



"THE NEW CULTURE OF ADMINOLOGY"

A WHITE PAPER
PRESENTED BY
OFFICE DYNAMICS
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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 training, nor do they plan for succession of support for their top executives. Most Administrators do not know how to plan their career or manage their development. They are looking for dynamic, gifted leadership.

PREVIOUS OPTIONS

Various entities and associations have barely scratched the surface. Across the board, there is a general lack of investment in Administrative Professionals (even by Administrative Professionals themselves!). “One size does NOT fit all” for training and developing these valuable assets to corporate success. As the global economy transitions from a manufacturing arena to the new knowledge economy, Administrative Professionals and businesses alike must grapple with the maintenance of core values and behaviors while firmly grasping that knowledge is now a product.

PRAXIS SOLUTION

Office Dynamics offers broad, visionary solutions for Administrative Professionals to grow and advance their skills and tools so that they can more aptly deliver the bottom line for industry worldwide. Their new brand, “Adminology” is a new culture, a new way of working which is the first step for Administrative Professionals to achieve dynamic growth and development. Adminology combines the Art + Science of the profession, building confidence, skill and developing leadership qualities. It is success, personified.

BENEFIT 1

Adminology's optimization provides effective, full use of talents and capacities in Administrative Professionals, allowing management to function better, thereby fully impacting the organization's bottom line.

BENEFIT 2

Adminology prepares Administrative Professionals and their organizations to prepare for the future succession of top executives' administrative support.

BENEFIT 3

Adminology teaches a holistic approach to administrative competencies. It 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.

IMPLEMENTATION

Adminology is available to anyone (Human Resource Professionals, Managers, Training and Development Professionals, Administrative Professionals) and provides a vast array of resources. After registering online for this free opportunity, anyone will have access to articles, podcasts, White Papers, in-depth surveys, booklets, and webinars.

SUMMARY

Adminology is the first step to the emerging new culture blending Art and Science into the successful Administrative Professional's career path. The 21st century has emboldened those with drive and charisma to lead the way to a new movement of flawless execution and advancement as a career professional.

INTRODUCTION

This White Paper will introduce Office Dynamics and its founder and CEO, Joan Burge. Over 20 years ago, Joan was driven by a desire to advance the administrative profession in a new way. Seeing a huge gap in the level and quality of professional development Administrative Professionals¹ received compared to their leaders, Joan started her own training company, Office Dynamics. Her passion to lead, guide, mentor, and teach individuals to strive for administrative excellence is second to none.

Joan has personally worked with and touched the lives of literally thousands of Administrative Professionals. Additionally, she has provided one-on-one coaching to C-level executives, 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 in the administrative function.

With Joan's 20-year proven track record in administrative curricula development and training, it seemed only natural that Joan Burge and Office Dynamics would now take on the task to create a movement to change the future of the career Administrative Professional.

"Joan Burge has led the way in articulating and implementing a new vision for one of the most vital and overlooked professions in American business--the executive assistant."

Mike B. McCallister,
President & Chief Executive Officer
Humana Inc.

¹ Office Dynamics uses the term "Administrative Professional" as an umbrella representing the 20+ titles used by today's businesses in various industries for those working in this profession.

Office Dynamics offers many key components for Administrative Excellence for executive administrative development, namely, Adminology™; the Annual Conference for Administrative Excellence™; The Star Achievement Series® curriculum; World Class Assistant™ certificate program; plus website, books, White Papers, blogs, research, webinars and more. This White Paper will focus on Adminology, the Art and Science which is creating a new culture for the 21st century Administrative Professional.

THE VITAL, YET OVERLOOKED, PROFESSION

At the 2009 Office Dynamics 16th Annual Conference for Administrative Excellence, founder and CEO, Joan Burge asked the audience, "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. None of the attendees answered the question. Standing in amazement, Joan Burge asked the questions again. No one responded. This was a tremendous wakeup call that 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.

"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,
President &
Chief Executive Officer
Humana Inc.

NO "PLAN B"

Case in point: 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. Will companies be ready for this inevitable transition?

THE NEXT DECADE BEGINS!

