

LEARNING & DEVELOPMENT

The Admin Awards Institute

The Admin Awards celebrates excellence. The
Institute creates more of it.

Education | Advocacy | Research

adminawards.com/institute

ADMINAWARDS[®]
INSTITUTE
for Administrative Excellence

Standing still is not a strategy.

The Administrative Profession is rapidly evolving. AI, automation, offshoring, organizational redesign and rising executive expectations are reshaping Administrative work.

The Institute is designed to prepare Admins to move toward the gaining side of that divide.

LOSING GROUND

Traditional task support

Work that can be automated, redistributed or absorbed.

GAINING VALUE

Strategic executive partnership

AI readiness • Business acumen • Leadership • Communication

WHAT THE INSTITUTE IS

A year-round learning platform built for the **future** of the Administrative Profession.

The Admin Awards Institute turns 15 years of insight from thousands of nominations and executives into practical learning that helps Administrative Professionals become indispensable.

1 Develop the Skills Leaders Value the Most

3 Institute Learning Priorities

AI Readiness: Monthly sessions that teach you how to leverage AI to eliminate low-value work, improve performance, and create more capacity for higher-value strategic contribution.

Leadership Skills: Strengthen the judgment, influence, communication, confidence, and decision-making skills required to operate as a trusted partner to leadership.

Business Acumen: Understand the business, think beyond the task, and build the commercial and strategic awareness needed to stay relevant, grow your career, and deliver what executives value most.

2 Live + On-Demand

3+ New live learning sessions every month.

Plus a growing on-demand video library of 100+ hours so members can join in real time or when their schedule allows.

Access to whitepapers including,

- How to Create and Sustain a Successful Admin Council
- Trends in Executive Support – A Capacity Study of the Administrative Profession and
- Architecting The Administrative Destination Employer

\$3,500+ in live and on-demand learning value included with each membership.

3 Learning Framework Backed by Data

Learning framework: 12 Common Attributes of Award-Winning Admins

Every Institute learning experience maps back to 12 attributes identified through 15+ years of working closely with top Administrative talent and 27,000+ real executive nominations, revealing what leaders consistently value most in exceptional Administrative Professionals.

Our 12 Winning Attributes self-assessment helps you understand those attributes and enables you to identify your strengths and growth opportunities, with Institute curriculum in place to support you.



THE ASSESSMENT

One score. Twelve attributes. Zero guesswork

Every Admin starts with the same free 12 Common Attributes Self-Assessment at adminawards.com/institute/self-assessment scored against the 12 attributes behind 15+ years of nominations and the Admin Awards work with our community of award-winning Admins. Results unlock the moment they log in or join, free or paid, so benchmarking your team costs nothing to start.

12

Questions

5

Minutes

1

Personal Score

Free to start!

No membership required to see where your team stands



How the Institute Develops Your Team

1

Benchmark

Understand where you started.

Every Admin takes the same free **12 Common Attributes Self-Assessment** for self evaluation against the 12 common attributes of award-winning Admins.

2

Build

Develop the capabilities that matter.

Live, expert-led programming that help you build the skills most important to executives supported by Administrative Professionals.

3

Advance

Keep up with an evolving profession.

Ongoing access to the framework, the community of like-minded Admins, and the programming calendar - not a one-time course completed in a silo.

Access that used to be reserved for the C-suite

A small sampling of Institute programming. To view all on-demand learning sessions sign up for a free account at adminawards.com/institute.

LEADERSHIP

Admired Leadership

Dr. Randall Stutman — Goldman Sachs' top-rated leadership advisor

What great leaders do differently — and how to build it in yourself.

CHANGE MANAGEMENT

Managing the Impact of Change on Employee Morale

Colleen Affeldt — Head of L&D, Corient

What 35+ acquisitions taught one L&D leader about guiding teams through change.

EMOTIONAL INTELLIGENCE

Relate, Communicate, Collaborate

Monique Helstrom

70% of employees avoid difficult conversations. Here's how to fix that.

LEADERSHIP

Hitting the Ceiling

Blake Winters

The 5 leadership abilities that break you through when you're stuck.

AI READINESS

AI, EAs & the Future of Intelligence

Andy Quick — Chief AI Officer, Entergy

What AI actually changes for the people who run executive operations.

BUSINESS ACUMEN

Negotiating

Prof. Holly Schroth — UC Berkeley

The negotiation fundamentals that change what you can walk away with.

Institute speakers are sought-after thought leaders whose corporate keynotes **command \$20,000+ for a single corporate session**. Inside the Institute, Admins get access to their expertise anytime, included with membership.

Team Pricing

Volume discounts 11+ Admins

	Price per Admin	Discount
1- 10	\$524/Year	
11 - 50	\$446/Year	15% Off
51 – 150	\$420/Year	20% Off
151+	\$393/Year	25% Off

Annual commitment. Pay via credit card or ACH.

HOW IT WORKS

- Your company owns the seat.
Transfers can be made throughout the year to new team members.
- At each renewal, adjust your seat count to match your updated Admin headcount.
- Volume discounts will apply based on your new total.
- Should prices increase, your company's pricing tier will remain in place for the life of our partnership.

Bring the Institute to Your Team

1

Benchmark your team

Every Admin starts with the free 12 Attributes Self-Assessment — no membership required.

2

Kick off together

A private onboarding session introduces the framework to your team.

3

Track participation

Ensure your team is taking advantage of the learning sessions throughout the year.

Let's Talk About Your Team

Contact

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