



EA Signature Series

The EA Evolution - Looking Beyond AI

Date/Time:

Tuesday, 8 Oct 2024

Wednesday, 9 Oct 2024

Location:

W Brisbane

Welcome from EAN!

It is with great pleasure that we invite you to 2024's EA Signature Series. The past 12-months have been ground-breaking for the modern workplace with the introduction of AI and Automation technologies becoming commonplace. Couple these breakthroughs with the shift to how people are working - remote, hybrid, agile and virtual. This is just the beginning of the 21st Century's great workplace evolution. An evolution that will reinvent and redefine the Executive Assistant and Executive Support role.

Evolutions identify the opportunities and discard the obsolete. Out with the old, and in with the new. The speed and impact of shift from the old to new will be dramatic and catch many off guard. Change and uncertainty is guaranteed. For the career EA, complacency is not an option!

Now is the moment to step up and thrive in an environment of uncertainty. Harness your EA Intelligence over artificial intelligence. Move from service and support to sophistication.

We see two evolutions occurring simultaneously – a Workplace Evolution and an EA Evolution. At this year's 2024 EA Signature Series we address both aspects. We will be taking you beyond the technology and engaging your human advantage. Shining a light on the trends of disruption and building a mindset for the future.

Join your peers and gain clarity into the future of the EA role and understand how to be a part of this great evolution.

Natasha Cannon



EXCEPTIONAL SPEAKERS



Marty Wilson
International TEDx Speaker
on Resilience & Change,
Corporate MC, Former
Australian Comic of the Year



Kirryn Zerna
Keynote Speaker,
Masterclass Presenter &
Author



Catherine Molloy
International Keynote
Speaker & Communication
Expert



Kim Seeling Smith
Business Futurist.
International Speaker,
Trainer, Coach, Mentor and
Author



Matt Brady
Motivational Keynote
Speaker, Australia's number
one Fire-walking and Glass-
walking instructor

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Brisbane Schedule

Day 1

Day 2

Workplace Evolution

- 1.00 PM WELCOME
- 1.10 PM The Evolving Role of EAs in the Age of AI
 David Thomson
- 1.30 PM Workplace 2035: Thrive in the age of AI and the Polycrisis
 Kim Seeling Smith
- 2.15 PM Preparing for a Bold Future - Strategies for Certainty & Innovation
 Marty Wilson
- 3.00 PM BREAK
- 3.30 PM The Connect Effect - The Art of Deeper Connection in a Digital World
 Kirryn Zerna
- 4.15 PM Consciously Leading: The EA's Human Advantage in a Tech-Driven Era
 Catherine Molloy
- 5.00 PM End of Day 1
- 5.15 PM Networking Drinks

EA Evolution

- 9.00 AM WELCOME
- 9.15 AM Building your EA-I with the tools of Negotiation and Advocacy
 Sonia McDonald
- 10.00 AM The Power of Human Connection
 Dr Mark Williams
- 10.45 AM BREAK
- 11.15 AM Conquering Fear and Embracing Risk
 Matt Brady
- 12.00 PM Keynote – Opportunity from Disruption
 Karen McCarthy

*Human + machine collaboration.
While some manual labour will
indeed be eliminated by intelligent
machines, far more jobs will be
augmented by them.*

Day 1 - 8 Oct

WORKPLACE EVOLUTION

Day One - Focused on the Workplace Evolution.

This day covers themes on technology and other disruptors to the workplace. Specifically looking at AI and beyond, we identify the specific traits you'll need to ensure you retain high trust and flexibility in the modern organisation.

There is no new normal. The one constant is change. What used to work is no longer sufficient for top performance.

From the six-generational workplace, to connecting with local, remote and disparate teams, we ensure you are adapting to the new ways of working, and building a more effective and resilient Executive Support partnership.

1.00 PM WELCOME

1.10 PM THE EVOLVING ROLE OF EAS IN THE AGE OF AI



The *New Normal* is the "No Normal". Change is now the predominant activity of modern workplaces, requiring EAs to innovate and grow. Your ongoing success will be determined by how well you navigate the unexpected and build new strategies for the future.

In this session, David will look at how the EA role is expected to develop in the face of technology and workplace changes. Plus get you thinking about how to best position your mindset to see the opportunities. If you still think the EA role is all about minutes, meetings and inboxes then there's a chance you will struggle in the coming years. Start evolving your perspective to see the opportunities in the new EA role.

- The *No Normal* workplace - Looking beyond AI as a disruptor.
- Taking stock of how EAs can tame technology.
- Building your roadmap for the future.

David Thomson

1.30 PM WORKPLACE 2035: THRIVE IN THE AGE OF AI AND THE POLYCRISIS



Did you know that 45% of global CEOs believe their companies won't survive the next decade without significant changes? This is a wake-up call from PwC's latest CEO survey.

