



## EXECUTIVE SECRETARIAT: AN ENTREPRENEUR ACTING IN THE LABOR MARKET.

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### abstract

This article discusses the possibilities of the Executive Secretariat's professional performance in the job market, adjusted to the broad training. The objective is to present branches of activity, through a consistent and deep research, to present to this professional where and how he can insert himself in the professional environment based on his academic training and demystify the culture of exploring only the field of direct advice. This investigation is an aspect of discussion pertinent to the profession, as it presents the ways of acting and expands the possibility of acting by the secretary. The methodology was made through bibliographic research, analyzing the literature through reading and writing and after that moment, confronted the authors to obtain a more solid and consistent discussion about what has been presented. The results showed that there are two axes of work for the secretarial professional, in archival consultancy and in the virtual office, as they are in line with this professional's field of action. The present work tried to initiate a discussion about the job market of the executive secretary and bring it to a point that is pertinent to the area, employability, because it is not enough just to form, but to point out the possibilities of performance.

**Key words:** secretary, virtual office, employability.

### 1. INTRODUCTION

This work will address the possibility of the Executive Secretary acting as an entrepreneur with the perspective of finding a market niche for the graduate course of the Secretariat of the Federal University of Amapá, and presenting alternatives for work and career investing. The need to study this theme was due to the perception of the Executive Secretariat Professional not having space in the local market, as he has a qualified workforce, however the job offer is low, at the level of the Secretarial Manager.

Another discussion will be made about the entrepreneurial profile of the executive secretary, and how this concept is linked to or influences secretarial work.

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Still in this scenario of discussions, the possibilities of acting in consulting and virtual offices will be addressed, and presented as the Executive Secretary will be able to expand his sphere of activity and enter his career, without having to change areas. Reinforcing this whole situation, it is pertinent to trigger the aspects of the consultancy and how it will make a connection with the Secretarial Manager.

To make an analogy in a synchronized way, to the point of making the steps of this process understand, here are the conceptual notions of consulting and the executive secretary acting as a consultant. When talking about consultancy, we can see the wide field of action, which was also observed in the creation of companies and / or virtual offices. The methodology used to carry out the studies, told the application of a questionnaire to the Secretarial Professionals, and to identify where they are working and present an area of action added to the bibliographic research that reinforces and confirms the hypotheses raised at the beginning of this work.

In short, the general training that the professional receives in his academic training leads him to manage the various processes in different types of organizations and in different areas of activity, such as: banks, hospitals, commerce, industry, law and also in institutions of law. teaching as gestures, consultant, teacher, among other functions. As a result, they are managers of their career and their professional future, as second Portela (2009, p. 29):

The Executive Secretariat Professional has a generalist view, with intellectual, relational, social, political and leadership techniques. (...) in addition to strategic thinking, effective communication, initiative, creativity, flexibility, autonomy, ethical sense and understanding of the political, economic and cultural social environment.

In this perspective of performance, Portela (2009, p. 29), reinforces, stating as follows: "Consultants, like the professional of the Executive Secretariat, have all these characteristics that make them qualified to exercise consultancy". As he is a professional with managerial characteristics, he ceases to be just the advisor, assuming a much more complete, more entrepreneurial and multifunctional profile, he has the capacity for argumentation, decision and courage to take risks.

### **2.2 THE EXECUTIVE SECRETARY'S ENTREPRENEURIAL PROFILE**

According to Neiva (2009), the main changes in the profile of the secretarial professional occurred in the 1980s, a time when significant changes were observed in

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his behavior and activities. The professional stops exercising activities restricted to serving coffee, answering the phone, taking notes and starts acting in companies in a significant way as a facilitating agent, advisor, assistant and coordinator, knowing the mission, values and principles well. In this way, it positively advises its executives as co-manager, entrepreneur and consultant, working the operational, plans, controls, leads and is independent to act in the improvement of the company's sectors, as well as in the effectiveness of the organization's internal communication. According to Shinyashiki apud D'Elia (p. 2002) "talking about the profile of this professional is to take a picture of the company's daily movement, where everything and everyone are connected without borders, with speed and a lot of exchange, personal and professional". With the change in profile and the growth of the category, it is observed that in this unstable market, with continuous changes, it is necessary that professionals are prepared for an overwhelming competitiveness, seeking alternatives for their development.

