes, meetings and inboxes then there's a chance you will struggle in the coming years. Start evolving your perspective to see the opportunities in the new EA role.

- The *No Normal* workplace - Looking beyond AI as a disruptor.
- Taking stock of how EAs can tame technology.
- Building your roadmap for the future.

David Thomson

1.30 PM WORKPLACE 2035: THRIVE IN THE AGE OF AI AND THE POLYCRISIS



Did you know that 45% of global CEOs believe their companies won't survive the next decade without significant changes? This is a wake-up call from PwC's latest CEO survey.

With AI accelerating at breakneck speed, the convergence of multiple crises (the 'Polycrisis'), and an unprecedented talent shortage, the coming decade is set to be both extraordinarily challenging and exhilarating.

To not only survive but thrive in this transformative era, we need to go:

- From Revenue to Responsibility: The business evolution required for today's consumer and workforce
- From Employees to Entrepreneurs: The workforce revolution and its implications on success
- From Desk to Distributed: The workplace renaissance changing how and where we do what we do
- From Command to Connect: The leadership evolution that must happen

Kim Seeling Smith

2.15 PM PREPARING FOR A BOLD FUTURE - STRATEGIES FOR CERTAINTY & INNOVATION



This session will delve into essential strategies for staying agile and proactive in an ever-evolving professional landscape. As technology and market dynamics continue to shift, it's crucial to anticipate challenges, embrace innovation, and maintain a proactive stance.

Day 1 - 23 Sept

WORKPLACE EVOLUTION

You will gain practical insights into scenario planning, risk management, and continuous learning to enhance your readiness for future challenges.

- Understand effective strategies for future-proofing the EA role amidst industry shifts and technological advancements.
- Gain insights into scenario planning and risk management techniques to navigate uncertainties effectively.
- Learn actionable tips for continuous learning to stay ahead in a dynamic environment.
- Develop an adaptable mindset that embraces change and fosters resilience in the face of rapid transformations.

Marty Wilson

3.00 PM BREAK

3.30 PM BRIDGING THE TRUST GAP WITH INTEGRITY IN THE WORKPLACE



Successful EA and Executive partnerships are built on trust. It's the cornerstone of every effective collaboration in the workplace. However, recent surveys have shown an increasing trust gap emerging between the C-suite and employees.

There has been a proliferation of "tattleware" and other surveillance technologies in the workplace tracking employee activities, down to their keystrokes. Without trust, productivity declines and engagement in the workplace erodes.

EAs need to build trust with their executives and the wider organisation. This session will focus on building and maintaining trust, fostering a culture of transparency and integrity, and how to rebuild trust after it has been compromised.

- Learn strategies for building and maintaining trust within teams and becoming your Executive's trusted advisor.
- Understand the impact of trust on employee engagement, productivity, and organisational success.

- Gain techniques for fostering a culture of transparency and consistent communication.
- Acquire methods for rebuilding trust after it has been compromised.

Anthony Bonnici

4.15 PM THE IMPORTANCE OF BEING HUMAN IN A TECHNOLOGY-DRIVEN WORLD



As technology continues to revolutionise the workplace, the significance of human skills—empathy, communication, and emotional intelligence—becomes ever more critical.

This session will delve into the essential balance between leveraging technological advancements and preserving the irreplaceable human touch in modern workplace. We see the EA role becoming the Relationship Hub within the modern organisation, providing that human connection. In this session discover practical techniques to enhance emotional intelligence, build stronger professional relationships, and understand the enduring value of human skills in a digital age.

- EA Intelligence Over Artificial Intelligence - Understanding the Synergy between how technology and human skills complement each other.
- Understand the irreplaceable value of human skills of creativity, problem-solving, and adaptability in navigating complex challenges.
- Learn strategies to maintain meaningful personal interactions amidst increasing automation and digital communication.
- Understand the role of empathy in professional settings and how it fosters stronger, more authentic connections.

Sarah Rowan

5.00 PM END OF DAY 1

5.00 PM NETWORKING DRINKS

Day 2 - 24 Sept

EA EVOLUTION

Day Two – Focused on the Executive Assistant Evolution.

Your role is evolving at an amazing pace - *if you allow it!* To be part of that evolution *YOU* need to prepare and change your mindset, your approach, and even your beliefs.

We look at the Human-skills required to build a long and successful professional career. You will be challenged to examine your role with a more considered and innovative mindset. By expecting disruption and change you will learn what it takes to maintain composure and focus using, what we call, *Strategic Sophistication*.

You need to think differently, elevate your mindset, and capitalise on opportunities as they become available.

9.00 AM WELCOME

9.15 AM BUILDING YOUR EA-I UNMASKING IMPOSTER SYNDROME



EA-I, or Executive Assistant Intelligence is a primary skill for high performing EAs. Yet, many EAs still sabotage themselves with self-doubt and Imposter Syndrome.

Alison reveals the hidden reasons why even the most talented, qualified, and intelligent professionals often question their own accomplishments, despite overwhelming evidence of their success. In the high-stakes, fast-paced & fast evolving world of executive assistance, where demands can be relentless and expectations sky-high, this keynote dives into the unique stories, environments & pressures that can amplify feelings of 'not being good enough, qualified enough or worthy enough'.

