

11th World Administrators Summit COUNTRY REPORT

COUNTRY: Finland

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ASSOCIATION / NETWORK / ORGANISATION: IMA – International Management Assistants

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:

- All Communication / Activities / Training / Development aim within their own rights, respectively, to consider and to enhance the perceived value of administrative professionals.
- Active Social Media presence, e.g. LinkedIn.
- Hosted events for new members, info-packages as part of the on-boarding process to better highlight the value of belonging to a Professional Association, thus raising awareness and respect starting from within.
- IMA members' Managers are involved in the network, as IMA plans many events at the members' workplaces or offices.
- The manager(s) are always invited to host the visits and to present their company as well as the co-operation between the Assistant and the Manager. The events are often fully booked and respected by both the companies and the assistants with lively Q&A sessions.

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

- High-quality training and development opportunities, national, cross-border and global, some of which also available for non-IMA members.

Objective 1.3: Have globally recognised credentialing/accreditation:

- In Finland this is possible e.g. through the University of Applied Sciences Haaga-Helia.
- New initiative "IMA Academy" with specific learning and training opportunities, some of which complete with certificates.

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

- In Finland we are lucky that the admin profession is indeed perceived as a career and relatively highly valued as well. This can also be seen through the salary questionnaires and reporting as well as from the fact that many companies pay the Association's membership fees as well as the trainings.

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:

- On-going co-operation with the University of Applied Sciences Haaga-Helia (IMA Business member) on aspects of this objective.

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

- Taken into account in internal communication and many members provide their own input as well.
- Co-operation with one other Admin Professional Association (Skilla)
- Mentor/mentee programs

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.

- Finland has not actively participated in such an initiative as of yet.