

how the role of a secretary has changed over the years

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agenda

- role
- qualifications
- technology
- future opportunities



secretaries.g

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Πανελλήνιο Συνέδριο
Γραμματέων & Top Management
Assistants

Σάββατο
15•10•2011

Ωρα: 10.00-18.00

Ξενοδοχείο: Novotel

ΕΠΙΣΗΜΟΙ ΤΡΟΣΤΗΡΙΚΤΗ

europcan
MANAGEMENT ASSISTANTS

why?

- **past:**

- ✓ evolution
- ✓ barriers / obstacles
- ✓ achievements
- ✓ a look back



- **present:**

- ✓ predict future opportunities
- ✓ a look ahead



past work role

- limited responsibilities
- typing
- greeting visitors
- storing information
- answering phones
- took dictation
- making office coffee



present work role

- lend their input in business meetings
- global
- participants
- right hand person
- gatekeeper
- specialists
- managerial role



qualifications: past vs present

PAST
Secretarial School Graduates
Good Typing Skills or Shorthand
Good Communications Skills
Industry Knowledge
English

PRESENT
University Graduates
Excellent PC skills
Excellent Business Communications & Negotiation Skills
Overall Business Acumen and Knowledge
Additional Languages (French, Italian, German, etc)

qualifications

- accounting
- administrative procedures & technologies
- advanced word processing
- applied computer technologies
- business English / math
- business management skills
- personal & professional development
- spreadsheet applications

technology

- typewriter/carbon sheets
- date stamps
- telex machine
- old telephones systems



technology

- telework
- cell phone
- call-forwarding
- video-conference
- multiparty conference calls
- internet



technology

Microsoft®

msn™

Hotmail®

GROUPON

Collective Buying Power

myspace.com

Google™

PayPal®

flickr

LinkedIn®

XING®

twitter



YAHOO!

facebook



amazon.com®

ebay

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randstad

future opportunities

new administration titles

- ✓ knowledge manager
- ✓ information manager
- ✓ resource manager
- ✓ executary
- ✓ business operations manager
- ✓ customer experience executive



future opportunities

new trends

- ✓ entrepreneurship
- ✓ business management
- ✓ finance management
- ✓ independence
- ✓ presentation skills
- ✓ solid experience



conclusion



- ✓ a more advanced **role** within an organization
- ✓ secretaries have more **qualifications**
- ✓ new **technology & devices** have helped secretaries contribute and develop
- ✓ secretaries' **future** is more promising

any questions ?

thank you!

good
to know
you