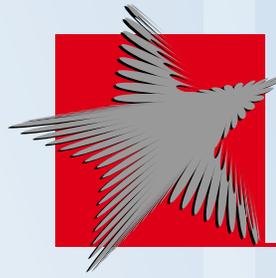


JOAN  
**Burge**



**OFFICE  
DYNAMICS  
INTERNATIONAL**

White Paper  
February 2014

# The Administrative Professional:

## A Vital, Yet Overlooked Contributor

Ensure Administrative Staff Meet the  
Increasing Demands of Today's  
Changing Workplace

By

*Joan Burge*

*Founder & CEO, Office Dynamics International*

*The Leader in Administrative Training and Excellence*

## At Office Dynamics International, We Passionately Believe

- ★ The administrative role is a noble calling.
- ★ In a “Career of Choice” mentality.
- ★ “Falling into a job” will never compare to “falling in love with your career.”
- ★ A sophisticated, modern executive assistant is an extension of the executive.
- ★ Administrative professionals are strategic partners in business success.
- ★ “Administrative” cannot be separated from “professional.”
- ★ This vibrant profession is continuously expanding to encompass higher levels of responsibilities and broader, dynamic opportunities.
- ★ Succession planning for administrative professionals is critically necessary to ensure future success in every industry and every business, regardless of size.
- ★ Technical skills can be gleaned, but behavior must be taught. There is a spectrum of professional administrative behaviors necessary to ensure successful executive support and business success.
- ★ Teaching transformational principles focused on the whole person, with emphasis on career and a holistic approach to work will set the star-performing assistant apart.
- ★ Raising the attainable level of excellence, sustained by consistent behavior modification, has life-long impact.

**We passionately believe and know** that when a company invests in professional development for their administrative community, the entire company wins.

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## Introduction

### Problem Statement

The administrative profession is seen as less important than other professions. It is called the “vital, yet overlooked, profession.” Most companies do not provide adequate resources or career-specific training, nor do they plan for succession of support for their top executives. Most administrative professionals do not know how to plan their career or manage their development. They struggle with emerging technologies and insatiable time demands. They have less awareness of advancing trends, and little depth and breadth knowledge of their company’s business and strategy. They lack decision making confidence.

In short, they are looking for dynamic, gifted leadership.

### Previous Options

Across the board, there is a general lack of investment in administrative professionals (even by administrative professionals themselves). Various entities and associations have hardly scratched the surface to provide in-depth, behavior-changing curricula. “One size does NOT fit all” to train and develop support staff so they may become the valuable assets to corporate success known as administrative professionals.

### Praxis Solution

Office Dynamics International offers broad, visionary solutions for administrative professionals to grow and advance their behaviors, attitudes and skills to more aptly deliver results and meet the continual increase of business demands. Since 1990, Office Dynamics International has been recognized as the industry leader to train all levels of administrative professionals and to provide guidance to Executives and C-Suite Leaders on maximizing the time and talents of their executive assistants.

## Introduction

Snail mail, pagers, landlines, DOS, telephone books, faxes and discs. All were once vital to business success. But things changed. In today's post-modern world, last year's smartphone technology is considered outdated. Today's businesses operate on a global economic stage in strategic partnerships which are often virtual, handling insatiable requirements to advance with artful force and power. Consider your workforce: does last decade or last year's skills and competencies continue to benefit?

In this White Paper, we will emphasize that gaining a competitive advantage requires post-modern enterprise-supported training and development for administrative professionals. We will examine this vital, yet overlooked, profession from many vantage points. We will look at typical training programs provided to support staff. We will highlight the pitfalls of not providing quality training; the uptick in administrative jobs to 2020 and beyond; the higher entry thresholds for the profession, the strategic vs. tactical strategies, business response to the mass exit, and the impact on executives and the management team, and how all of these impact your business' bottom line.

"I don't know of anyone better than Joan Burge to guide executive assistants into the 21st century. With her trademark combination of hard-minded, research-based advice and her unparalleled respect for the profession's importance, she instills—with wit and enthusiasm—the courage to excel."

