

**ASSOCIATION OF  
ADMINISTRATIVE  
PROFESSIONALS**

WESTIN  
HARBOUR  
CASTLE

**JUNE  
1  
2023**

**AdminsRise**



lessons. leverage. leadership.



**admins**

**RISE**



# RISE

**/rīz/vɜrb**

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*move from a lower position to  
a higher one; come or go up.*





## Leadership: Setting Regular Goals



Setting short-term goals is essential since it takes time to develop the skills and experience needed for success and influence your surroundings.

## Leverage: Get feedback



Once you gain experience in your field, ask your managers and coworkers for feedback so you can understand your strengths and improve on your weaknesses.

## Lessons: Get in touch with your network



Keeping an active presence in your industry can enable you to discover job opportunities, maintain long-term professional relationships, and stay up-to-date on industry trends.

## Leverage: Utilize the company's resources



To advance your career within the company, your employer may offer management training programs.

## Leadership: Take the challenge



To improve your career, you need time, commitment, and motivation. Experiment with skills and ideas beyond your area of expertise frequently to push yourself out of your comfort zone.

## Lessons: Keep reading



Keep up to date on your industry's competitors, new products and services, and innovative ideas for the future by reading frequently about it.

## Leverage: Be curious about your industry



Explore the professional opportunities available in your industry as this can allow you to explore alternative career options and expand your network of connections.

## Leadership: Write often and share with your team



As you grow and develop in your profession you will gain confidence in your abilities, reflect on your experiences over time by documenting your accomplishments and sharing with your team for encouragement.

## Lessons: Participate in workshops and training programs



Attend workshops, training programs, and community events relevant to your industry to learn, grow, and keep up-to-date with new resources and information.