Tailored specifically for executive assistants, personal assistants, and administrative professionals, this keynote provides actionable insights to:

- The truth about Imposter Syndrome (a global phenomenon + the Imposter evolution)
- Removing 'Imposter Masks' & fear based behaviours
- Identify, intercept and redirect your 'Impostor' or fear based story

Whether you're 1 year or 15+ years into managing the diaries of top executives or building critical relationships within your organisation, this session is your guide to stepping into your power, owning your voice, knowing your worth and celebrating your indispensable contributions.

Get ready to transform self-sabotage into self-serving action, and walk away with the tools to thrive in your career.

Alison Shamir

10.00 AM THE POWER OF HUMAN CONNECTION



As a social species, we have evolved brains uniquely wired for empathy, communication, and connection. These abilities have propelled humanity to extraordinary heights of innovation through collaboration and specialisation. Beyond driving progress, our capacity for meaningful connection is also our strongest defense against mental and physical health challenges. To thrive, we must connect with others—something that artificial intelligence, despite its rapid advancement, cannot replicate. AI lacks the collaborative, creative, and innovative capabilities inherent in human interaction, as it operates primarily on learned algorithms, simply reiterating what it has been taught. For leaders and executives to stay ahead, fostering real connections and collaboration with people is essential.

This discussion will delve into how our brains evolved to facilitate connection and why working with others is our most valuable asset.

Day 2 - 24 Sept

EA EVOLUTION

Mark will offer practical advice on building strong relationships and explain why these connections are vital for our health and well-being.

- Human Connection and Evolution: Our brains have evolved to prioritise empathy, communication, and social bonds, making human connection essential for innovation and well-being.
- Limitations of AI: Unlike humans, AI lacks genuine creativity, collaboration, and innovation, relying instead on pre-programmed algorithms and learned data.
- Importance for Leaders: For executives and leaders to maintain a competitive edge, fostering real connections and collaboration with people is crucial.
- Practical Advice: Practical strategies for building strong relationships will be provided, highlighting their importance for mental and physical health.

Dr Mark Williams

10.45 AM BREAK

11.15 AM STRATEGIC SOPHISTICATION - KEEPING COMPOSURE DURING DISRUPTION & CHANGE



Perhaps Rudyard Kipling was thinking of EAs when he wrote the famous lines "If you can keep your head when all about you are losing theirs...". The way you deal with change and turmoil speaks volumes about your character and heart. The ability to remain level-headed during a crisis is what sets leaders apart from the crowd. And for the EA, this level of resilience and clarity of thought ensures you'll never be blindsided by the unexpected.

Using neuroscientific insights, we'll explore what it takes to maintain composure, rise above the turmoil and operate with Strategic Sophistication.

Deal with the world's changing demands by developing mental resilience and acuity, improving overall well-being and effectiveness. Explore practical methods for organising your thoughts, prioritising tasks, and maintaining a high level of productivity amidst the unexpected.

- The neuroscience of how to focus and knowing what to focus on.
- Develop strategies for maintaining a high level of productivity amidst a busy work environment.
- Learn techniques for mental decluttering and stress management.
- Acquire practical methods for organising thoughts and prioritising tasks.
- Gain tips for integrating mindfulness practices into daily routines.

Michelle Huntington

12.00 PM CLOSING KEYNOTE: TAKE OWNERSHIP OF YOUR LIFE



Our final speaker will move and inspire. Chance Burns, shares his inspirational journey of empowerment and resilience. Once a successful fashion entrepreneur, Chance's life changed drastically after a diving accident left him a quadriplegic. Despite this, he discovered a profound inner strength and embarked on a path of self-discovery. Through his story, Chance will inspire you to take control of both your mindset, and your life. He'll show how you can embrace change, find your purpose and create a life of freedom, opportunity and authentic connection. You'll be challenged to let go of self-doubt and negative comparisons to live with an open heart.

This aspirational session will uplift and motivate you to dream what could be, and empower you to make it so.

Chance Burns

12.45 PM CLOSE OF EVENT

*What Inspiring, insightful, informative & incredible sessions. Learnt, laughed and loved. Truly honoured to be there and hear from such amazing speakers. A must for all EA's to take some time out of the office and focus on you.
EA - 2023*

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SYDNEY

Located in Millers Point equidistant to The Rocks, Walsh Bay and Barangaroo. The Langham, Sydney sits nestled in this historic neighbourhood with convenient access to Sydney's most iconic experiences.

Comprising of 96 lavish rooms and suites, it embodies modern luxury and timeless elegance including impeccable design, quality finishes and attention to detail. At the forefront of Australian spa experiences is our serene underground sanctuary, The Day Spa by Chuan, featuring a pool with a star-dappled sky ceiling for swimming under the stars.

Indulge in the finest luxury Afternoon Tea experience with our Langham Afternoon Tea and when the sun sets over Sydney, relax in Observatory Bar in sleek surrounds inspired by astronomy with an extensive array cocktails, wine and spirits.

The hotel also features lavish, elegant yet modern event spaces, perfect for hosting memorable gatherings in a serene and sophisticated setting.



SYDNEY

SYDNEY

EA SIGNATURE SERIES