**Mike B. McCallister,**

*Former President and*

*Chief Executive Officer Humana Inc.*

### **Joan Burge and Office Dynamics International**

In 1998, Joan Burge, driven by a desire to advance the administrative profession in a new way, having contemplated the lack of training opportunities for administrative staff, decided to take action. After 20 years of working in the Administrative Profession in 12 different companies in 5 states working her way up to supporting CEOs, she'd consistently seen a huge gap in the level and quality of professional development administrative professionals received compared to their leaders. In response to this problem, Joan started her training company in 1990, Office Dynamics Limited (later changed to Office Dynamics International). Her passion to lead, guide, mentor, and teach individuals to strive for administrative excellence was, and is, second to none.

## **The Vital, Yet Overlooked, Profession**

Joan Burge has personally worked with and touched the lives of tens of thousands of administrative professionals. Additionally, she has provided one-on-one coaching to C-Suite Leaders, managers and their administrative partners. The Office Dynamics' staff has conducted ongoing formal and informal research since 1990 which continues to affirm the need for developmental training for the administrative function.

Office and administrative support staff account for nearly 23 million people in North America alone, according to the U.S. Bureau of Labor Statistics. Support staff are the foundation and glue holding the busy workplace together; they basically run their executives' lives; carry the burden to make sure nothing falls through the cracks; must quickly shift gears to respond to immediate needs or requests; they need to constantly 'morph' themselves to be able to do anything, at any time, with skill and excellence.

The administrative professional is the one who supports the management team. Many support the highest level executives who drive the business in a company. Yet, these administrators are overlooked when it comes to serious training focused on their profession. They are not visibly recognized for their contributions in the workplace. Their profession continues to be misunderstood with an attitude by the public that "Anyone can be an admin."

While managers and executives rely on their administrative partners for just about everything, many of them are the last ones to encourage their assistant to take time off for training or to earmark funding to financially support training specific to the administrative profession.

Since 1990, Office Dynamics has been told hundreds of times by companies that:

- they don't spend money to train assistants
- assistants don't need training
- anyone can do an assistant's job
- they only invest in management training
- they only offer a one-day program for assistants once a year

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Conversely, Office Dynamics International has worked with top corporations such as Cisco Systems, Humana Inc., Procter & Gamble, The Boeing Company, Chevron Corporation, Kindred Healthcare and many others. These Fortune 500 organizations realized the importance of their administrative staff to their management team's success and overall company success. These companies made a tremendous commitment to providing the highest quality ongoing training for their administrative staff and as a result, are reaping huge rewards. (See Benefits.)

## **NOT A Dying Breed**

While the general public thinks this profession is dying, that is far from the truth.

What IS dying:

- The way an administrative professional operates
- Lack of meaningful work
- The way executives and assistants work together
- Basic secretarial duties
- Doing administrative work until “something better” comes along
- Narrow job descriptions
- Low pay
- Administrators not having some higher education or degree



The Professional Association for Secretaries and Administrative Assistants recently identified the top changes in the working lives of Personal Assistants/Executive Assistants over the last 30 years as:

“One of the most obvious changes is that fact that technology is more prevalent than ever and for a PA to be successful today he/she needs to be an early adopter of the new technology and also have some technical ability.

Due to the global economic crisis more and more PAs are working for multiple bosses or in pools. Technology and mobility has also blurred the lines between working time and leisure time, so it is my humble opinion that PAs are putting in more hours and working harder than ever before.

As office professionals have also needed to develop resilience to cope with the rapid changes and challenges that they face in the modern working world. Some administrative assistants have even taken on tasks traditionally done by middle management (who were impacted by company downsizing) which have now become part of the PA job spec.

On the positive side of the coin, companies are increasingly willing to invest in talent acquisition and retention of top tier PAs, who are passionate, talented and enthusiastic. The modern PA has evolved into a business partner; it's not just typing, tea and telephone anymore.”

**NOTE:** PASAA proclaimed 2014 as the International Year of the Secretary and Assistant\*\*

## Problem Statement

### A Long Way To Go

While progress has been made in training and developing executive and administrative assistants and support staff, there is a long way to go. Organizations need to recognize the imperative value to provide professional development or at minimum, invest in books, publications, podcasts, CDs and online learning for administrative professionals. Those in the profession need to ignite their passion for learning, growing and striving for excellence in their Chosen Profession.

