

20
23



EA Signature Series

The Visionary EA

Harnessing the future

The Langham, Melbourne
18 & 19 July 2023

Welcome from EAN!

It is with great pleasure that we invite you to 2023's EA Signature Series. The past 12 months have seen an explosion of new technologies designed to both support, as well as disrupt the modern workplace. At every turn we hear about new ways of working, new apps increasing productivity and speculations about what the future holds. What's certain is as these technologies mature, EAs need to be ahead of the game, use them for their own purposes, lest we be disrupted out of a job.

Reports from leading organisations such as the OECD and the World Economic Forum are showing that success in future working practices will require a commitment to lifelong learning and an emphasis on human skills such as creativity and emotional intelligence. These are precisely the intangible elements that make a great EA and are vital for executive office success. At this conference, we are examining the future of the EA role from a wider technological aspect, and a human perspective.

As the Executive Office becomes more integrated with new and emerging technologies, the demand will be for more unique human connections in the workplace. The EA is perfectly positioned to be that relationship hub within the organisation.

We look forward to this evolution of the Executive Assistant and Executive Office Management, and welcome you to join us as we navigate the future.

Natasha Cannon



EXCEPTIONAL SPEAKERS



Dr Sarah Morrison
Co-CEO, Morrisc, Keynote
Speaker & Passionate
Information Security
Professional



Renee Giarrusso
Specialist Leadership &
Communications Expert,
Speaker and Facilitator



Simon Kuestenmacher
Expert in data animation
and interpretation.
Columnist & Keynote
Speaker



Daniel Bull
Three Time World Record-
Breaking Extreme Adventurer



Leona Watson
Entrepreneur, Speaker,
Coach & Adventurer

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Melbourne Schedule

Day 1

Future-Proof Workplace

1.00 PM

WELCOME

1.10 PM

The DNA of the Executive Office



David Thomson

1.30 PM

What's ahead? Trends for the Future of Work



Simon Kuestenmacher

2.15 PM

The Secure Executive Office: EA Cyber Hygiene at the Security Coalface



Dr Sarah Morrison

3.00 PM

BREAK

3.30 PM

Face-to-Face, Hybrid & Remote - The Importance of Connection and Community



Renee Giarrusso

4.15 PM

Keynote – Innovating through Disruption – Applying the Innovative Mindset



Dr Jason Fox

5.00 PM

Engage, Discover & Connect



Rob Arcari

Day 2

Future-Proof Career

9.00 AM

WELCOME

9.15 AM

Mindset of Change



Nigel Collin

10.00 AM

Growth & Wellbeing: Finding balance in an uncertain world



Leona Watson

10.45 AM

BREAK

11.15 AM

Collaborating with Strangers – The Key to Building Teams



Rob Arcari

12.00 PM

Keynote – Opportunity from Disruption



Daniel Bull

Analytical and creative thinking remain the most important skills for workers in 2023

WORLD ECONOMIC FORUM
FUTURE OF JOBS 2023 REPORT

Day 1 - 18 July

FUTURE-PROOF WORKPLACE

Numerous reports indicate we are going to experience the greatest rate of workplace change and disruption over the next 5 years. You need to be prepared for the new challenges and opportunities that will arise. It's no longer appropriate to have a wait and see approach. Today we look at what's coming and how the EA can develop their role to ensure workplace relevancy and longevity. It's time to be ahead of the curve and create the workplace of the future – Now!

1.00 PM WELCOME

1.10 PM THE DNA OF THE EXECUTIVE OFFICE



As workplaces evolve, so does the role of the Executive Assistant. This first session will set the stage for how to approach your role in this new environment. Using our DNA model of the Executive Assistant, we want to focus your mindset to what's ahead.

- Evolving the skills of the EA role
- Having impact in the new workplace
- The mindset to thrive in the future

David Thomson

1.30 PM WHAT'S AHEAD? TRENDS FOR THE FUTURE OF WORK



The future of work will be increasingly dependent on the seamless incorporation of available technology into all aspects of the workplace and the change management that accompanies it. Understanding the key trends and technologies that are likely to shape the future of work and your role is paramount.

