# ALL ABOUT ADMINS

Shake off any old notions about **administrative assistants.**

## TODAY'S ADMINS

are integral team members with increasingly sophisticated skill sets.

## THE ROLE OF YOUR ADMIN ASSISTANT

Relative to Your Team

**71%** AN INTEGRAL TEAM MEMBER/LEADER

**29%** SUPPORTS THE TEAM

## 98% of respondents see the best admins differently than 5-10 years ago

## HOW ARE THEY DIFFERENT?

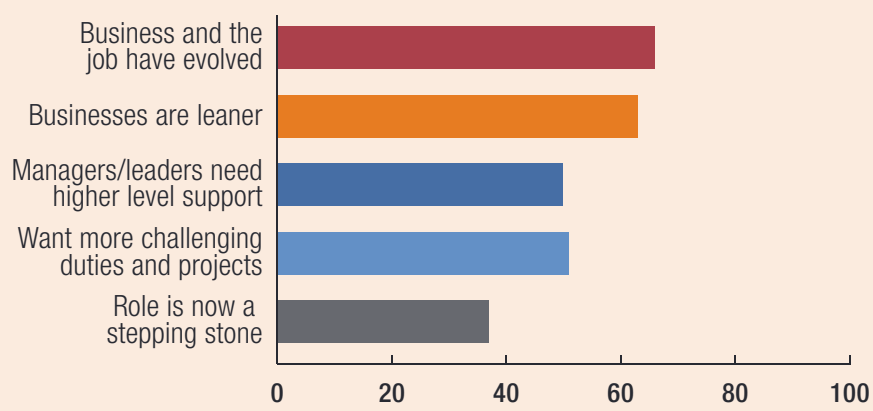
- **67%** MORE TECH SAVVY
- **37%** BETTER MULTI-TASKERS
- **45%** MORE STRATEGIC & PROACTIVE
- **73%** SEEN AS PART OF THE TEAM

## THE EXPANDED ROLE OF THE ADMIN ASSISTANT

Now Their Role Includes:

- SOCIAL MEDIA POSTING/MONITORING — 25%
- VENDOR MANAGEMENT — 49%
- PRESENTATION ASSEMBLY — 63%
- PROJECT MANAGEMENT — 35%
- CLIENT COMMUNICATION — 59%
- METRICS REVIEW/ ASSEMBLY/REPORTING — 40%
- INDUSTRY/COMPETITOR RESEARCH — 20%
- TEAM ENGAGEMENT — 40%

## WHY HAS THE ROLE OF ADMINS CHANGED TODAY?




## A GOOD ADMIN IS HARD TO FIND

How difficult would it be to find a good admin?

**50%** SOMEWHAT DIFFICULT

**35%** CHALLENGING

**15%** EASY

## DESCRIPTIONS OF ADMIN ASSISTANTS

- **9%** THE CAPTAIN — They run the show
- **9%** THE ARTIST — Creates meaning out of data
- **14%** THE TECHCONNECT — Skilled in technology and training
- **15%** THE PROFESSOR — Source for all knowledge
- **16%** THE SPARKPLUG — Key source of engergy and engagement for the team
- **37%** THE WATCHMAKER — Legendary organizational skills and attention to detail

Survey respondents n = 562.

The approximate size of responders company:
14% – Less than 50 employees
16% – 50-100 employees
25% – 101-500 employees
10% – 501-1,000 employees
35% – More than 1,000 employees

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