Some individuals in the profession . . .

- Don't think they need to learn or grow
- Don't prioritize their own potential
- Don't know where to turn for quality education and information
- Have tunnel vision
- Are not always proactive in getting the support they need
- Are not seeking advice and support from their leadership team
- Think any training will do
- Aren't sure how to get from "here" to "there"

At the Office Dynamics' 16th Annual Conference for Administrative Excellence, founder and CEO, Joan Burge asked the audience of administrative and executive assistants, "Where do you go to learn about your profession? What resources do you use to learn about your career? How do you stay informed? How do you learn about where your profession is heading and what that means to you?" The room fell silent. Standing in amazement, Joan Burge asked the questions again. Only a few responded that they followed Office Dynamics and Joan Burge. This was a tremendous wakeup call: even those in the profession don't see themselves as needing advice on their chosen profession or even if they did see the need, they didn't sense there might be a solid source for information or leadership advocacy.

## Lack Of Financial Investment

While great strides have been made in the administrative profession, it is still not taken as seriously as other professions. This is evident in organizations that do not invest in high-end, quality training, consulting and professional development tools for their administrative staff.

Conversely, there are millions of administrative professionals who choose not to invest their own money in their own education, development and career planning. There are administrative professionals who say things such as:

- “I don’t have to change. I’m already a great assistant.”
- “My boss says I’m already a world class assistant so I don’t need training.”
- “I’m retiring in a few years so I’m fine the way I am.”
- “I’m just doing this until something better comes along.”
- “I’ve been in the field for 25 years and I don’t need to learn.”
- “It’s not my job to pay for or find applicable training.”

This kind of thinking and language only exacerbates the problems and lack of support for serious administrative training and development. If those in the profession do not believe they are worth investing in or believe they have “arrived,” they will hurt the administrative profession overall.

The 2013 Benchmarking Survey from the International Association of Administrative Professionals (IAAP) revealed a troubling lack of training for many administrative professionals.

1. **Two out of every three** administrative professionals **get 10 or fewer hours** of annual training provided by their employer.
2. More than **two in five** administrative professionals **get four hours or fewer** of employer-provided training every year.
3. **One in five** administrative professionals **get no training at all**, equal to about 840,000 people in the United States alone, according to U.S. Bureau of Labor Statistics data for the profession as a whole.

## And There Is More . . .

### **Too General, Off Target**

The majority of organizations do not provide training specific to the administrative profession. Some organizations task their instructional designers (IDs) to create a program for assistants—but these IDs have no experience in the profession. Organizations may enlist their administrative staff to provide input for the in-house custom-designed program, but internal administrative staff have a limited scope. They pull from their own knowledge and what they see inside their organization, not what the profession overall requires and certainly not what is trending globally.

### **Hypersonic Today And Tomorrow**

Administrative professionals are grappling with the demands of today's workplace. This goes beyond the technology advancements and constant changes. Executives expect much more of their administrative partner. Executives and managers don't know how to effectively maximize the time and talents of their administrative partners thus wasting time and energy; wasting a valuable resource; and costing the organization money. This does impact the bottom line.

### **'Good Enough' Isn't Necessarily So**

Organizations believe any training is good training. And any training should make their assistants happy. They do not take adequate time to seek out the best, highest quality training for their administrative staff. In fact, many organizations look for the quickest and lowest-priced offering. If an administrative or executive assistant has never been exposed to challenging, quality content, then they cannot choose wisely or advise their management team properly. On the other side, administrative professionals do not recognize they need development. They are doing just fine and have not received objections from their managers. They see no need to grow. Because their executive has never worked with a star-performing assistant, the executive does not set high standards of performance for their assistant. This is an unending problem unless the organization realizes that high-quality course content and information provides a significant ROI.

## **The Mass Exit**

Organizations are beginning to experience “the Great Baton pass.” Within five years 85% of the Boomer generation can and will leave the workforce. In fact, many could exit their workplace today. These are the highly-talented, well equipped EAs who support the top tier management team. If organizations do not expedite developing their larger administrative community, they will experience a “black hole” within 5 years. They won’t have sufficient availability of highly-trained executive assistants to move into those critical roles. Vice Presidents and C-Suite executives cannot afford to have an assistant who isn’t up to speed. These are vital positions. Companies will be scrambling because they have not built a pipeline of ‘rising stars.’ Yet, these same organizations have succession planning in place for the senior executive role.