This session will look at how the EA can prepare their team and Executive for shifts in the working landscape and the changes that lie ahead, while looking after your own needs.

- AI is here - Automation and artificial intelligence
- Remote work, virtual collaboration and the future of the office
- Adapting to trends, and building a diverse skill set
- The rise of the "digital nomad"

Simon Kuestenmacher

Day 1 - 18 July

FUTURE-PROOF WORKPLACE

2.15 PM THE SECURE EXECUTIVE OFFICE: EA CYBER HYGIENE AT THE SECURITY COALFACE



EAs are the frontline for targeted cyber-attacks. Whether through digital means, or human social engineering, hackers know EAs are the gatekeepers. As our networks move to the cloud and across multiple technology channels the modern EA must know how to maintain data security. Are you still sharing board papers in DropBox? Sending internal documents to third-party apps, or using the same password across all your logins? Chances are, there are holes in your security. This session will educate you in how to spot them, what to do about them and ways of working in the future. Secure your place now!

- Where are the threats?
- Phishing, ransomware, and threats from the inside
- Best practices for protecting sensitive information
- Rules of thumb to secure your digital assets
- Incident response planning

Dr Sarah Morrison

3.00 PM BREAK

3.30 PM FACE-TO-FACE, HYBRID & REMOTE - THE IMPORTANCE OF CONNECTION AND COMMUNITY



Why does work feel so much harder now? Habits built during the pandemic have persisted and often strain our abilities to perform. Excessive reliance on technology has dulled our ability to connect person to person. It's time to tame technology and get back to connecting as human beings.

4.15 PM KEYNOTE – INNOVATING THROUGH DISRUPTION – APPLYING THE INNOVATIVE MINDSET



The EA will be the relationship hub within the new workplace, the glue connecting colleagues, teams and stakeholders. Lets place the focus on the human skills that AI can't replicate, and ensure we work with both our head and heart.

- Building community as culture
- Foster meaningful connections in remote and hybrid settings
- Developing your role as the relationship hub
- Communicating to influence and connect

Renee Giarrusso

The human-machine frontier has arrived and brings with it extensive workplace disruption and new opportunities. People need to develop new skills and refine existing specialties. Developing an innovative mindset is key to standing out in the new organisation. But what is innovation and how do you do it?

In this session we will look at what it takes to create new perspectives and re-invent the status quo. Chances are, as an EA you already utilise innovative tools, needing to problem solve and rectify other people's issues. Here you will build on that and give you a framework to develop and hone your innovative mind.

- How to think about innovation
- Finding the opportunities in disruption
- Building synergies within the workplace
- Generating innovative ideas from outside your industry

Dr Jason Fox

5.00 PM ENGAGE, DISCOVER & CONNECT



We can discover more about a person through play than we can through conversation. This fun session will get you energised, out of your seat and connecting with your peers.

Rob Arcari

Day 2 - 19 July

FUTURE-PROOF CAREER

At the 2023 World Economic Forum Growth Summit it was stated "AI won't take your job. It's somebody using AI that will take your job."* The one certainty is, AI technology is disrupting the modern workplace, and with it the management of the Executive office.

Today we look at what the future holds for the EA, as the role matures in this new technological age. Upskilling is key, but so is refining the fundamentals. Utilising technology to allow humans to connect, not isolate.

The EA is the relationship hub in the organisation. The go-to, connecting across each layer of hierarchy and organisational division. Being that Point of Human in a complex myriad of apps, channels and tech is the EAs greatest strength.

It's not just about upskilling in technical competencies, but also in emotional intelligence, creativity, and critical thinking.

Today we'll highlight new ways for working and approaching your career.

* Professor Richard Baldwin - 2023 World Economic Forum's Growth Summit

9.00 AM WELCOME

9.15 AM MINDSET OF CHANGE



The workplace is changing rapidly, and most people resist change because it seems too big, hard, and scary. However, adopting a growth mindset can help overcome this shifting your thinking to seeing digital transformation as an opportunity. This session explores practical ways to be more adaptive, by adopting a growth mindset to embrace change in today's workplace.

