

IT'S 2021 – YOU ARE
Not, Just An Admin!

KEYNOTE

Administrative Professionals Forum



Inspirational Speaker
Best Selling Author
Career Empowerment Coach
Former Chief Executive Assistant

You are not
"just" an admin!
You are a leader and
capable of so much more
than you think.

-Peggy Vasquez

How do you provide value? Answer these four questions and dig deep for the answer. Then schedule a meeting with your administrative assistant team or colleagues for a Q & A discussion around these questions to learn from each other.

1. What do you do when you are doing your work?
2. What's difficult / important about what you do?
3. What change, or what process improvement do you make?
4. What do you do that's hard to live without and worth

10 Questions to identify your unique value:

1. What lights you up?
2. What did your teachers say about your strengths and potential?
3. How do your best friends and others describe you?
4. What does your boss praise you for in your annual review?
5. What do people say when they compliment you?
6. What do people ask you to be involved in as a contributor?
7. What do you consider to be your highest contribution to the most important people in your life?
8. If you had unlimited time and resources and knew you could not fail, what would you choose to do?
9. What are your natural talents and gifts?
10. What do you really love to do?

Executive Presence (EP)

What is EP? At the core, it's about your ability to influence others.

- EP is about your ability to _____ confidence – that you're a _____ others want to follow,
- inspiring _____ among peers that you're _____ and _____ and, most importantly
- inspiring _____ among senior leaders that you have the _____ for great _____.

"All the important decision about you will be made when you're not in the room."

The opportunities you gain access to depend on the _____ you've inspired in the decision makers. The more significant the _____, the more important _____ becomes.

Three main components of EP

1. Project gravitas: Demonstrate _____, _____ under pressure and _____.
1. Demonstrate excellent _____.
2. Having a professional _____.

Executive presence counts for over 26% of what it takes to get promoted.

How many seconds do you have to make a first impression? _____

How many decisions do you make of someone in 7 seconds? _____

How many years does it take to change that initial perception? _____

*“People do not simply form impressions of others,
they become anchored to them.”*

7 C's of Executive Presence

1. _____

- ACTION: Ask for feedback from your mentor, manager or a peer to find out how others perceive you.

2. _____

- ACTION: Ask for feedback on your communication in person, written, and virtually.

3. _____

4. _____

- What can I do to appear confident?

5. _____

Avoid filler language such as:

- Drop these words and sayings from your vocabulary:
 - The _____ in the office.
 - _____, _____,
 - This may _____ be a _____ idea but . . .
 - What I'm saying _____ be _____, but . . .
 - Can I ask you a _____?

6. _____

- What is my message in _____ words or less?

7. _____

- Once you've delivered a message, _____ it briefly by asking a _____.

Let's stay connected:

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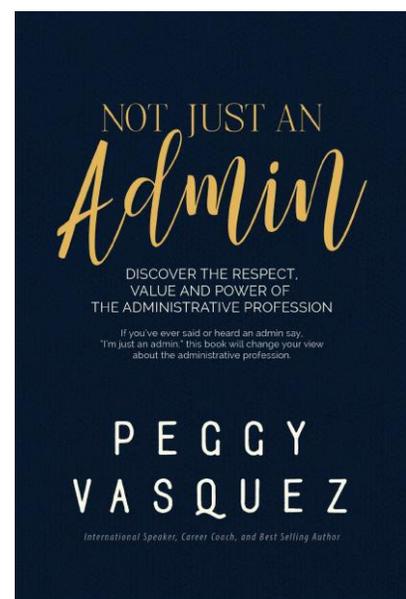
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Want to launch a book club at your organization? Ask me how.



Connect with Peggy for Coaching

Empowering YOU to Succeed!

1:1 Customized Coaching Packages Available!

Each coaching session is unique as each individual is unique. Our sessions will begin with an exploratory 20-minute conversation about where you are now, where you want to go and what's stopping you from getting there. Your first step is to complete a coaching client questionnaire and send it back to me. Your second step is to schedule a 20-minute complimentary session to assess your needs. Together we'll determine if I'm the right coach for you. Once we agree to move forward, the third step is to schedule a monthly 1-hour coaching session for as long as you need. You can cancel at any time.

1. Intake process. You'll complete my coaching questionnaire to help you get clearer on where you are now, why you're ready for coaching, what you want to accomplish and when and where the gaps are now.
2. Schedule. Together, we'll determine how frequently you want to meet. Each session will be scheduled for 60 minutes and will be arranged at a mutually convenient time to focus specifically on your questions and challenges.

*Packages are available.

*No contracts or minimum required. Just solutions.

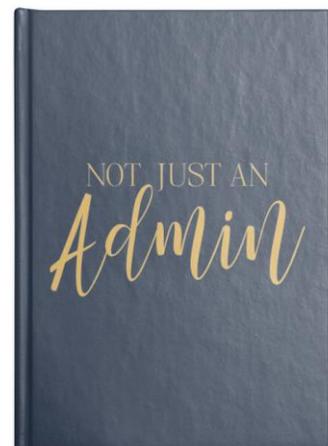
*Rate: \$350/hour – reduced to \$199/hour during COVID-19

<https://peggyvasquez.net/coaching/>

Not Just An Admin
merchandise available!
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NOT JUST AN ADMIN!

<https://peggyvasquez.threadless.com/>

Perfect gift for you or your admin team!



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Meet Peggy:

I began my career as a receptionist and worked my way up to a Chief Executive Assistant. I retired from my position in January of 2020 to pursue my dream career. I am now a fulltime inspirational speaker, empowerment coach and bestselling author.

I'm the author of two books: NOT Just An Admin! (published in September as a second edition) and Mean Girl No More. Available on [Amazon](#) and my [website](#) in paperback and Kindle version.

My passion is to empower others to succeed. I do this by providing keynotes and workshops to audiences globally. My experience informs my teaching, as I draw on real-world examples, including not only successes, but lessons learned by hard won battles and failed attempts. My goal is to help you navigate your career and that you'll walk away from her workshop with improved skills that lead to increased collaboration and productivity, and pride in better understanding the value you bring to your organization.

I've been actively involved in my community for as long as I can remember, including:

- Past President of Women Helping Women
- Founder and Past President of the Administrative Professionals of Tri-Cities

I'm a certified trainer and award recipient:

- Certified Situational Leadership Trainer
- Certified World Class Assistant Trainer
- Athena Leadership Award Recipient 2020
- Girl Scouts of America Woman of Distinction 2021

When I'm not working, you can find me with my family, often playing cards, enjoying our deck and patio, or on the dance floor with my husband.

My most successful accomplishment is being married to my husband, René, for over 30 years and raising our four children and spoiling our grandchildren together.