## **Bigger, Brighter, Bolder**

The modern administrative professional craves challenge and opportunity. He/she does not want to settle for task work but strongly desires work which will utilize cognitive thinking, strategic project management and creativity. If an organization does not keep these talented individuals motivated and support their professional development, they will lose their rising stars. Management and Human Resources do not fully understand what this profession entails. Thus they are putting people into the administrative profession who are not best suited for the work.

## **Higher Entry Thresholds**

More organizations now require a person have a college degree to enter the administrative track in their company, even if the candidate has no specific training on what it takes to be a great administrative partner. Consider that other career paths, such as nursing, accounting, law, designers and CPAs all have career-specific training.

Organizations often require employees in their administrative community to obtain a two-year degree (minimum) before they can be promoted to higher level positions. The problem with this is that a degree will not guarantee a “star assistant” and many excellent candidates are and will be overlooked, thus impacting the business.

## **No “Plan B”**

To date, most companies and organizations have not enacted formal succession planning for Executive Assistants. While most companies have recognized levels of expertise within the company’s administrative community, these companies do not pinpoint the rising stars who, with ongoing development, will support their C-Level Executives, CEOs, or Presidents in the future. It is anticipated that within the next five years Baby Boomer Executive Assistants will be leaving the workforce in large numbers. Are companies ready for this inevitable transition?

## **“One Size” Does Not Fit All**

For many organizations, the operating belief is that “any” training is adequate for administrative professionals or just tweaking a management program will work. This greatly undermines the depth and breadth of the role and skills required to perform in this profession with consistent excellence.

## Next Year, Next Decade, Next Challenge

Who doesn't recall the perceived "Y2K" crisis? That was years ago, but everyone worried about the changeover from 1999 to 2000. Even now, halfway through the second decade in the 21st century, continual new 'threats,' challenges and economic issues will surface in the global business economy.

Most careers last 3 to 4 decades. A decade represents a huge percentage of anyone's overall career. What will change in the next 10 years for the administrative profession and for administrators? (This is not referring to their work. That is a given.) How are they, as a community, as group, as career-minded professionals, going to make great strides for themselves and their profession? How should they meet the demands and expectations noted below so they can be successful in the next decade?

### **The Knowledge Economy**

Various observers describe today's global economy as one in transition to a "knowledge economy." While in the past century, workers used tools or manufacturing to create goods to sell, in the 21st century workplace, knowledge itself can now be viewed as a product. More than just "who you know," now it's "what you know" which creates a bold line of distinction between workers.

There is this big wonderful world out there. It presents all of us with many challenges. Administrative professionals have to think differently, act differently, and yet maintain certain core attitudes, values and behaviors that have not and should not be changed. In summary, there are things to retain, new things to learn, and knowledge itself is now a commodity to be developed.

## **Strategic vs. Tactical**

Historically, administrative professionals provided tactical services: typing, filing, scheduling meetings, taking meeting minutes, and arranging travel. While their role has evolved to a more sophisticated service engaging higher-level thinking, even in the fundamentals of their work, they need to be in strategic partnership with the management team. This means they have to think and approach their work strategically to impact the bottom line and add value. This is a monumental shift for administrative professionals.

## **Senior Leaders Have Higher Expectations**

Research and experience into perceptions and expectations of leaders and executives has shown some amazing revelations: because leaders now move around much more than in decades gone by, they have had exposure to many types of executive administrative professionals . . . they've worked with some great ones! These leaders have indicated they will no longer tolerate stagnated individuals to provide support for them. They want administrative professionals who are passionate about learning, growing and extending beyond the comfortable ordinary "just enough" syndrome.

## **Interpersonal And Soft Skills Are Critical To Success**

While many administrative office professionals have become technically proficient, they have not focused on their people skills. Yet, they interact with people all day, even via technology. Outstanding administrative professionals not only need excellent technical and business skills but also must employ outstanding interpersonal skills.

