

11th World Administrators Summit COUNTRY REPORT

COUNTRY: Sweden

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ASSOCIATION / NETWORK / ORGANISATION: IMA - International Management Assistants Sweden

As stated in [Administra](#), monitoring and evaluating the World Action Plan is as important as identifying the objectives and strategies of your Association/Network. A major advantage of monitoring and evaluation is that Associations/Networks can learn a great deal about themselves, and how to lead, manage and improve their own activities and status by implementing this Action Plan. Another advantage is to ensure that the World Action Plan is helpful to Associations/Networks throughout the world in developing their own strategic or business plans.

Each country sending delegates to a World Administrators Summit is asked to report against a selected Goal in Administra.

The Country Reports will be shared on the WA-Summit website as pre-read for the 11th WA-Summit.

Please explain how your Association/Network/Organisation is using Goal 1 to develop your activities:

Goal 1: Managing Administrative Skills

Objective 1.1: Enhancing the perceived value of administrative/office professionals:

IMA Sweden promote our profession and the qualifications there of through close collaboration with the training institute Företagsuniversitetet, one of Sweden's leading institutes for business education. The collaboration includes developing courses for Executive Assistants, such as:

- Executive Assistant Masterclass (The goal of this training is development of the professional role as an Executive Assistant, and in that way become an even greater asset for one's manager and company. With new current knowledge in a number of different areas, one gains a greater understanding of the company's business and can act as a sounding board for one's manager - and also take on more qualified tasks.)
- Executive Assistant 2025 (In this training, one gain in-depth knowledge of leadership and learn to understand and be a part of the business. One learns to handle internal politics, to communicate even better in both Swedish and English, change management, trends and lifelong learning. By attending this training, the attendees get the opportunity to continue their professional development, stay at the forefront of their profession.)



- Professional Master for Executive Assistants (The Professional Master for Executive Assistants is a strategic and innovative online learning programme. University professors, industry researchers, and expert thought-leaders from around the world have united to develop this ROI-focused course, aimed to deliver immediate, tangible results. See this link for more information: <https://execuni.org/>)

IMA Sweden actively participates in the Executive Assistants podcast together with Företagsuniversitetet, featuring IMA members as well as national and international Executive Assistant colleagues.

IMA Sweden promotes the Executive Assistant Award of which we are the founder and a member of the jury.

IMA Sweden partner with and feature articles in the digital magazine ExecutiveEffect, a publication for Management and management support professionals. The magazine features Executive Assistants, as well as building and elevating the awareness and role of the Executive Assistant.

Objective 1.2: Increase awareness of the value of administrative skills in business:

IMA Sweden works closely with business partners to form strategic partnerships.

IMA Sweden work and create events together with recruitment companies as well as giving and receiving input on the profile, trends and competence needed to stay in the forefront of our profession.

IMA Sweden are active within social media; highlighting our role and professional branding.

IMA Sweden produce bi-yearly Manager Surveys to get relevant and up-to-date input on the role of the Executive Assistant.

IMA Sweden arranges annual conferences including training and development seminars and invited key-note speakers relevant for our profession.

Objective 1.3: Have globally recognised credentialing/accreditation:

In Sweden we have, together with IMA global and Företagsuniversitetet, developed a global digital Professional Master for Executive Assistants - international credentialing programme.

As well as working together with the international part of IMA we also have the opportunity to arrange and attend cross-border trainings and webinars.



Objective 1.4: To encourage businesses and the global community to view the administrative/office professionals' role as a career:

Mentor programs are conducted nationally with the members of the Association.

We are all ambassadors working actively to promote our profession within and outside of our companies/organisations.

Objective 1.5: Achieve common understanding between training providers, administrative/office professionals associations and employers about the value of a required qualification and/or credentialing/accreditation:

In Sweden, for the most part, the Executive Assistant roles require higher education, credentialing and/or extensive business experience. Also, it is common In Sweden to receive training paid by the employer to develop relevant skills.

Objective 1.6: Associations contribute to recognise the professional and personal development of their administrative/office professional members:

IMA Sweden promote our profession through the national Executive Assistant Award.

IMA Sweden provide national conferences and trainings for professional development both nationally and regionally throughout Sweden.

IMA Sweden provide access to international webinars and trainings through our membership.

Objective 1.7: Investigate the logistics of forming an international body to look at developing a global framework in which qualifications, accreditation, certification and professional development could be recognized internationally.

IMA Sweden are always open for working and partnering with already established international bodies such as the WA-Alliance for strengthening and developing our role.