## Leverage: Get Organized

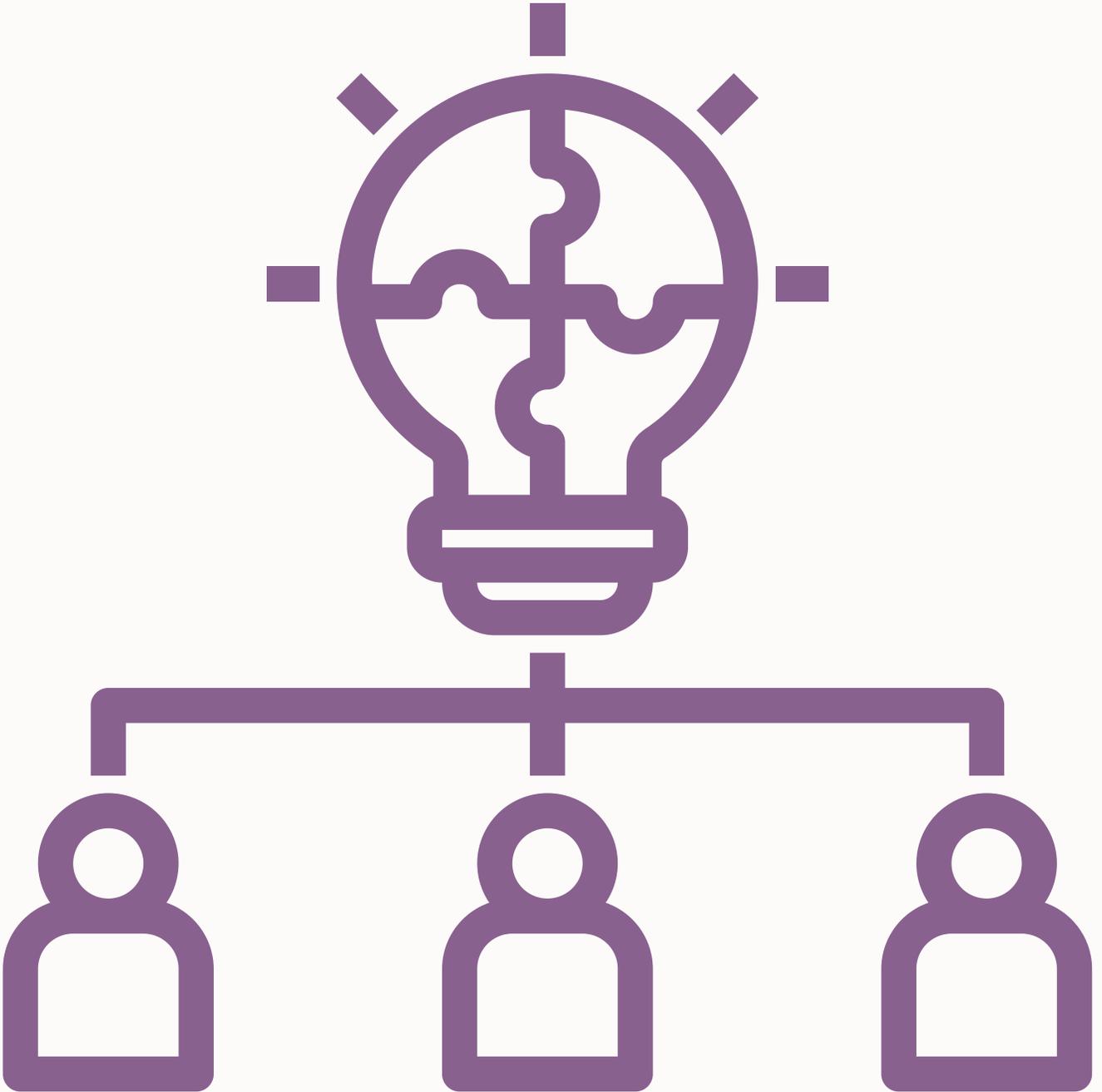


To stay organized, archive your past work, create a regular schedule, and plan your upcoming steps to achieve your career goals. By tracking your progress over time, you can stay focused on long-term goals.

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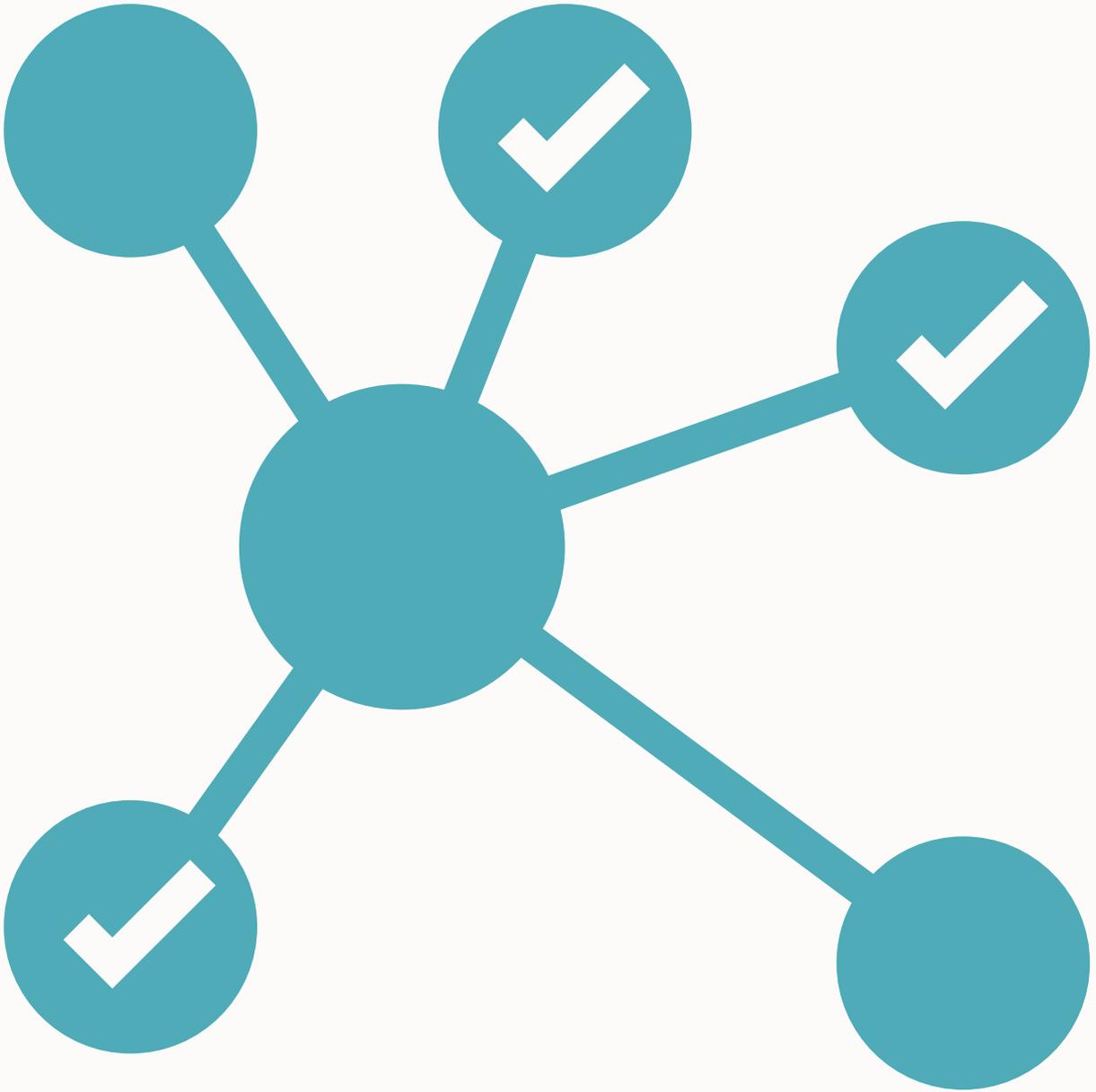