The years of extensive research by Office Dynamics International and daily interactions by Joan Burge, founder and CEO, with managers, CEOs, Human Resources, Learning and Development, and all levels of administrative professionals tell us that interpersonal and soft skills are required more than ever before in a tech-crazed world. There is a strong demand for this type of training for administrative professionals. (See Office Dynamics International Research Overview at the end of this White Paper.)

## **Unceasing Change**

It is predicted that in the next 10 years we will experience more changes than in the past 20, happening at an accelerated rate. For administrative professionals these changes will cover everything from the equipment administrative professionals use to the work they perform. Continually striving to learn will ensure the constant development and learning of skills so they won't be left behind.

## **Molding A Career**

No one is handed a dream career “on a platter.” Each individual needs to step up to create his or her desired career. Administrative professionals need to make informed decisions and be accountable for their own actions and the outcome. Administrative professionals can thrive in these paradigm shifts by developing their skills, attitudes, team relationships beyond where they are today. Most importantly, they will need to create a realistic, workable, pro-active and positive strategy. They need to make good choices, be healthy, and assume responsibility for their careers. They need to get up and grow.

## **Competitive Marketplace**

Now more than ever, organizations need their administrative community to contribute to the organization by producing quality work, collaborating with their peers, improving work processes and sharing knowledge. They need administrative staff who do more than show up: they need to contribute! Many organizations are handling more work with fewer people. The people who are on the job must help their organization remain competitive by keeping their skills current and being the best they can be.

## **Pace At Which We Work**

The hypersonic fast-paced workplace demands that employees who are alert, sharp, inquisitive, thought leaders who anticipate issues and have solutions ready at hand. Every employee is expected to be creative and innovative. Because of who administrative professionals support in the organization, they need to be clearer, more focused, more resilient, better prepared for anything that comes their way, and be masters of time and energy. They need to be in it for the long haul.

## **Grasping The Holistic Approach**

Executives speak loud and clear: their administrative partner must see things at a 50,000 foot high level. This is about using a holistic approach, emotional intelligence, chemistry and “getting the big picture.” It is stepping back from daily operations to size up the situation, determine the best approach and analyze the possible outcomes. It is far beyond “top-of-mind” thinking. The administrative professional is a cognitive being; intellect plays a large part in achieving success. This truly differentiates the ordinary administrative professional from the extraordinary highly-empowered executive administrative professional.

## Enormous Benefits —Prepared for Today and the Future

How can an organization prepare for the future, navigate the great Boomer exit, support rising management talent and excel over their competition by meeting today's business targets?

Simple. Investment in focused, spot-on training prepares assistants in today's workplace to meet the enormous, staggering demands today and in the future.

Office Dynamics International has been training administrative professionals around the globe since 1990. These are just a few of the results seen by managers, Human Resources profession, Learning and Development and administrative professionals.

What should companies prepare their administrative staff for?

**Full Use of Capabilities:** Investing in quality programs, providing the tools necessary for administrative professionals to succeed provides effective, full use of talents and capacities, allowing management to function better, thereby fully impacting the organization's bottom line.

**Collaboration and Teamwork:** When executive assistants, administrative assistants, secretaries and support staff learn to fully operate as a team and collaborate, they save their organizations hundreds of thousands of dollars. Case in point: The Rising Stars Award sponsored by Office Dynamics International was awarded to the administrative team of 36 at Dow Chemical Canada in 1999 because through their own efforts, they saved their organization \$1,000,000.00 in 18 months.

**Personal Satisfaction and Enhanced Self-Image:** A great deal of personal satisfaction is experienced when an administrative professional

self-challenges to learn something new, test a new skill, try something that they thought they never could or would do and see positive outcomes. This encourages the individual to take on more challenging assignments and set stretch goals.

**Expedited Success:** When an organization provides administrative-specific training to their employees, they expedite that person's success thus impacting the leadership team's productivity sooner.

**Candidates Ready for the Future:** Prepares administrative professionals and their organizations for the future succession of top executives' administrative support.

**Creates Strategic Partnerships:** The right training for administrative and executive assistants broadens vision, builds responsibility and enhances emotional intelligence. It is more than "top of the mind thinking." It's about chemistry, synergy, and flawless execution.

