

# EA PROFILING AND PERSONAS



The Executive Assistant (EA) plays a significant role in any organisation. Their role is vitally important, often with a number of urgent tasks, which means the technology that supports them must be seamless and reliable at all times.

# Often the role of an EA includes, but is not limited to:

- Arranging meetings
- Arranging conference calls
- Screening and attending to visitors
- Scheduling appointments
- Research and report writing
- In some cases, the EA function includes representing the manager at meetings.

IComm's Halcyon Change Management profiles, in detail, the role of individual EAs within organisations to determine how they currently work. We then determine how the new technology is going to improve what they do and how they do it. We also work to understand how to best train the EA.

This process takes into account:

# **Historical Changes**

There is much to obtain from feedback. Asking people about past experiences with change and lessons learned, provides valuable insights into how to better manage a new change process.

# This Change

The data collected from historical changes is fed back to the organisation's change sponsors so that it can be taken in to account and better managed this time around for an improved outcome. This includes but is not limited to, communication, management sponsorship and training.

#### Personas

Everyone works differently. This exercise determines department employee's current state, takes into consideration any pain points and then focuses on the future state. It uncovers what parts of the new technology will benefit people the most - 'the gold nuggets.'

# Devices/Systems

Based on an employee's job role, we determine the best device for them to use in conjunction with the new technology. This takes into consideration important elements such as environment, mobility, along with current and or legacy systems.

# **Training Requirements**

Once we have completed department profiling we put forward a recommended training package that we believe best suits each of the departments and personas we profile.

