



Be sure you're getting the top-level performance you deserve from your assistant

Does Your Assistant Make the Grade?

As you think about the job your assistant performs:

- Do tasks fall through the cracks?
- Is your assistant creating more stress in your life, rather than simplifying it?
- Ever show up to hotel reception or airline counter without your confirmation number?
- Ever call someone in your contacts and find a disconnected number?

The assistant role is a broad and flexible one. Expectations can vary from company to company or boss to boss, and a successful boss-assistant relationship depends on intangibles that aren't easily identifiable. These factors make it difficult for bosses to put their finger on what exactly is wrong when the boss-assistant partnership isn't working out as it should be.

Most companies don't train their assistants. They take a sink or swim approach with this vital support role. If an assistant isn't making the grade, they're usually let go and another one takes their place with the hope of a better outcome. You deserve better.

Your assistant should give you a competitive edge, and define the job broadly. A good assistant will ask not just "what tasks need to be completed," but also "how can I make you and your office more productive?"

We're sure you want to create a strong and successful relationship with your assistant, but do you know what such a relationship entails? While some of the traits of a top-level assistant can't be trained—such as work ethic, positive attitude, and a desire to succeed—many tips, techniques, and processes used by successful assistants can be taught.



The goal of this report is to help you judge for yourself if you're getting the top-level assisting that every boss deserves. You will also get an introduction to our assistant training and support program, which can help you establish expectations that your current and future assistants can be held accountable for meeting.

With proper training and expectations, your assistant will be able to seal these cracks, get you the information you need when you need it, think three steps ahead, and relieve your stress. A well-trained assistant lets you go home at night knowing the logistics and needs of your office are being met.

Assisting is Assisting is Assisting

Whether we're talking about an executive assistant, an administrative assistant, a personal assistant, a group assistant, an assistant account executive, a coordinator or any other title or role in the assistant capacity, we feel that an assistant is an assistant is an assistant.

Point being, if a boss asks for something, the assistant delivers and the exact title of what kind of assistant you have shouldn't matter: Assisting is assisting is assisting.

To put this philosophy into perspective, read the below statements and ask yourself which reactions you hear from your assistant:

- Your assistant shouldn't say, "That's not my job" but rather "When do you need it by?"...
- Your assistant shouldn't say, "I don't know" but rather "I'll find out"...
- Your assistant shouldn't say, "That's not possible" but rather "Let me look into all of the options."

If you want your assistant to be the latter rather than the former in the above examples, The ProAssisting Training Program can help.



The ProAssisting Training Program and How It Will Help

Our training program provides everything you need to get your current or future assistant to perform as a top-level assistant. Additionally, our training framework provides a clear set of expectations for your assistant, removing the ambiguity often felt around the position and what's expected of them.

Our comprehensive training & support service provides:

- **E-learning modules** that cover every aspect of the assistant position and how to excel at each.
- **Downloadable templates and checklists** your assistant can use today to keep your office organized and efficient.
- **A list of web resources** that speed up and simplify assistant tasks surrounding research, travel, technical computer tips, and entertainment requests.
- **A member forum** where your assistant can get answers to any pressing question or advice on any issue they're facing, as well as stay up to date on best practices.

By using the interactive aspect of the internet and presenting our training in this fashion, your assistant will be able to leverage the real world, 20+ years of assisting experience in the financial, entertainment and advertising industries from our co-founders to provide you with great service and become a trusted member of your team with defined expectations.

Conclusion

Without a foundation of specific assisting knowledge and set expectations, it will cost you more time and more headaches to get a new or current assistant to perform at a top-level.

Plus, by providing the training and support environment of The ProAssisting Training Program, you ensure that the learning curve for a new assistant is greatly decreased and expectations clearly defined for optimal success.