

Culture – The EA as the Transformation Driver

The modern executive office has been evolving over the past couple of decades and a major aspect of that is Corporate Culture. If you want to play buzzword bingo, talk to a consultant about culture! A lot is said on this topic yet there's not a great deal of substance.

Often, corporate culture is implied, never expressly defined, developing organically over time from the cumulative traits of the people the company hires. Culture has been hard to maintain over the last couple years. After all, it's tough to nurture a shared set of beliefs and behaviours when people are distant, and the work is dispersed.

The talent revolution and the number of people leaving their jobs is perhaps the best evidence that organisational cultures are struggling. EAN have identified that Executive Assistants are a key position to building and maintaining a positive and supportive workplace culture.

According to a 2019 Society for Human Resource Management report, toxic workplace cultures have driven 20% of employees out of their jobs in the past 5 years — at a turnover cost greater than \$223 billion.

A positive workplace culture improves teamwork, raises the morale, increases productivity and efficiency, and enhances retention of the workforce. Job satisfaction, collaboration, and work performance are all enhanced. And, most importantly, a positive workplace environment reduces stress in employees.

In this new normal, it is apparent that people are no longer willing to work for organisations that don't align with their values. Today we look at the crucial role that EAs play in amplifying workplace culture and ensuring they are helping build a supportive and satisfying workplace.

1.00 PM WELCOME

1.15 PM THE PRAGMATIC EA GUIDE TO DRIVING CULTURE



Culture can be seen as a shared set of beliefs and an accepted set of behaviours.

For better or worse, it's "the way things get done around here," or "what people do when no one is looking." It's that uncomfortable feeling you get when you feel you don't fit in.

How much influence can an EA have over an organisation's culture?

This session will look at what Culture is and the elements and rituals that imbed it into an organisation. Introduce you to the tools that build employee engagement and get employee buy-in across the organisation. Whether you are looking to influence a small team, or have a greater impact across the whole organisation, understanding culture and how to influence it will be your greatest ally.

- What do we REALLY mean when we talk about culture?
- How to build a culture that's resilient in the face of uncertainty
- Strategies that have impact, both personally and professionally
- Building a workplace with heart and meaning

by TBC

2.00 PM TAKING THE LEAD - DEVELOPING YOUR PERSONAL BRAND POWERHOUSE



Your ability to have an impact in the workplace all begins with you. Your Personal Brand – how others see you – and your ability to positively influence those around you.

For far too long EAs have been comfortable in the background, allowing their Executives to take the spotlight. Not being seen will hold you back in your career and will hinder you when you need others to collaborate.

Now is the time for you to step outside your comfort zone and be a leader within your organisation. Be seen, get recognition and lead with your brand and influence. Build diverse networks with stakeholders and develop your reputation for being a powerhouse and go to expert.

- What it takes to communicate and create authority
- How to stand out without stepping on toes
- Lead and create advocates that support you
- Create a lasting impact in your workplace

by Adam Franklin

2.45 PM COURAGEOUS CONVERSATIONS



One of the keys to driving a positive culture is being able to have those awkward and difficult conversations. They're uncomfortable, can often be emotional, and many people would rather ignore them.

Through this highly engaging session you'll discover how to say the right thing and ensure you are truly representing your values and boundaries, and the expectations of your organisation.

Daryl Elliott Green knows what it takes to deal with the unexpected. His insights and reflections will help you deal with the uncertainty that comes with difficult situations and people.

- Prepare for a difficult conversation
- Know why, how and when to step up and start a difficult conversation
- Ask questions that stimulate agile thinking and explore new possibilities
- Discern the most important thing after a difficult conversation

by Daryl Elliot Green

3.30 PM BREAK

4.00 PM THE CHALLENGES THAT PERSIST - IT'S NOT THE PERSON, IT'S THE CULTURE



If only the workplace was all smooth sailing. To excel as an EA it's important to understand the different dynamics at play. From generational differences, staff turnover and remote workplaces, challenges abound in building a cohesive and positive company culture. Left unaddressed it's a recipe for a negative and toxic workplace full of difficult personalities.

No one wants to work that way.

This session will give you the tools to understand people and how their brains are wired. Understanding their motivations, coupled with insights from Neuroscience, will provide you with the tools to help right the ship.

- Learn the keys that will identify problems before they proliferate
- Minimise anxiety in the workplace, for you and your colleagues
- Feel empowered to have an impact on your organisation
- Strengthening your culture for times of uncertainty

by Elaine Jobson

4.45 PM HAVING THE CONFIDENCE TO SUCCEED



The EA role is unique one in the organisation. Often overlooked, under-valued and unrecognised, it takes a special kind of person to perform and thrive in the role. Your number one supporter should be yourself, but all too often self-doubt gets in the way.

Believing in yourself is critical when you are faced with the uncertainty and stress of an EA role. Having an attitude of "I've got this", no matter what the circumstances will give you the edge when it comes to performing. This can do, never fail attitude is infectious and will influence those around you to great performance.

Self confidence makes everything easier. From networking to dealing with a difficult colleague, and responding in a crisis. In this session we look at Self Confidence, what it is, how to build it and ensure you retain it.

- The science of self-confidence
- Keeping perspective when under pressure
- Maintaining composure when egos attack
- The daily habits that build a bullet-proof mindset

by Shelly Horton

5.30 PM CLOSE OF SERIES

5.30 PM COCKTAIL FUNCTION

7.30 PM CLOSE OF DAY

"Company Culture is the backbone of any successful organisation"

Gary Vee