According to Neiva and D'Elia (2009) there is a tendency for the secretary to assume managerial positions, but for that it is necessary to develop through educational training, in addition to academic training, and must have a high critical sense, ethical posture, ability to articulation; use of specific skills, have a general and systemic view, be an entrepreneur, manage information effectively, act proactively, be creative, work in a team using leadership, have emotional maturity, in short, be open to learning.

In this light, it is possible to observe the importance of the secretary making a difference, and it is essential to develop entrepreneurship to increase his level of business competitiveness, because, according to Gaudêncio Torquato (1991) in the 90s, he already aimed at the great transformation that the profession would undergo secretariat.

Secretary as advisor: one of the most stimulating exercises in the organizational field is trying to establish predictions about tomorrow's scenarios. Seeking to trace the administrative territory, I place my magnifying glass once again, on a profession that inevitably tends to absorb changes and gain status in the day to day of companies. It is the profession of secretary to whom I assign an important function within the internal communication system (TORQUATO 1991, p. 32).

Entrepreneurship by definition is related to the creation of something that is new, different from the usual, and has the purpose of generating a positive response or change to the business, social or personal environment of the executive secretary. However, entrepreneurship is not restricted to pre-defined techniques, standards,

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procedures or rules, but covers techniques and personal perceptions in various areas, such as Secretarial.

For example, the secretary has to exercise his emotional balance, observe the company as a whole, work his creativity investing in a personalized relationship with the client, apply all his ability to manage, analyze, plan, taking initiative and putting into practice all their skill and competence, which facilitates their daily lives, opening up a range of opportunities to perform the role of the executive with excellence. Thus, both the relationship with co-workers, as well as with customers, suppliers, etc., tends to be extremely productive.

In a world in which "making a difference" has become a necessity for survival, it is vital that all professionals, including the secretary, develop entrepreneurship to increase business and professional competitive advantage. NEIVA (2009, p. 166).

The secretarial professional is required daily entrepreneurial attitudes due to the diversity and versatility of his profile, develops this competence in a targeted manner, and both the company and the secretarial agent will have a significant gain with this practice. An organization with a highly competent secretariat professional will receive the fruits of their work in the quality standard they can achieve. The business world encompasses many opportunities, and is also full of projects waiting for entrepreneurs who have the necessary qualifications to coordinate or manage them. In this way, it can be inferred that the executive secretarial profession requires more and more knowledge, because the higher the level of education and information, the greater the chances of reaching its objectives. Natalense (1998, "p. 7-10)

In the view of Drucker (2005) the entrepreneur is the individual who has as a continuous concern his learning and uses his skills to create new approaches, for existing processes, and / or innovate with new processes. For Dornelas (2001) the entrepreneur is the individual who knows how to identify opportunities and is always attentive to changes and seeks to anticipate chaos, as well as recreate existing situations. The concepts presented reinforce the thesis and validate that the secretarial professional, in the course of its history, had to adapt to the changes imposed on organizations in order to assist the administrator more effectively, since with the reduction of organizational structures, the "servile" role of the early 20th century gave way to the manager, consultant and entrepreneur in secretarial work. Toffler (1980, p.

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The changes that automation would generate in organizations and, consequently, in the professional exercise of the secretariat when he mentioned that [...] the secretaries, far from being reduced to scolding and repetitive processors, will also become bosses, sharing some of the professional work and the decision-making, from which they have largely been excluded so far.

The complexity of organizations and decisions, as well as the dissatisfaction of the situations involved in them, now requires professionals from the Executive Secretariat to administer a new competence for learning and analytical-conceptual treatment, self-management capacity, assimilation of new information, ability operational in nature, intellectual flexibility, autonomous behavior and differentiated intellectual training.