- The importance of adopting a growth mindset
- Be adaptive and focus on consistent development
- Have better business conversations

Nigel Collin

10.00 AM GROWTH & WELLBEING: FINDING BALANCE IN AN UNCERTAIN WORLD



Is Wellbeing working for you? What about for your Executive? Many sacrifice their physical and mental health for their job. Short term bursts are okay. But over the Long haul, decisions take longer, patience, respect and confidence levels plummet, and you lose sight of your Why.

Leona will take you through her own journey and it's simpler than you think and it starts with ONE decision. Just one! This session promises to be both raw and uplifting, to future-proof everyone's wellbeing against guaranteed changes & upheavals. Let's get everyone firing again!

- Plan like an Optimist for the times you'll be a Pessimist.
- The importance of self-awareness & boundaries.
- How to get REAL about the wellness of yourself and your team.

Leona Watson

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Day 2 - 19 July

FUTURE-PROOF CAREER

10.45 AM BREAK

11.15 AM COLLABORATING WITH STRANGERS – THE KEY TO BUILDING TEAMS



This session will get you up and engaged with your peers.

We all know teams get results when they are cohesive and like-minded. But what happens when they are not aligned? Better than herding cats, this session will highlight your skills to motivate, engage and remain energised.

Holding people accountable whilst building trust and respect is key to high performance. A lively session which will increase your self-awareness with a focus on what it takes to connect teams and individuals.

Rob Arcari

12.00 PM KEYNOTE – OPPORTUNITY FROM DISRUPTION



Our final session will highlight the importance of impact and possibility. Albert Einstein stated, "In the middle of every difficulty lies opportunity".

The challenges and obstacles are opportunities for growth and improvement, rather than just setbacks. With the right mindset, we can use the difficulties we encounter to our advantage, and every obstacle presents a chance for us to learn, adapt, and become stronger.

This closing session reaffirms that perspective. The EA role is continuing to evolve and mature, becoming something more than what many thought of as "just an admin".

This process started decades ago, and with the addition of new technologies continues to support and define the EA career path. You will leave this session feeling inspired and determined to uncover the opportunities hiding within workplace disruption.

Daniel Bull

12.45 PM CLOSE OF EVENT

I thoroughly enjoyed the EA Signature Series and would highly recommend it. The half-day sessions worked in perfectly with my work commitments. I walked away so inspired by the speakers and it was also a great opportunity to catch up with fellow EAN members.

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BUILD YOUR BUZZ - Your end customer is the ultimate lifeblood of your organisation. However, they won't love your organisation unless your team love it first. This is why your team should be considered your "first customer". Nurturing and empowering a culture that's loved internally means it can then be loved externally.

At Be Challenged, we call it Your Buzz.

YOUR BUZZ – your magnet for talent and customers alike

EMPOWERED CULTURE – Your Buzz is an energy and enthusiasm shared by your team that comes from them having clarity and feeling empowered. It strengthens your culture and improves hard metrics like retention and team satisfaction.

ENGAGED CUSTOMERS – Your Buzz then permeates through your customer. From their day-to-day experiences with your brand, the products, and services you create for them to the communications that show your passion for solving their needs.

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MEET OUR SPEAKERS

DAVID THOMSON



David has a unique mix of training, facilitation, instructional design and coaching skills at all levels combined with over 18 years of strategic business and sales experience.

With extensive knowledge of organisational & behavioural psychology, David draws from being a certified hypnotherapist and counsellor, therefore truly rounding off the mix of psychological, behavioural and in-depth strategic business acumen. He is not only able to provide participants with highly effective tools and methodologies on what to do, but also able to raise their awareness on why they do what they do. This provides the additional benefits of greater insight and heightens the participant's emotional intelligence in the process.

David has worked at Executive Assistant Network for over six years and aims to take the "fluff" out of training and provide easily adaptable knowledge that EAs can apply to excel in the workplace.