Who among us doesn't remember the perceived crisis of Y2K? That was ten years ago, but it seems like eons since everyone worried about the changeover from 1999 to 2000. Now we again face a new decade: 2010. What is going to be different during the next 10 years for the administrative community? (This is not referring to their work. That is a given.) How are they, as a community, as a group, as career-minded professionals, going to make great strides for themselves and their profession?

LACK OF INVESTMENT

While 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 for their administrative staff.

Conversely, there are thousands 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 like:

- * "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."

Successful Administrative Professionals must put this thinking behind them. They know their career creates their future. The world is changing fast. If a person cannot make the changes required to meet the demands of the workplace, they will become obsolete.

"The day you stop learning is the day you start dying." – Unknown

"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.

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. We 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.

THE SOLUTION

Office Dynamics offers broad, visionary solutions for Administrative Professionals to grow and advance their skills and tools so that they can more aptly deliver the bottom line within their own industry, worldwide.

Through its ongoing research, Office Dynamics developed a new philosophy and movement that encompasses both the Art and Science of administration, which is titled Adminology™. This movement combines the administrative skill-set with a passionate belief that the work is a profession—a true career and calling.

Adminology is a culture of change; an attitude of expectant enthusiasm. Changing a mindset opens doors to the possibilities for career growth and maximized potential. Adminology includes tangible, web-based resources at OfficeDynamics.com and an annual conference for administrative excellence.

Adminology is accessible to every Administrative Professional at every level worldwide.

Adminology is for the individual who TRULY wants to have a career in the Administrative Profession. A person who sees this as a career of choice, not something done until something better comes along. It has to do with pride in the profession. It is not for the frivolous or faint of heart. It is for individuals who are prepared to step up to the plate, have the courage to be a catalyst for change, and be a role model. It is for the person who wants to put effort into the profession; not just rest on past laurels. It is for career-minded administrative and executive assistants who believe, "This is where I can differentiate myself from everyone else."

BACKGROUND: HOW DID ADMINOLOGY SURFACE?

Adminology was originated by a need for direction and leadership for Administrative Professionals. Since 1970, Joan Burge has been a passionate advocate for the administrative profession. Fresh out of high-school secretarial classes, Joan immediately

took her career seriously, planning early on to advance in the profession. Over a 20-year administrative career, Joan worked in 12 different companies, in 5 states, in a variety of industries working her way up from Receptionist to Executive Assistant to C-Level Executives and CEOs. She has “seen it all” and is dedicated to the task of delivering results and detailed, specific tools to enhance the profession. Her vision and expertise was the catalyst for the creation of Office Dynamics and the Adminology movement.

WHAT IS ADMINOLOGY?

Adminology is the new, ongoing, ever-evolving philosophy of the Administrative Profession. It is the purposeful study of past workplace trends and successes, blended with the highest new standards evolving today and tomorrow.

Adminology addresses critical time-proven competencies blended with new skills, attitudes, and behaviors required to be successful in this profession both now and into the new decade.

Adminology combines the art and science of the profession to achieve maximum success by incorporating and leveraging time and talents. It is a new culture within itself.

Adminology provides leading edge information and strategies that will be the new conduit for the Administrative Profession. Its future-focused thinking will bring out the best in Administrative Professionals. It is success, personified.

Adminology sets a new standard, reaching out to today's brightest Administrative Professionals. Top companies, both large and small, from one Administrative Professional to thousands around the globe, will benefit. Webinars, podcasts, White Papers, in-depth surveys will all be part of Adminology.

OPTIMIZATION

Optimization means to enhance the effectiveness of something; to make something function at its best. When Administrative Professionals fully utilize all their talents and capacities, their managers will function at their best because they will be able to focus on the work they do that brings value to the company and impacts the organization's bottom line.