With AI accelerating at breakneck speed, the convergence of multiple crises (the 'Polycrisis'), and an unprecedented talent shortage, the coming decade is set to be both extraordinarily challenging and exhilarating.

To not only survive but thrive in this transformative era, we need to go:

- From Revenue to Responsibility: The business evolution required for today's consumer and workforce
- From Employees to Entrepreneurs: The workforce revolution and its implications on success
- From Desk to Distributed: The workplace renaissance changing how and where we do what we do
- From Command to Connect: The leadership evolution that must happen

Kim Seeling Smith

2.15 PM PREPARING FOR A BOLD FUTURE - STRATEGIES FOR CERTAINTY & INNOVATION



This session will delve into essential strategies for staying agile and proactive in an ever-evolving professional landscape. As technology and market dynamics continue to shift, it's crucial to anticipate challenges, embrace innovation, and maintain a proactive stance.

Day 1 - 8 Oct

WORKPLACE EVOLUTION

You will gain practical insights into scenario planning, risk management, and continuous learning to enhance your readiness for future challenges.

- Understand effective strategies for future-proofing the EA role amidst industry shifts and technological advancements.
- Gain insights into scenario planning and risk management techniques to navigate uncertainties effectively.
- Learn actionable tips for continuous learning to stay ahead in a dynamic environment.
- Develop an adaptable mindset that embraces change and fosters resilience in the face of rapid transformations.

Marty Wilson

3.00 PM BREAK

3.30 PM **THE CONNECT EFFECT - THE ART OF DEEPER CONNECTION IN A DIGITAL WORLD**



One of the biggest challenges organisations face today is the impact of the digital world on the depth and resilience of our connections – both with customers and within the business. Technology and AI have revolutionised communication, bringing global teams closer together, customer engagement at our fingertips. And yet, many of our leaders and teams are struggling to build deep connections in this digital landscape.

The Connect Effect takes you on a powerful journey to relearn the art of deep connection in a digital age. Explore this huge opportunity to use digital channels to exponentially increase innovation, reach customers all around the world and revitalise culture. It's about bringing the best of human connection with the best of technology to cultivate deeper and more impactful connections with customers and teams.

In this interactive and action-oriented session audiences will learn to:

- **Trust:** Discover the keys to spark authentic rapport, whether the first interaction occurs online or in person. Turn initial attention into meaningful engagement, creating a continuous cycle of opportunity.

- **Tribe:** Develop the rhythms and rituals that fast-track rapport for our new world of hybrid, globally diverse, digital teams, overcoming the digital communication divide.
- **Thrive:** Learn how to repair and strengthen connections when disconnection inevitably occurs. Embrace disconnection not as a failure, but as a chance to forge deeper, more resilient connections with customers and within your teams.

Kirryn Zerna

4.15 PM **CONSCIOUSLY LEADING: THE EA'S HUMAN ADVANTAGE IN A TECH-DRIVEN ERA**



As technology continues to revolutionise the workplace, the significance of human skills—empathy, communication, and emotional intelligence—becomes ever more critical.

This session will delve into the essential balance between leveraging technological advancements and preserving the irreplaceable human touch in modern workplace. We see the EA role becoming the Relationship Hub within the modern organisation, providing that human connection. In this session discover practical techniques to enhance emotional intelligence, build stronger professional relationships, and understand the enduring value of human skills in a digital age.

- **EA Intelligence Over Artificial Intelligence - Understanding the Synergy** between how technology and human skills complement each other.
- Understand the irreplaceable value of human skills of creativity, problem-solving, and adaptability in navigating complex challenges.
- Learn strategies to maintain meaningful personal interactions amidst increasing automation and digital communication.
- Understand the role of empathy in professional settings and how it fosters stronger, more authentic connections.

Catherine Molloy

5.00 PM **END OF DAY 1**

5.15 PM **NETWORKING DRINKS**

Day 2 - 9 Oct

EA EVOLUTION

Day Two – Focused on the Executive Assistant Evolution.

Your role is evolving at an amazing pace - *if you allow it!* To be part of that evolution *YOU* need to prepare and change your mindset, your approach, and even your beliefs.

We look at the Human-skills required to build a long and successful professional career. You will be challenged to examine your role with a more considered and innovative mindset. By expecting disruption and change you will learn what it takes to maintain composure and focus using, what we call, *Strategic Sophistication*.

You need to think differently, elevate your mindset, and capitalise on opportunities as they become available.

9.00 AM WELCOME

9.15 AM BUILDING YOUR EA-I WITH THE TOOLS OF NEGOTIATION AND ADVOCACY



EA-I, or Executive Assistant Intelligence is a primary skill for high performing EAs. In this session we'll delve into the essential theme of self-advocacy and negotiation at work. Exploring the dynamics of power in the workplace, the myths surrounding confidence, how to use effective negotiation strategies, plus practical techniques for self-advocacy.