LESSONS

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LEADERSHIP.

# AdminsRise 2023



Lucy Brazier: Lessons, Leverage and Lead

Opening  
Keynote



Glynis E. Devine: How to Future Proof Your Career Using  
Lessons Learned from COVID

Breakout  
Session -AM



Shelagh Donnelly: Tapping into Design and Technology  
for polished presentations

Breakout  
Session - AM



Beverly Beuermann-King: Building Resiliency -  
Harnessing Energy: Everyday Lessons to De-Stress,  
Decompress, and Engage More In Life

Breakout  
Session -AM



Diana Brandl: Personal Brand, Storytelling and  
Learning to Lead

Lunch  
Keynote



Tammy Sherger: Lessons & Story Telling/The Art of  
Administrative Leadership

Breakout  
Session -PM



Shelagh Donnelly: Taking Chances on Yourself:  
Leveraging Career Capital

Breakout  
Session -PM



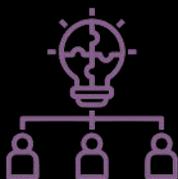
Glynis E. Devine: Leadership, Communications and  
Influence

Breakout  
Session -PM



Rhonda Scharf: Transform to Perform - Evolution, Agility,  
Innovation and Survival

Closing  
Keynote



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# LUCY BRAZIER

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## Lessons, Leverage and Lead

Nobody likes change, and there is fear and trepidation around what it means for assistants as we try to work out what the new world of work looks like. For many assistants, working in the office from Monday to Friday will be a thing of the past. As offices reopen, many are turning to a hybrid model that allows people to work in the office some days and at home for others. While being able to work remotely offers more flexibility, there's going to be a learning curve, for both companies and their employees.

But there is another side to all these changes, and it is one which will create an enormous opportunity for assistants to finally step into the role that you have always wanted it to be.

In this interactive session, we will explore what that looks like in reality, and how you can take advantage of it to establish yourself as a valued member of the core team.

We'll also discuss the unknowns that concern you, how to make the most of the changes to become a true strategic business partner, and why it's so important to be proactive when communicating, collaborating, and leading up.

