

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

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