

The Most Strategic Career Move an EA Can Make in 2025

Why Project Management Certification Is the Smartest Hedge Against a Shrinking Profession

The Executive Assistant Role Is Evolving—Fast

Over the past decade, the EA profession has been quietly—but radically—reshaped. The days of being a gatekeeper or task-taker are over. Modern EAs are project coordinators, risk mitigators, budget guardians, and strategic advisors. But while the role's complexity has grown, so too have the threats to its survival.

KPMG reports a 20% drop in EA roles in Australia over the past ten years. The reasons?

- Increasing adoption of AI and automation
- Senior executives managing their own diaries and tasks
- Flat organisational structures eliminating middle support roles

At the same time, business needs are shifting - towards adaptability, digital fluency, and agile delivery. EAs who don't pivot toward these needs risk being left behind.

The Upside: EAs Are Perfectly Positioned for What's Next

What's encouraging is this: many of the emerging skill demands are ones EAs are already wired for. Think coordination, problem-solving, cross-functional communication, time management, and stakeholder alignment. The only thing missing? Formal structure and recognition are what a Project Management (PM) certification delivers.

Why Now? Because You Can't Wait for the Market to Shift

According to the World Economic Forum's Future of Jobs 2025 report, project management is one of the top 10 most in-demand skillsets, expected to grow by 20% through 2030.

Why? Because:

- Every major initiative, tech implementation, or process redesign is a project.
- Organisations are demanding faster delivery and leaner teams.
- Hybrid and remote work require structured coordination and accountability.

In short: project management is the language of the future workplace.

The Certification Advantage

Getting certified isn't just about skills—it's about credibility. It's about being able to say, *I don't just support strategy - I deliver it.*

It also signals leadership potential, which makes you a more promotable asset. According to the Project Management Institute, certified professionals earn up to 20% more on average and are more likely to be chosen to lead high-impact projects.

Project Management Is the Career EA Professionals Can Fall Back On

Should EA roles continue to decline (the WEF has predicted a 20% decline), Project Management offers a natural, aligned pathway—not a total career pivot. You're not starting from scratch. You're evolving.

With the future of EA roles uncertain, Project Management certification gives you options, confidence, and control.

"The EAs of 2025 need more than admin skills—they need tools, credentials, and a strategic mindset. Project Management is the bridge between where EAs are and where the workplace is going."

BSB40920 Certificate IV in Project Management Practice – Project Management for EAs is the *only* nationally recognised qualification in project management tailored specifically for Executive Assistants and Executive Support professionals.

Delivered entirely online and designed for maximum flexibility, the course builds on the strengths you already use daily, while equipping you for a future where strategic contribution is key.

The next intake opens in June 2025, ideally timed for organisations looking to allocate training budgets across financial years.

Join your peers in securing your future.

More information at: <https://www.executiveassistant.com/ProjectManagement>