### Learning Objectives:

- Find out how to take advantage of the opportunities that the reinvented world of work has created for you.
- Learn how to most effectively partner with your executive(s) in the new world of work.
- Help your team feel supported and comfortable and form collaborative working practices.



LESSONS.LEVERAGE.LEADERSHIP.

# GLYNIS E. DEVINE

# AdminsRise 2023



## How to Future Proof Your Career Using Lessons Learned from COVID

How did we get to where we are now? Glynis will lead us in exploring how to implement some of the best practices top admin executives used to move from support staff to business partner. Discover the importance of leveraging digitization to run the streamlined, agile, and sustainable systems necessary to drive success.

Glynis is going to discuss:

- Six simple (but crucial!) steps to go from support person to person of influence
- Making digitization work for (not against!) you
- Why an agile workplace is crucial now
- An 8-point guide to navigate even the most difficult conversation online
- The secret to become the most influential person in the room
- How to say no without it biting you in the \*\*\*
- Find out how to embrace the lessons we learned, leverage them, and lead strong in this endemic world.

You will leave with three immediately implementable actions!

# SHELAGH DONNELLY

# AdminsRise 2023



## Tapping into Design and Technology for polished presentations

Are you ready for a fun, interactive look at how to enhance the quality and delivery of all those presentations you prepare? Would you like some coaching to enhance your own presentation skills when facing a crowd, tips you can share with colleagues who could also use a bit of help?

We'll start with PowerPoint, and features that support accessibility and inclusiveness. Sometimes our colleagues present to groups in which audience members may have vision or hearing challenges, or whose first language is other than the presenter's. Some of the same technology can come in handy in a room with poor lighting or acoustics, or when presenting virtually.

We'll also look at combining creativity and business for all those presentations you prepare, as Shelagh brings the concept of design thinking to this year's conference. Bring your laptop with you, so you can practice using some of the technology Shelagh shares.

Note to Participants: Participants will need to have Microsoft 365 on their hardware in order to practice using some of the technology Shelagh shares. They do not need it to participate when Shelagh demonstrates the technology.

### Key Takeaways:

- PowerPoint features you've got to explore
- Design thinking for presentation decks
- How to polish your own presentation techniques



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BEVERLY  
BEUERMANN-KING



## Everyday Lessons to De-Stress, Decompress, and Engage More In Life

Building resiliency allows us to bounce back after stressful situations, minimize the negative impact of that stress on our health, and feel more in control of our life.

How do you stay healthy, boost energy, restore focus and bounce in the face of continuing challenge and uncertainty?

Success and longevity in our high-pressure-world hinges not just on our knowledge, but also on our ability to recover and remain energized during challenging situations and organizational changes.

Research shows that burnout and role overload are pervasive and that our mental health is at risk.

The way in which we work and the environment that we work in, can cause exhaustion and burnout. Without the right resiliency tools, stress can build to a level that seems too difficult to handle and can leave you feeling depleted. These reactions can leave you exposed to a variety of illnesses and injuries or can take you away from your passion, purpose, and life goals.

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Resiliency can be learned. Small shifts can have a major impact. Understanding the 10 traits of resiliency along with three simple questions, this interactive keynote will help you to choose the most effective strategies that will allow you to bounce back after a stressful situation, minimize your negative stress symptoms and risk of burnout, and engage more fully in your life.

Focus will be on identifying positive opportunities for self-care, utilizing practical approaches and solutions to building your resiliency, and integrating these resiliency strategies into your new reality. Discover how to effectively respond to challenges, cope through change, and harness your energy, so that you can finally focus on living your best life.

## Key Messages:

- There is a mental health continuum that we all move along and it is dynamic as we experience stress, challenge, and crisis.
- Success and longevity hinges not just on your knowledge and skills, but also on your ability to recover and remain energized during challenging situations
- Resilient people are able to sustain successful performance and positive well-being in the face of adverse conditions.
- Resiliency is created and sustained through adaptability, a sense of purpose and vision, insight and problem-solving, and garnering support.
- If the current reality is not ideal, you must move forward in creating your plan of action.