**Leadership:** Emboldens those with drive and charisma to lead the way to a new culture of flawless execution and advancement as a career professional.

**Ready for Change:** Ensures employees anticipate and meet the increasing demands of today's changing workplace. Prepares administrative staff to "roll with the punches and emerge standing" as challenges continue to arise.

**Career of Choice:** Teaches employees to thrive in their chosen profession.

**Retention of Star Performers:** By providing the right professional development solution for an organization's administrative community or an individual, they retain their administrative stars by keeping them engaged in their role and acknowledging their contributions to the organization.

**Increases Individual Productivity and Effectiveness:** Put simply, by leveraging the time and talents of administrative staff everyone wins! The assistant is much happier which flows over to his or her leader which flows over to the company.

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**Confidence:** Confidence is the most significant change executives and managers see in their administrative partner after participating in a robust training that is focused and specific to their profession. This comes in the form of:

- Tremendous growth in overall performance and confidence
- Taking on new projects
- Rising to the occasion during routine times and chaotic times
- Driving positive outcomes
- Making improvements in all areas of personal and professional life
- Being more assertive in the role
- Managing hectic days more effectively
- Better at handling the inevitable stress that accompanies the administrative job
- Achieving a win-win situation

## The Solution

Since 1990, Office Dynamics International has been the global industry leader in the development and presentation of sophisticated executive and administrative assistant training, coaching and resources. We offer a broad range of on-point focused solutions that create behavior changes and produce sustainable results.

### Our Clients Say We Are . . .

*“Trusted partner”*

*“Life-Altering”*

*“Thought-provoking mentor”*

*“The Administrative Professional’s Champion”*

*“Passionate”*

*“Visionary”*

*“Energizing life changer”*

*“Cultivator of leaders”*

*“Responsive”*

Office Dynamics’ experience and expertise in the administrative training industry are unparalleled. We have crafted and refined a unique line of premier educational products that boost success for progressive employers and enterprising administrative professionals, secretaries, and support staff.

Our programs teach administrative professionals how to create, renew and sustain their focus on excellence in the workplace, igniting heightened engagement in thousands of support staff worldwide.

Office Dynamics’ quest to provide extraordinary life- and career-changing educational programs in keeping with their passionate support of the administrative profession has earned the respect of elite clients including Cisco Systems, The Boeing Company, Humana Inc., Procter & Gamble, Caterpillar, Kindred Healthcare, AT&T and Chevron Corporation.

We help clients transform their corporate culture, resulting in administrators who desire to perform their jobs with excellence, thereby providing even greater support to leadership.

Our expertise is found in how we partner with our clients to find the best solution, whether that means training a group of assistants, coaching a C-Level executive assistant, facilitating a workshop, teaching managers how to utilize their assistants for maximum benefit, teaching webinars, hosting conferences, providing resources or identifying administrative competencies.

## **The First And The Best**

Office Dynamics International is the first dedicated administrative training company whose CEO's credentials include:

- A wealth of hands-on experience and specialized knowledge gained through 20 years of administrative experience.
- A rare perspective having worked on both sides of the desk; including 20 years in the administrative profession and more than 23 years as an executive.
- Designer of superior administrative training, conferences, and educational products (books, workbooks, videos, webinars, blogs, CDs, DVDs).
- Joan Burge wows audiences across the country with her no-nonsense brand of wisdom, wit and expertise as the seasoned, highly sought-after professional speaker who relates to younger workers and experienced professionals alike.
- Working side-by-side with executives and assistants daily, Joan Burge remains in the trenches, relating, guiding, listening to, and inspiring administrative professionals and their leaders!

# Office Dynamics International's Research

## Daily Activity

Research is a daily activity at Office Dynamics International. We are either collecting information through our social media channels; Office Dynamics International web site "Contact Us" forms; telephone conversations with those who work in the administrative profession; listening to potential and current clients' needs; reviewing e-mail requests for administrative guidance; reading workplace trends; following other administrative social groups (LinkedIn, OfficePal, Facebook, Twitter); formally surveying our administrative workshop and conference attendees; formally surveying executives; speaking to CEOs and high-level executives; conversing with Human Resources, Learning and Development professionals on the telephone and in person; observing workplace environments when providing onsite training; reviewing information and benchmarking papers written by administrative associates, temporary staffing agencies and recruiting firms; reading administrative-related magazines, newsletters, blogs and much more.