This session aims to empower EAs to foster healthier work environments, enhancing both personal career trajectories and overall organisational success. You will leave with actionable methods to boost your confidence, influence, and negotiation skills, ensuring your voice is both heard and respected.

- Shattering Confidence Myths: True confidence involves vulnerability, collaboration, and openness to feedback, not aggression or dominance.
- Healthy Entitlement: Advocating for oneself is about recognising your value, setting boundaries, and ensuring fair treatment.
- Negotiation Techniques: Effective negotiation requires understanding mutual benefits and articulating how proposed changes can align with organisational goals.
- Intergenerational Confidence Dynamics: Understanding and fostering collaboration across generational views on confidence enhances workplace empathy and effectiveness.

- Victim to Creator Mindset: Moving from a reactive to a proactive stance in self-advocacy helps maintain and assert one's voice in professional settings.

Sonia McDonald

10.00 AM THE POWER OF HUMAN CONNECTION



As a social species, we have evolved brains uniquely wired for empathy, communication, and connection. These abilities have propelled humanity to extraordinary heights of innovation through collaboration and specialisation. Beyond driving progress, our capacity for meaningful connection is also our strongest defense against mental and physical health challenges. To thrive, we must connect with others—something that artificial intelligence, despite its rapid advancement, cannot replicate. AI lacks the collaborative, creative, and innovative capabilities inherent in human interaction, as it operates primarily on learned algorithms, simply reiterating what it has been taught. For leaders and executives to stay ahead, fostering real connections and collaboration with people is essential.

This discussion will delve into how our brains evolved to facilitate connection and why working with others is our most valuable asset.

Mark will offer practical advice on building strong relationships and explain why these connections are vital for our health and well-being.

Day 2 - 9 Oct

EA EVOLUTION

- Human Connection and Evolution: Our brains have evolved to prioritise empathy, communication, and social bonds, making human connection essential for innovation and well-being.
- Limitations of AI: Unlike humans, AI lacks genuine creativity, collaboration, and innovation, relying instead on pre-programmed algorithms and learned data.
- Importance for Leaders: For executives and leaders to maintain a competitive edge, fostering real connections and collaboration with people is crucial.
- Practical Advice: Practical strategies for building strong relationships will be provided, highlighting their importance for mental and physical health.

Dr Mark Williams

10.45 AM BREAK

11.15 AM CONQUERING FEAR AND EMBRACING RISK



Fear and risk aversion can immobilise even the most talented, hindering their full potential. Imagine tapping into your mind's incredible power to overcome fear and embrace once-impossible opportunities...

In this compelling keynote, unravel the secrets to unlocking your potential, attaining a flow state, and activating your inner BOSS (Brain's Optimal Success Strategy).

- BOSS Strategy Unleashed: Uncover the revolutionary BOSS (Brain's Optimal Success Strategy) method—a game-changing approach to quell fear and anxiety.
- Gain pragmatic insights into reshaping your thought patterns and conquering challenges with ease.
- Conquer Fear with Mind Power: Leverage your brain's extraordinary capabilities to transform fear into an ally, not a hurdle.
- Crush self-doubt, embrace calculated risks, and cultivate unwavering confidence in your own abilities.

Matt Brady

12.00 PM KEYNOTE – OPPORTUNITY FROM DISRUPTION



Our final speaker will move you and challenge you to live a life of wonder and fulfillment. Through their compelling story of triumph over adversity and practical insights into achieving personal and professional aspirations, you will be empowered to dream bigger, aim higher, and turn your aspirations into tangible successes.

This aspirational session will uplift us to see what could be, and inspire you to make it so.

Karen McCarthy

12.45 PM CLOSE OF EVENT

What Inspiring, insightful, informative & incredible sessions. Learnt, laughed and loved. Truly honoured to be there and hear from such amazing speakers. A must for all EA's to take some time out of the office and focus on you.

EA - 2023

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EA SIGNATURE SERIES

NETWORKING EVENING
COCKTAILS & CANAPES

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Any event at W Brisbane is sure to steal the scene. With approximately 1,100 square metres of event space and meeting rooms, W Brisbane provides fully adaptable conference equipment and world-class audio-visual facilities to set the stage for electric and unmistakable presentations.

Discover the epitome of cosmopolitan sophistication and dynamic energy at W Brisbane, our luxurious 5-star hotel located in the vibrant heart of Queensland's capital city, overlooking the iconic Brisbane River.

Unwind in one of our 312 stylish rooms, including 32 expansive suites offering panoramic views from South Bank to Mt. Coot-Tha and beyond. Delight in an immersive dining experience at our signature restaurant, The Lex, or enjoy expertly crafted cocktails at Living Room Bar. Pamper yourself at AWAY Spa or soak up the Sunshine-State sun at WET Deck, our rooftop oasis featuring a 24/7 pool and cocktail bar with stunning views.





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