DIANA  
BRANDL

# AdminsRise 2023



## Personal Brand, Storytelling and Learning to Lead

Storytelling is integral when creating your personal brand. Storytelling also helps us become leaders supporting senior executives and leading administrative teams within our own companies. It helps us grow out of our comfort zone, and helps us in leading departments and getting a seat at the table through various projects.

This keynote will focus on creativity methods that make storytelling much easier for those who don't have a strong voice but can win with visuals. This in turn, will help us become much more agile and become the administrative leaders our organizations turn to for support.



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# TAMMY SHERGER

# AdminsRise 2023



## How I went from Overlooked to the C-Suite

Insider reveals the unrecognized opportunities for success when you work in a 'cost' department.

Have you ever thought is this all there is for me? I did! At the height of a successful career in big box retail I took a big leap to become an 'unlikely HR Manager.' I thought to myself how hard could this be? I've spent my entire career leading people to success. Was I wrong! The move to a 'support' area challenged everything from my identity as a highly successful leader and profit maker to the strategies I had carefully crafted over years that allowed me to quickly succeed in any area. However, with any big challenge comes big opportunity if you're willing. I'm going to pull back the curtain and reveal what I learned on my journey...so that you don't have to wait anymore for an invitation to rise to the top...but instead, are empowered to go out there and GET IT!

### Key Takeaways:

- How to stop focusing on external things that are outside of your control to give you the success that you desire and instead become more internally powerful.
- How to stop working hard and waiting for 'someone' to notice and finally get the recognition, respect and career growth that you deserve.
- How to develop and leverage your personal influence to open up the doors of opportunity and clearly portray the value you bring to the business.

# SHELAGH DONNELLY

# AdminsRise 2023



## Taking Chances on Yourself: Leveraging Career Capital

You know Shelagh as a writer, professional speaker and trainer who understands your career because she lived it for almost three decades. You may not know she walked away from a role reporting to a COO to become a software trainer for the same national corporation.

In her thirties, in a smaller community with few opportunities, Shelagh considered herself fortunate to reboot her assistant career ... at the bottom of the org chart. It wasn't long before she was again leading a team, and Shelagh wrapped up her office career in 2018 after a decade advising and supporting a board of directors.

Shelagh's story is one of values, change, well earned confidence and long term thinking, planning and preparation. She's repeatedly taken chances on herself, leveraging career capital she'd established, and you can, as well. We'll delve into perceptions of assistants, character building situations, career best practices and more.

### Key Takeaways:

- Professionalism, professional development and perceptions
- Adversity, humility and character building
- Networking and so much more: career best practices

GLYNIS

E. DEVINE

# AdminsRise 2023



## Leveraging Communication Tools & Techniques for Executive Business Partners

We've got the why and now, we are focusing on the how. This session will provide you with the necessary tools and techniques to become a better communicator as an executive business partner.

These tools and techniques will help elevate your leadership presence in the boardroom and help you boost your confidence and self-esteem.

Find out how digital tools can become your biggest support system and how agility plays a role in the ever-changing landscape of the new way of work.



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**RHONDA  
SCHARF**

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## **Transform to Perform Evolution, Agility, Innovation and Survival**

If there is one thing we collectively know, things are changing.

Looking back at the administrative professional for the past 40 years, we have seen leaps and bounds of change. If we look forward to just 40 days, we will likely see a change from today too.

Are you changing, adapting, and evolving professionally? If you are doing things the way you've always done them, you are not only hurting yourself; you could cost yourself your job, your reputation, and your chance at replacing the job you have. Is standing still worth the risk?

Don't let your fear of the future hold you back. Instead, be willing to Transform! Transform more than just your skills but transform how you work!

### **Learning Objectives:**

- Keeping up with the evolution of your profession. Learn to transform as part of your DNA
- Feeling in control when things are out of control
- Agility, innovation, and survival. How to ensure you aren't left behind
- Pushing out of the comfort zone. Why and how to do it strategically



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