

THE FUTURE OF THE PROFESSION

The EA Roundtable Series - Perth



WHAT IS THE BIGGEST CHALLENGE FACING THE EA PROFESSION RIGHT NOW?



THE FUTURE OF THE EA PROFESSION REQUIRES...



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ADVANCING CAREER OPPORTUNITIES	Desire for clearer pathways to grow & progress
AI ADOPTION & INTEGRATION	AI use, integration, & impact
AI AS BOTH CHALLENGE & BENEFIT	Mixed perception of opportunity vs risk
AI AUTOMATION REPLACING TASKS	Concern about task substitution
BEING SEEN AS STRATEGIC PARTNERS	Shift from admin to leadership partnership
BEING STRATEGICALLY VALUED & RELEVANT	Maintaining value in an AI-driven workplace
CAREER PROGRESSION LIMITATIONS	Perception of restricted pathways
COMPANIES OFFSHORING EA ROLES	Movement of work offshore
EVOLVING ROLE EXPECTATIONS	Transition to higher-value, strategic work
EXPECTATION GAPS (BEYOND DIRECT MANAGER)	Managing multiple stakeholder expectations
KEEPING UP WITH AI & TECHNOLOGY	Pressure to continuously adapt
LACK OF EMPOWERMENT/VOICE AT THE TABLE	Need for greater influence
MANAGERIAL EXPECTATIONS DRIVEN BY AI SPEED	Unrealistic productivity comparisons
NEED FOR PROPER AI TRAINING	Capability building required
QUESTIONING EA NECESSITY	Concern executives may self-serve tasks
RECOGNITION OF EA AS A PROFESSION	Desire for professional status
RELIANCE ON AI REPLACING ROLES	Risk of redundancy
ROLE SHIFT TO STRATEGIC/GOVERNANCE WORK	Moving away from low-value admin tasks
TIME PRESSURE & LAST-MINUTE DEMANDS	Ongoing operational challenge
TRUSTED STRATEGIC ASSISTANT IDENTITY	Positioning as high-trust advisors

THE FUTURE OF THE EA PROFESSION REQUIRES...

ADVOCACY FOR THE EA ROLE AND PROFESSION	Strong emphasis on speaking up, visibility, and demonstrating value
CAREER IDENTITY AND TITLE EVOLUTION	Desire to redefine titles (e.g. Executive Manager) and clarify role distinctions
COMMUNITY CONNECTION AND NETWORKING	Importance of peer engagement, events, and shared learning
EXECUTIVE AND ORGANISATIONAL ADVOCACY	Need for leaders and organisations to champion EA value
LEADERSHIP AND STRATEGIC CAPABILITY DEVELOPMENT	Growth into strategic, stakeholder-focused roles
PROFESSIONAL DEVELOPMENT AND QUALIFICATIONS	Demand for formal training, frameworks, and accreditation
RECOGNITION, REMUNERATION, AND ORGANISATIONAL SUPPORT	Alignment of role value with pay, structure, and support
ROLE CLARITY AND DIFFERENTIATION	Clear distinction between EA vs admin and evolving expectations
SELF-BELIEF, CONFIDENCE, AND SELF-ADVOCACY	Personal responsibility to step up, use voice, and invest in growth
STAKEHOLDER ENGAGEMENT AND INFLUENCE	Strengthening relationships and influencing without authority
UPSKILLING TO MEET FUTURE DEMANDS	Adapting skills (including digital, AI, and business acumen)
VISIBILITY OF VALUE TO THE ORGANISATION	Making impact measurable and understood

The Digital Transformation

AI CAPABILITY, ACCURACY AND UNDERSTANDING

- Differences of AI answers between the programs, learn what works
- Awareness in different AI modes
- Informational accuracy concerns – privacy approach

CONFIDENCE, ADOPTION AND CHANGE MANAGEMENT

- Using in order to overcome the fear
- Sell it at your level of confidence, come in with A sell-it plan, personal or professional
- By early adoption – optimised approach
- If incrementalism are then sees ad progress

ROLE OF THE EA AND HUMAN OVERSIGHT

- Take AI as complimentary assistant to the assistant
- Manage to socialise the EA role
- Concerns: roles that are supportive mode being given to AI for automating
- Human involvement still need for things like safety, workflow - human interface

PRIVACY, GOVERNANCE AND RISK

- Having closed eco-systems to help monitor and manage confidentiality
- Digital adoption, scope of your role, the managerial acceptance of AI changes to be implemented, and leading colleagues in learning

SKILLS, TRAINING AND ORGANISATIONAL ENABLEMENT

- Refine and redefine, still need the skills, thought-processes and time management... improves tasks but doesn't complete all tasks (I.E.: Spreadsheet templates)
- Series of training courses ongoing/available in-house vs external services, online (?)
- The next generation, entitlement, universities refuse AI for assignments etc

FUTURE WAYS OF WORKING

- Next 2-3 years - agentic AI, dashboards (IT), workflow orgs
- Similar to the paperless approach – output

Influence, Leadership & Strategy

SELF-ADVOCACY AND CONFIDENCE

- Speak up for ourselves; back ourselves
- Power to influence, we need to empower ourselves
- We feel others might not value/back us
- Confidence (self)

BOUNDARIES AND WORKLOAD MANAGEMENT

- Boundaries,
- Spread the load
- Managers to create culture that stops people coming to you