DR SARAH MORRISON



Sarah is a cyber-security expert with a background in Criminology and has over two decades of cyber-security industry experience. She earned her PhD in Russian Information Operations and has a deep understanding of threat actors and their motivations. This knowledge, coupled with her extensive real-world experience, provides a deep understanding of how different types of threats can affect your business.

Her passion for security has led her to serve as a trusted advisor to countless boards and Audit and Risk Committees (ARC), providing insight into the current threat landscape, risk profile, security stance, and most importantly, how to protect against them.

SIMON KUESTENMACHER



Simon is a Director and Co-founder of The Demographics Group, which specialises in providing advice on demographic, consumer, and social trends for businesses.

He holds degrees in geography from universities in Berlin and Melbourne, and previously worked as a business consultant for KPMG Australia. He is a sought-after speaker, having presented on demographic trends and cultural change to corporate and industry audiences.

Simon is also a media commentator and columnist for several publications. Simon has amassed 300,000 global followers on social media, reaches over 25 million people every month and ranks as one of the world's Top 10 influencers in data visualisation.

RENEE GIARRUSSO



Renée is a highly sought-after communication, leadership and mindset expert. With over 25 years of experience working with leaders and teams, she is passionate about energising mindsets and accelerating limitless leaders, connected teams, and collaborative cultures.

Renée's diverse background, including senior leadership and sales roles, gives her credibility and deep insights into high-performing teams and positive organisational culture. She believes in helping leaders and teams shift from a management mindset to an adaptive leadership mindset, fostering self-awareness and creating future leaders.

Renée has authored several books, including "Limitless Leadership" and "Gift Mindset," and her thought leadership has been featured in various publications. Her dedication to continuous learning and growth extends beyond her professional life, as she enjoys cooking, entertaining, traveling, practicing yoga, and connecting with others.

MEET OUR SPEAKERS

DR JASON FOX



Dr Jason Fox is a motivation strategy and design expert who shows forward thinking leaders how to influence work culture, drive progress and build for the future of work.

A big part of Jason's work involves unpacking the latest trends and developments in work culture and gamification – removing the hype and adding the science to make work work.

Jason is the director of The Future of Leadership Melbourne, the founding director of Clever Happenings and a global ambassador for the ideas execution conference 99U. He is also the bestselling author of The Game Changer and How to Lead a Quest.

LEONA WATSON



An award-winning Entrepreneur and ex corporate, Leona founded Cheeky Food Events – Team Cooking, applying the events, business and leadership skills she learnt working at Virgin and Microsoft.

But she also nearly lost her company several times... until she found that elusive 'Balance' and the self-awareness to make the big and small changes necessary to thrive and grow in our crazy, fast, uncertain world.

Leona delivers customised "truth bombs" that pack a punch, challenge and inspire EAs and Leaders to step up and create the balanced workplace, careers and successes they've always aspired to.

NIGEL COLLIN



Nigel is an accomplished entrepreneur and business consultant with a passion for discovering why businesses succeed. He founded the 'Ingenious Oz Project' to share the stories of successful Australian businesses and authored the book 'Game of Inches.'

He has an MBA with high distinction and is a certified professional speaker and member of several professional organisations.

He works with organisations to shift their mindset and achieve sustainable growth through consistent small steps. When not working, he enjoys spending time with his family and riding his motorcycle.

DANIEL BULL



Daniel Bull is a 3x Guinness World Record-breaking adventurer, 1% for the Planet Advocate and award-winning keynote speaker who triggers a lasting impact. He delivers practical take-aways learnt from over 2 decades of not just surviving but thriving in the harshest environments on Earth and brings the rare combination of having also worked in the corporate world to fund his ambitions.

Daniel completed an unguided ascent of Mount Everest in the 20s and has since made numerous first ascents up unclimbed peaks in uncharted locations such as Northern Greenland and Antarctica, has tackled some of the world's most dangerous mountains, such as the infamous North Face of the Eiger (nicknamed 'Murder Wall'), and became the youngest person on the planet to climb the highest summits on every continent.

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