



WORLD ADMINISTRATORS

SUMMIT

COUNTRY REPORT FOR 12TH WA-SUMMIT

COUNTRY: FINLAND

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GOALS FOR PROFESSIONAL ASSOCIATIONS AND NETWORKS

GOAL 4: MARKET ASSOCIATION MEMBERSHIP TO ENCOURAGE ACTIVE PARTICIPATION OF YOUNGER PEOPLE

OBJECTIVE 4.1: CREATE AWARENESS OF PROFESSIONAL AND PERSONAL BENEFITS OF BELONGING TO AN INTERNATIONALLY RECOGNISED ASSOCIATION

Strategies

- Make the [Global Skills Matrix](#) a critical tool in all marketing to younger people as it shows a clear career pathway within an international profession.
Nationally review benefits of membership to ensure that they remain relevant and current for today's needs.
- Individual Associations/Networks to inform and impress on local members the benefits of participation in their Association/Network's activities.
- Nationally review benefits of other international administrative/office professional Association/Networks' memberships to see what works and what does not.
- Co-ordinate local and national marketing initiatives.
- Within national organisations, regularly survey existing members and conduct exit surveys of departing members.
- Nationally provide opportunities to promote contribution from new members.
- Nationally provide encouragement to existing members to understand (e.g. through a survey) what young people want from a career:
 - Get involved with local Career Days at secondary schools.
 - Partner with administrative programmes in tertiary schools.
 - Educate the younger generation in networking.

- Nationally investigate establishment of different systems: student membership, 'Buddy System', 'Mentoring System' for new and existing members to provide support for different needs.
 - Promote the initiative amongst members for them to offer internship to administrative professional students within their companies.

OBJECTIVE 4.2: MAKE USE OF MODERN TECHNOLOGY TO PROMOTE ASSOCIATION MEMBERSHIP

Strategies

- Internationally and nationally encourage all Associations/Networks to have a website and recommend they be optimised for easy search results.
- Internationally and nationally encourage all Associations/Networks to use social media technologies to access potential younger members and to maintain contact with younger members.
- Along with electronic media encourage all Associations/Networks internationally and nationally to have hard copies of newsletters and/or magazines available as a marketing tool to new members.
- Through your strategic partnerships seek HR support for mentoring/job shadowing/position descriptions to foster development and growth in younger and "new to the role" employees.

OBJECTIVE 4.3: PROACTIVELY SEEK SUPPORT FROM CORPORATIONS AND BUSINESSES. CREATE AWARENESS OF, AND ENCOURAGE NATIONAL MEMBERS AND THEIR EMPLOYERS TO, RECOGNISE AND SUPPORT CREDENTIALING/ACCREDITATION OF ALL OFFICE PROFESSIONALS

Strategies

- Review current marketing material nationally to use as a tool, to attract new members within companies.
- Encourage members locally to invite employers to relevant events to showcase the administrative/office professional Association/Network to build an expectation that administrative staff will be members of a professional association.
- Locally contact employers of prospective and existing members to promote benefits and encourage support of their applications.
- Encourage members nationally to become accredited/certificated/credentialed Administrative/Office Professionals.
- Nationally promote dialogue between administrative/office professionals and management.

OBJECTIVE 4.4: ATTRACT HIGH QUALITY SPEAKERS WITH RELEVANT TOPICS TO ASSOCIATION/NETWORK EVENTS

Strategies

- Locally pinpoint topics of interest from members.
- Locally offer reciprocal promotional opportunities to speakers and members.
- Associations/Networks locally to seek guidance from experienced members/non-members regarding speakers and encourage members to use their own networks.
- Utilise people locally with relevant experience who may not be qualified speakers e.g. own members or members from other Associations/Networks locally, nationally or internationally.
- Hold a round-table event for executives/HR/administrative professionals focussed on attracting the younger generation.

- Hold panels for students with professionals/industry leaders who started as administrative professionals.

OBJECTIVE 4.5: OBTAIN CORPORATE SPONSORSHIPS FOR ADMINISTRATIVE/OFFICE PROFESSIONAL ASSOCIATIONS

Strategies

- Nationally identify and market benefits to sponsors.
- Locally utilise members' corporate contacts.
- Nationally stage activities with recognisable sponsorship benefits.
- Provide members locally with strategies to gain employer sponsorship.
- Partner with technology companies to determine how social media can attract the younger generation to this profession.

GOALS FOR INDIVIDUAL ADMINISTRATIVE PROFESSIONALS

GOAL 4: ENCOURAGE AND INVOLVE YOUNGER PEOPLE IN YOUR ROLE

OBJECTIVE 4.1: THE VALUE OF YOUR PROFESSIONAL ASSOCIATION/NETWORK

Strategies

Discuss the [Global Skills Matrix](#) as a valuable guide to a clear career pathway showing the levels and the required skills to achieve each level. [The Global Skills Matrix has been presented on e.g. IMA \(International Management Assistants\) Global as well as National level, in webinars in IMA countries as well as in Finland as well as highlighted on IMA's website. The matrix has been highlighted in said Associations Newsletters as well as in Annual General Meetings. No further knowledge on how the Matrix has been presented in other associations, our understanding is that is has not.](#)

- Discuss the value of joining a professional Association/Network with your younger work colleagues. [Yes, this has been done through IMA.](#)
- Take/invite younger colleagues to a local Association/Network meeting (as your guest), to a seminar or professional development opportunity, a webinar or conference and help them build a business case to have your workplace pay for it. [Yes, this has been done through IMA on a global level and on a national level.](#)
- Become a mentor. [Yes, facilitation and implementation on this has been done through IMA on a global level and on a national level. Fostering the distribution and access to information.](#)

OBJECTIVE 4.2: CREDENTIALING

Strategies

- Ensure younger colleagues know about relevant qualifications, certifications and credentialing, both national and international. [Done, through making the information on the Global Skills Matrix available.](#)
- Support younger colleagues to attain qualifications, certifications and credentialing.
- Become a mentor. [See above.](#)

OBJECTIVE 4.3: TECHNOLOGY

Strategies

- Seek younger colleagues' skills with technology especially social media if you need it. [Yes, through IMA on a Global level – to be implemented on a national level](#)
- Direct younger colleagues to webinars of relevance to them (not only on technology but the wide array of skills and knowledge that the administrative role requires). [Done, highlighted often and non-members invited to webinars](#)
- Become a mentor, be known as willing to share your skills and knowledge. [See above.](#)