EMPOWERMENT AND CAPABILITY-BUILDING

- Encourage staff to be empowered to get the answers/ solutions

STRATEGIC POSITIONING AND VISIBILITY

- Attend strategic meetings to build you will be seen as a leadership partner
- Retitle = "leadership partner"

COMMUNICATION AND RELATIONSHIP-BUILDING

- Open. Honest, frank and fearless
- Knowing your people

Capability & Future Skills

COMMUNICATION & RELATIONSHIPS

- People ↑ Aspect – Relationships? Human
- Active listening
- Communication
- Sounding board
- Relationship management
- Teacher & mentorship

ADAPTABILITY, MINDSET & BEHAVIOUR

- Adaptability
- Agile
- Open minded, curious
- Mindset, skills & behaviour
- Professionalism
- Behaviour
- Can-do attitude
- Assertive
- We can do more

FUTURE READINESS, AI & MODERN EA CAPABILITY

- AI
- Leading w/out authority
- Transactional EA X
- “First Responder”
- Psychosocial
- Proactive – anticipate needs

LEARNING, GROWTH & STRATEGIC CONTRIBUTION

- Identifying progression opportunities
- Learning
- Strategy, getting onboard
- Individual opinion
- How much you want the job
- The job
- Go extra miles

Barriers & Organisation Change

LEADERSHIP, VOICE AND PSYCHOLOGICAL SAFETY

- Leaders being [unclear] competing for voice.
- Don't speak out:

COMMUNICATION AND UNDERSTANDING

- Communications
- Listening
- Language understanding on "AI"

CHANGE READINESS AND CONFIDENCE

- Change
- Confidence

WELLBEING AND WORK CONDITIONS

- Work + life balance

CAREER AND REWARD

- Career path and development
- Salary
- Benefits / branding

COLLABORATION

- Teamwork
- Re-negotiation

Professional Identity & Perception

RECOGNITION AND STRATEGIC POSITIONING

- EAs should be recognised as people leaders, change champions, influencers, trusted partners
- Also as a qualified role in theory, part of the leadership team
- We are not viewed as important / strategic as other roles
- Key member of the leadership – a voice at the table that is heard and valued
- Strategic partnership – more than admin

VALUE AND CONTRIBUTION

- Outdated EA role: experience as valuable (if not more) than certification. We're not just "support"
- We are the "ai" of the organisation!!!
- Depending on their outlook – we bring a value to the team. Very broad skillset – i.e. Decision-maker; economic/social value and efficiency; attention to detail + high level of trust
- We feel valued

PERCEPTION AND STEREOTYPES

- We are just "the glue", "the schedulers", "the time keepers"
- It's a female role = maybe because it's viewed so negatively.
- Misconception – no degree – undervalued.

PROFESSIONAL DEVELOPMENT & ADVOCACY

- Workshop on re-branding EA's CV / LinkedIn to showcase our strategic value in "business language"
- Power of networking

Change, Disruption & Future Trends

EVOLVING EXPECTATIONS OF THE EA ROLE

- Broader operational knowledge
- Governance
- Business acumen
- Increase strategic skills
- Look after multiple execs
- Cross functional responsibilities.
- Hard.
- Be actions to make sure execs are doing their roles.

HUMAN CONNECTION AND JUDGEMENT

- Human interaction 1:1.
- Minutes: human is the final/key part.
- Sounding board.
- AI -> more valuable with human connection

CAREER GROWTH, RECOGNITION AND THE FUTURE PROFESSION

- Future development.
- Career progression.
- Self advocacy.
- Detailed PD
- Culture
- Value of EA role
- Awareness -> Org
- People passionate about the role.
- Career EAs.

CHALLENGES AND RISKS

- Title remain the same
- Limited career path
- Convo not happening
- Having support person
- Risk
- Flight risk
- Loss of trust.

OPERATIONAL EFFICIENCY AND TECHNOLOGY

- Solutions + technology.
- Less manual handling of tactical tasks i.e. note taking, calendar management
- F/U are doing their [unclear]/proactive.
- [Role] capability x skill.
- Approachability.

WELLBEING, RESILIENCE & PERFORMANCE

BOUNDARIES AND SUSTAINABLE WORK PRACTICES

- Set boundaries
- Boundaries
- Advocate for yourself
- Working to outcomes not hours
- Trust, flexibility – work still gets done
- WFH, ADOs etc
- Constantly being asked to do more
- Invisible work

EXECUTIVE PARTNERSHIP AND STRATEGIC ALIGNMENT

- Support of your leader
- Conversations with executive on what we can do / support / learn
- EA / Executive need to set priorities each week, align with business context
- Lift conversations
- Make time – be strategic

CREDIBILITY, VISIBILITY AND PROFESSIONAL CONTRIBUTION

- Building credibility
- Ask questions, see needs, put your hand up
- Be available in a mentorship role to others
- Always open to new ideas

CAPABILITY DEVELOPMENT AND CAREER FRAMEWORKS

- Framework
- Global skills matrix or competencies / skillset / resource plan
- Professional development

HEALTHY CAREER AND RETENTION

- #Healthy Career
- Company EAs low turnover
- Good workplace: supportive, flexibility
- Longevity / Wellbeing
- Flexibility
- Trust
- Connection
- Perks

BURNOUT, REWARD AND RECOGNITION

- Burnout
- Pay, remuneration, bonuses

the **EA** institute



THE RITZ-CARLTON

PERTH



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