PREPARED FOR THE FUTURE

Administrative Professionals within the Adminology movement anticipate their role in 2010 and beyond, developing the following competencies:

- * mastery of technology
- * completion of complex tasks in a timely fashion
- * work with precision
- * admirably adept at planning and coordinating activities (ex: Director of Calendaring)
- * build enduring business relationships
- * employ excellent communication skills
- * work proactively (3 or 4 steps ahead of the executive, not just 1 or 2 steps ahead)
- * self-motivated for professional development, career and goal achievement
- * social networking
- * creating a stellar career
- * critical thinking skills

- * emotional intelligence
- * strategic thinking
- * data protection and security
- * creating a memorable personal image, i.e., "branding"

Administrative Professionals will experience success in their profession when they embrace the mind set: "I will instill excellence into every day by mastering skills, artfully applying expertise and establishing great chemistry with everyone I encounter."

GRASPING THE HOLISTIC APPROACH

Adminology's Success Formula is: Art + Science = Success™.

For every administrative competency area (see Adminology Skill Set™), there is both Art and Science.

The first part of the Success Formula is Art. 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 part of the formula truly differentiates the ordinary Administrative Professional from the extraordinary highly-empowered executive Administrative Professional.



Adminology Skill Set™

*Attitude Management
& Inner Drive*

Building Relational Alliances

Cognitive Career Management

Complex Calendar Control

*Creating a Memorable
Professional Image (Brand)*

Critical Thinking

*Deadlines & Personal
Accountability*

*Emotionally Intelligent Office
Communications*

*Meeting Preparation,
Implementation & Facilitation*

Optimizing Space & Time

Peer Synergy

Perpetual Mastery of Technology

*Simultaneous Synergistic Support
for Multiple Managers*

Strategic Executive Partnerships

*Supporting Organizational
Objectives with
Autonomy & Authority*



The second part of the Success Formula is Science. Science is having all skill processes at mastery level. It is flawless execution, precision, and knowing the very best way to:

- * track, follow up, and follow through on assignments
- * manage e-mails
- * organize the workday in a way that makes sense and use time wisely
- * communicate as intended
- * synergistic catalyst skills: directing others to take action on requests
- * mastering technical skills and company protocol for information management; data protection and developmental trends with the industry's culture

HOW WILL OFFICE DYNAMICS BRING THIS TO THE WORLD?

Adminology will be the biggest shift in the history of the administrative profession in the 21st Century. Participants will be part of a grassroots movement setting the future for millions of Administrative Professionals.

Information will be disseminated through articles, podcasts, webinars, White Papers, CDs, in-depth surveys, booklets, and more. Administrative Professionals must register to access this highly valuable and career-changing information. It's free to join.

The grassroots movement will grow through Administrative Professionals spreading the word; proudly displaying products from the Adminology Collection™ which will encourage questions from others about the profession and this new culture. This will give Administrative Professionals a chance to educate non-administrators about their career and the valuable contributions they provide to businesses.

Administrative Professionals will be inspired to become a Certified Adminologist™. This is not a Professional designation; it is an important [document](#) to display in the work area or in a career portfolio, communicating to others the following commitments:

- This is a career of choice.
- Adherence to certain protocol and standards for the profession.
- A vow to continue the study of the profession (taking the career seriously).
- Understanding the history of the profession and its impact on the future.

***IMMEDIATE,
FREE ACCESS***
Whether an Administrative Professional, a Manager wishing to learn more about this great profession, or a Human Resource or Training and Development Professional, you can join today.

SUMMARY

Adminology is the first step to the emerging new culture blending Art and Science into the successful Administrative Professional's career path. The 21st Century and the new decade have emboldened those with drive and charisma to lead the way to a new movement of flawless execution and the continual advancement of growth in an unending pattern of development.

Adminology provides relevant tools for focused, specific training which is "spot on"; it prepares Administrative Professionals and their organizations for future needs; it encourages development of bright, top-quality professionals; and enhances Administrative Professionals' competencies, pride and passion in the career path.

The Art and Science of Adminology enhance but do not replace Office Dynamics' essential and successful training and development programs: The Star Achievement Series® and World Class Assistant™. These exclusive philosophy-based certification programs fall under Office Dynamics University, and are additional enhancements to any

Administrative Professional's portfolio. For more information about these certification offerings and Office Dynamics University please visit the Office Dynamics website.

Attention Media Outlets: For interviews with Joan Burge, founder and CEO of Office Dynamics, call 1-800-782-7139 and speak with Jasmine Freeman, Chief Executive Assistant.