



**europaean**  
MANAGEMENT ASSISTANTS

***Secretaries in Europe:  
Differences and Similarities -  
Changes and Trends***

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# ***THE ORGANISATION IN ITS ENVIRONMENT***

- **Globalisation and internationalisation**
- **The new Europe**
- **Technological progress**
- **Information era**
- **Market and client orientation**
- **New management concepts and structures**
- **Focus on core business, decentralisation**
- **The new responsibility**

# ***THE SECRETARY OF TODAY***

- **International environment**
- **Technology: efficiency and effectivity**
- **Focus: job contents/specialisation**
- **What´s in a name?!**
- **Project management**
- **The new role: lifelong learning**
- **Identification with the boss or with the organisation?**
- **Identity and image**

# ***OUR COLLEAGUES IN EUROPE***

- **The image should still be improved.**
- **Cultural differences influence the development of the profession.**
- **Internationalisation and technological development meet traditional patterns.**



# ***TRENDS***

- **The traditional secretary is a dying breed!**
- **Recognition for levels of personal performance**
- **“1 to 1” or assisting a team:  
CCO + I!**
- **Process- and information management**
- **Careers: more in horizontal direction**
- **Professionalisation**
- **Lifelong employability: flexibility**

# ***WHAT WILL BE NEEDED MORE?***

**priority management**

**meeting organisation via  
multimedia**

**leading a team of secretaries  
or administrative staff**

**purchase and contract negotiation**

**team meetings involvement**

**process improvement**

**negotiating and influencing**

**multimedia usage**

**research ability**

**computer literacy**

**coaching**

**event management**

**to collect and interpret data**

**problem solving**

**presentations and training  
delivery**

# ***... AND WHAT ELSE?***

**meeting organisation (in one place)**

**to deal with  
budgets and  
figures based  
tasks**

**delegation**

**leading / co-ordinating  
team meetings**

**knowledge of corporate protocol,  
policies and procedures**

**diary management**

**time management**

**conflict management**

**travel management**

**participation in  
team meetings**

**project management**

**reports and documents design**

**representation of managers/teams  
in meetings**

# ***IT IS YOUR FUTURE!***

- **Take a proactive approach**
- **Adapt to change**
- **Perform knowledge intensive tasks**
- **Master new technologies**
- **Be role models for new corporate cultures**
- **Integrate into international and individualised company set-ups**
- **Perform new roles: project, process and information management**



# ***IT IS YOUR FUTURE! - 2***

- **Add value to the organisation, show this value and make your contribution measurable**
- **Create and reinforce your position through professionalism**
- **Work permanently on your own luggage**

***... and be ready for the future -  
with confidence!***