### **CONCEPTUAL NOTIONS OF CONSULTING**

For Bond (1999), the Consultancy is a service provided by an independent and qualified professional that contributes to the identification, investigation and elaboration of problem solutions that concern the policy, organization, procedures and methods, so that they recommend the appropriate action and provide assistance in using these recommendations. . Consulting is important to answer questions, propose solutions, recommend actions and point out customer needs. As a consequence, results should happen quickly and it is at that time that your entrepreneurial knowledge makes all the difference. The more the consulting professional manages to generate results for the client, the better the performance of your company will be.

Second Bond (1999) The Consultant directly influences his clients' business decisions, with his advice, ideas, solutions and strategies. However, to have your own business, you need a lot of knowledge and experience on the part of the consultant / entrepreneur since he will be charged a lot for positive results. Due to the great changes in the business world and the increase of new companies in the market, the consultancy has played a fundamental role to assist in the process of emergence and reformulations of several companies.

According Peter Becker (1979), the consultancy services are increasingly present in companies, the professional / consultant identifies solutions, recommends actions, develops, implements and enables certain projects according to the needs of each client. There are several reasons that lead to the hiring of a professional to carry out a consultancy work. When problems that demand specific know-how are observed,

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the company needs the presence of a specialist consultant. In some cases, it may happen that certain tasks can be performed by the employees themselves, but due to routine activities, they do not have enough time to perform them.

There may be cases where the consultant will be hired for a kind of personnel training within the organization. In these cases, the consultant is responsible for training teams in certain techniques, passes on information about new products and then provides complementary advice for implementation. A good consultancy takes into account the real conditions of the company and the market and the general situation to act in order to achieve the expected results. Another fundamental aspect is the relationship between consultant and customer, which requires mutual trust and responsibility.

For Dino Mocsányi (1997), a businessman and consultant specialized in business development, consulting is not a profession. "The consultant works with organizational changes, such as changes in work processes, changes in systems, behavioral changes and others. The field of work is always linked to some change in the company, in which the consultant advises and provides technical support. . He still has a diverse experience in different projects and different companies ", he defines.

Mocsányi (1997) segments the consulting activity in seven moments. The first consists of market research, followed by contact with the customer. The second moment is based on the problem to be solved by the consultant and on the elaboration of the project. In the third moment, the employment contract with the client is established and the results to be obtained are defined.

The detailed initial assessment and the establishment of the work plan are part of the fourth step. The fifth, in turn, is marked by the execution of the plan, when the greatest care is to maintain the scope of the work, without deviating from the initial project. The sixth moment is the evaluation of results, followed by its completion. The entrepreneur believes that there are many "non-employed" professionals on the market who have started to act as consultants without any type of preparation.

The consulting activity is considered a strategic element for the success of an organization, it is a necessary process for those seeking efficiency / effectiveness in their business. The consultancy can also be focused on the optimization of processes within companies, and is related to several areas of the market. As we can cite for the purpose of examples: reformulate an HR policy, improve the flow of information in the organization, radicalize the administrative management system, improve the marketing

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strategies of a company, among many other options, because as already said a company consulting services can extend to several areas of expertise.

### **THE EXECUTIVE SECRETARY ACTING AS ADVISOR**

The secretarial professional needs to be aware that his performance in the market goes far beyond the advisory area, he is multifunctional and therefore has alternatives for acting in the market, it is a profession that has many work fronts. Thus, combining his knowledge obtained in the academy, plus experience and practice, and his keen entrepreneurial profile, it is understood that he can be a leader, and work on his own.

Having your own business is the dream of many professionals, in this aspect the professional in this area takes the lead, as he has a base, knowledge, practical experience, technical skills and many other characteristics that allow him to have the role of manager, so he can choose to work in several areas.

One possibility for the graduate student of the executive secretariat course to work is the consultancy office, since this professional has extensive specific knowledge in the area of management, advisory, consultancy and entrepreneurship.

### **2.3.2- VIRTUAL COMPANIES**

With the advancement of technology, information technology has become a widely used tool in the organizational environment, due to their ease and speed they have contributed to business agility. Then the idea of creating a virtual company could arise, since contracting outsourced services has been of great value to companies. THE Virtual company has an ambiguity that helps to define it the virtual term refers us to something that has no real, physical existence; as a company it is something that has a real existence, composed of people, physical structure and a legal structure (ZIMMERMAN, op.cit).

Virtual organizations are innovative, modern and current ventures and are excellent options for organizations that seek agility and flexibility in the execution of their tasks and satisfactory service. A virtual office is a place available at any time of the day, it has an adequate physical and technological structure and the possibility for the customer to have an address without the need to buy or rent a building, significantly reducing fixed expenses.

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It has a structure to use services and products, the customer only pays for the services used. Since he is a professional who has diverse knowledge in the field of advisory, consultancy, management, the Executive Secretary can perfectly manage a virtual company offering services in the secretarial area, has the ability to offer quality, practical, economical and advantageous services and still offers ease in carrying out management tasks. This enterprise is a new way of providing services by the entrepreneurial professional who is the executive secretary.

### **METHODOLOGY**

The methodology used in this work was based on bibliographic studies, promoted through surveys of works that addressed the subject in question. After the literature was collected, readings, records and analyzes were made, to then discuss with the authors and test the hypotheses raised in the research project. The observations made served as a basis to support this work. According to Lakatos, (2001, p 107) this type of methodology is allocated to extensive direct observation, that is, “content analysis: It allows the objective and quantitative systematic description of the content of the communication”.

### **ANALYSIS AND DISCUSSION**

The perspective of this work was to show that the secretarial professional does not need to be held hostage by organizational opportunities and work only as a direct advisor in companies, but can, instead, cultivate other possibilities of acting in the market. Thus, it was identified, albeit in a subtle way, the probability of this professional providing services and acting on their own, developing entrepreneurial activities and innovating in their occupation. In the literature and discussions, two niche markets were presented, the virtual office and archival consultancy.

In these two segments of activity, the Secretary has adequate knowledge and skills to seek his position in the labor market, through creative and innovative vision. These are predicates, which meet their education in a positive context, capable of exceeding the expectations of this professional and society, demanded by their services.

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This investigation was the gateway to a wide discussion on the employability of this professional, who needs a more careful and detailed look at the supply of his workforce, how and where to work. It is not enough to justify the secretary's tools and tasks, nor to deepen the science of this area, which is really still very fragile, but it is also necessary to go hand in hand and in the same sense, the identification of places where all this potential can be exercised. . Hence the need to identify the secretary as an entrepreneur and visionary in his area, at a time when changes are constant, and adaptation to it is a matter of survival.

### **FINAL CONSIDERATIONS**

It is known that the history of the secretarial professional is composed of achievements that contributed significantly to strengthening the profession today such as the enactment of regulatory laws, the code of ethics, the creation of the National Federation of Secretaries and Secretaries and the unions class throughout Brazil. This work focuses on the training of the Secretariat professional, for the job market, whose objective of this research is to analyze the training prerequisites of the Executive Secretary, and the correspondences to the market demands in order to demonstrate the importance of the variety of knowledge acquired in academic and professional life.

In this article, which has as its theme the executive secretary acting as a liberal professional in the job market, we explore the multiple characteristics related to the capacity and possibilities of developing other professions in addition to their training, not being restricted to advising the executives of organizations. Thus, it was decided to research the skills used by professionals and those desirable by companies and / or managers, in order to know more about this population and reaffirm the development and progress of secretaries, who are often unaware of the innumerable ways of employing all learning absorbed at the university.

The analysis of bibliographic works that focus on the great entrepreneurial and managerial diversity of the secretary, led us to understand that it is necessary to be able and prepared to exercise any profession efficiently and effectively. It is essential to have a very precise look at the reality and realize that this profession opens up a range of job opportunities that may prove to be very promising and increasingly intense, depending only on the entrepreneurial skills and vision of which one should know.

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It is in this sense that this project aims to provide the breadth of knowledge about the great potential that the executive secretarial professional has and can develop looking for three other very important pillars, which can bring countless benefits, namely: management, entrepreneurship and the consultancy, that is, a liberal professional, motivated by self-realization, by the desire to assume responsibilities and be independent, in any activity developed with the initiative to manage your own business, be the owner of your company.

Thus, we consider that our work is a starting point regarding the understanding of professional identity, and can be a source of future and more comprehensive research, taking into account the diversity and uniqueness of other elements not explored and subject to future studies.

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