



WORLD ADMINISTRATORS

SUMMIT

The Future of WA Summit – Delegate Communication

In order for the World Administrators Summit to continue leading world change for administrative and office professionals, we must continually innovate in an effort to expand our influence and maximize our impact.

Change is inevitable and a constant necessity when it comes to remaining relevant in one's respective industry and/or profession. We recognize both the undeniable value and necessity of the work of the WASummit in the evolution of the role of the administrative professional and the changing landscape of the profession itself when it comes to:

- shaping the future of the profession
- driving awareness of issues impacting the profession on a global scale
- forming a global (sense of) community.

Therein lies its purpose: to guide, influence, and positively develop the profession.

The outcomes of previous Summits are outlined in the World Action Plan, better known as the **Administra**. These guidelines such as potential goals, objectives, and strategies were set to establish priorities and affect decisions surrounding the profession and its professionals.

Given the above, we recognize that we don't merely want to adapt to change but we would prefer to lead those efforts.

The work of the WASummit has never been more important or necessary than it is right now. We know we must all work to elevate the professional image, perceived value and performance expectations surrounding this profession.

To lead a successful transformative effort, we will need:

- A comprehensive strategy and future vision motivated by clear and compelling reasons for change.
- A viable business model that provides a clear pathway to achieving desired goals and objectives.
- A plan of execution to move us from vision to reality.

As we re-evaluate the existing structure and model of the WASummit, let us be mindful that a successful future model must have the following attributes:

- A structured framework to deliver operational and tactical change.
- Scalability to accommodate the growing amount of work to both accommodate and perpetuate growth.
- Sustainability - the ability to be maintained at a certain level properly managing resources, obligations, and opportunities.

We will be discussing the future of the WASummit in Frankfurt Germany in just a few weeks, and we look forward to your valuable input.