## Depth And Breadth Of Research

We are exposed to and interact with every industry; every size business; geographic variety; cultural diversity; generational diversity. Office Dynamics International has no boundaries or borders—we reach everyone in all walks of life, life experience, and education. And for more than 24 years, we've been the premier administrative training service provider.

## In The Trenches

Assistants come to Office Dynamics International from around the world; yet the majority of Joan's work is onsite. She is "in the trenches." She sees, feels and senses the actual environments these assistants work in. She talks with the management team while onsite; gaining a tremendous onsite environmental business climate perspective. She can provide real world wisdom, appropriate expertise and positive solutions that produce real quantifiable business results. It's one thing to hand out

hardcopy surveys or use Survey Monkey—which are useful. It’s entirely superior and preferred to be “in the space” of the administrative professional you are trying to understand, educate and promote.

Office Dynamics International offers solutions that work, experiences that transform, expertise that energizes and challenge that changes attitudes, behaviors and competencies, the “A, B, C’s” in today’s successful business soft skill requirements.

## Visionary

Joan Burge is a thought-leader for this profession and has been since 1990. While she gathers all the information as it relates to today, she has a vision for the future and the competencies needed for today and the future to succeed in the profession. She hears what corporate America is predicting as successful workplace behaviors for the upcoming decade and creates educational programs and information for assistants

so they can achieve high caliber success.

Office Dynamics International doesn’t follow the crowd. Office Dynamics International is boldly out in front, the foremost expert and leader striving to advance the profession.

Joan Burge is known as the red-lipstick-wearing “Rock Star” of administrative and executive assistant training and a successful entrepreneur who founded a movement in 1990 to help administrators see themselves as professionals so they could excel in business.

Joan is an accomplished author, speaker, consultant and corporate trainer. She created a business in an untapped niche, overcoming monumental obstacles involving corporations’ and managers’ attitudes, prejudices and stereotypes about executive assistants and administrative professionals.

### Joan Burge

#### Founder & CEO

A Vision of Excellence

A Vision of Change

A Vision for the  
Next Generation Assistant

#### Only Joan is Joan.

Joan Burge is an original. She revolutionized in-depth training and development programs and opportunities for Administrative Professionals and has been a real game-changer since 1990. Office Dynamics is a well-established brand.



## One Thing is Clear

She dedicated herself to inspiring excellence and encouraging administrative professionals to reach for the stars! Her company, Office Dynamics International, is a global industry leader offering a broad range of solutions and providing high-performance, sophisticated executive and administrative assistant training and coaching.

Executive assistants, their executives, Human Resources business partners, administrators and managers have come to rely on Office Dynamics International, because “only Joan is Joan.” Joan Burge is an original; the foremost expert in the demanding field of management support. She put in the hard work and high investment required to earn the reputational excellence and uncompromising trust of leaders in business. She illuminates and empowers through her teaching, building better work relationships and higher levels of communication between executives and their assistants.

Joan’s never-ending quest to provide premier educational programs and information has earned the respect of elite clients including Cisco Systems, The Boeing Company, Humana Inc., Procter & Gamble, AT&T, Caterpillar and Chevron Corporation.

See Joan’s extensive background as an industry expert, passionate advocate, creator of unique and specialized training through premier coaching and mentoring at

[www.OfficeDynamics.com](http://www.OfficeDynamics.com)



Joan is best known for her highly-acclaimed Star Achievement Series® course. This flagship training program has inspired thousands of administrative professionals to achieve excellence. Through this certification course, administrative professionals can earn a curriculum-based designation, the CEAP (Certified Executive Administrative Professional).

She is the creator and host of the “Event of Distinction” Annual Conference for Administrative Excellence™ (started in 1993); the World Class Assistant™ Certification course (since 2005); more than 30 customized workshops and seminars for executive and administrative assistants. She has authored 8 books; 4 for administrative and executive assistants.

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