

HOW TO TURN YOUR EXECUTIVE ASSISTANT INTO AN OPERATIONS ROCKSTAR TO HELP YOU SCALE YOUR BUSINESS!



RUN YOUR WEEKLY TEAM MEETINGS

The weekly team meeting is a staple in any company that I am running.

It's important, and when done correctly, it works to keep everyone aligned so that things move smoothly and get done.

Your Executive Assistant is totally capable of owning and running this meeting for you as long as you keep the structure simple.

The key is to keep it tight and on track. It's not a meeting to just discuss anything that sounds interesting. It's about key info and focus.

The meeting needs to be 60 minutes MAX and here's what your EA needs to do:

- Celebrate and review accomplishments from previous week
- Review incomplete items from previous week
- