

PRIORITY | VA

3 *Secrets*

TO SUCCESS

AS AN EXECUTIVE ASSISTANT

FREE REPORT



You want to crush it.

You became an Executive Assistant because you are wired to help. Making somebody else's life better or more productive makes you feel GOOD about yourself.

Not only that, you live for details and aren't afraid of a challenge. It's OK that your executive's invoicing system is a certified disaster.

You know how to make it right again, because creating systems that scale is how your brain works.

You don't want to do the bare minimum. You want to UPLEVEL the executive support you're already delivering.

Simply put, you want to crush it at your job.



You know the mind of the executive you serve.

You have one, or twenty clients. You might be extremely busy, or bored out of your mind, but you're desperately wanting to do work that matters.

A typical client, or executive, of yours might fit this persona:

- A scattered CEO working on multiple projects, and frequently multiple businesses
- Bouncing from idea to idea often in the same conversation
- Doesn't communicate well
- Won't let tasks go
- Gives half-baked information so you aren't exactly sure what they just said
- Changes their mind ALL the time
- Pivots mid-course, and is excited about the "new direction"
- Has 1,000 ideas ALL the time, creating whiplash for you as you try to keep up

You know this, but you're adaptable. You are also learning to own your voice. You are willing to throw up a red flag if your leader is losing sense of priorities and needs realignment.



You know the value you bring.

We don't have to tell you that you are more than "just" administrative support. That might be Google's synonym for what you bring to the table, but you are more than "just" anything.

Long-gone are the days of pouring Mr. Jones his coffee and scheduling a few meetings. You are a strategic partner. You create efficiencies, influence productivity, and make milestones happen.

If we're being honest, you might feel like the catch-all.

Adaptability has its drawbacks. You are a Jack of all trades, but the master of none.

You're great at the details and, try as you might, you work your tail off to keep the balls in the air to make sure your executive looks good.

But you're tired.

Your phone buzzes with a text and you wonder, "What did I do wrong now?" Or, "What fire do I need to put out immediately?"

The constant Slack notifications are enough to put you in a white coat rocking back and forth sucking your thumb. You are crushing it, yes, but in moments of weakness, you wonder if this gig is worth it? Working at the local Starbucks sometimes sounds appealing. Hey, at least there's coffee, right?

How do you get off this crazy train, create structure for you, for the clients you serve, and **get a bit of your life back?**

There are 3 secrets to success as an Executive Assistant

1. Your first job is to set up a workflow for IDEA CAPTURE

It's no secret that your leader has ideas. Lots of them. Rather than letting their thoughts run rampant, change directions, and throw curveballs in your quarterly goals, create a workflow for idea capture.

Idea capture is a way to get thoughts out of your executive's head in a meaningful, organized way.

This can be as simple as the “brain dump,” where you schedule time for your executive to write out all of their nagging thoughts in Notability.

Or, it can be a more formal system of syncing IFTT or Zapier with tools like Recordify or Voxer.

Idea capture keeps your leader from derailing a project because they saw something cool on Instagram or heard a good idea in their mastermind group. Invite them to put their ideas in the document (or whatever system you decide on) and then revisit at a later date.

Your client might be surprised to learn which ideas remain “sticky” and which have lost their luster.

Pro Tip:

Casting vision, experimenting and generating new thought leadership is a part of your leader's genius. Your job is to make sure these ideas (the good ones at least!) don't die in a forgotten document or Slack channel.

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Make sure your system has a feedback loop so ideas are being revisited and integrated into future strategic discussions. This is how vision becomes reality!

Your leader will celebrate that you can effectively capture their creativity, without complaining that they're "switching gears" again. No visionary wants to feel stifled!

2. Rip tasks from your executive's control freak hands

This is, quite honestly, either really easy, or incredibly difficult depending on your client.

The most practical method we've found to help you do this is to have your executive take inventory of literally everything they do.

Once you have about a week's worth of items, ask your leader to categorize their work into 4 buckets:

1. **Things they don't know how to do** - This work is usually technical in nature like InfusionSoft sequence programming or creating landing pages. Your leader will be glad to hand these over to you to outsource to a certified expert!
2. **Things they hate to do** - This is the work that causes your executive profound stress and anxiety. They may be able to do these things, but they hate it, so they procrastinate or drop the ball.

Things they hate can be completing forms, or creating filing systems. These are the items that you can likely VERY easily rip from their hands immediately because they DON'T like to do them in the first place!

- 3. Things they don't have time to do** - These are areas in which your client is “alright” at. They CAN do these things — like schedule appointments or manage their inbox — but this definitely isn't the best use of their time. These items create massive time sucks on your leader's calendar.

Help them identify where they can let go to get precious hours back in their work week.

- 4. Things only they can do** - These are your leader's genius activities. The work they are truly excellent at, fills them up, and fuels their passion. It requires their voice and face and CANNOT be delegated.

Ideally, a majority of your executive's week would be spent performing genius activities. Help protect their time to make this possible!

This process of ripping tasks out of your leader's hands takes time and energy from both of you to get right.

If you commit to this exercise, it will make you look like a HERO to your executive, because you will have just helped them know exactly WHAT to delegate.

That alone is going to free up their headspace and assign an immense amount of value to your position.

THIS is how you influence productivity and uplevel your executive support!

3. Communicate effectively

Here's something you may not know. Most leaders look to YOU to take charge with communication. They want you to lead the way.

Effective communication will be hard for many of the clients you serve, but it's the most crucial thing you can do to serve them well.

The onus is on YOU to chase them down and get the information you need to do your best work.

You are there to assist and support THEM. It's in your name, for goodness sake, so

you cannot rely on your executive, or your co-workers, to take the lead on good communication.

Just as you created a system for effective idea capture, work with your leader to create a system for effective communication.

Pro Tip:

Create a standing appointment for 30-minutes each week to review what's been accomplished that week, what's on deck to be done in the next week, and where you need help removing roadblocks.

Or, perhaps your leader would prefer a weekly email that summarizes that information. Or, both!

Effective communication is critical to your success and starts with you. You got this!

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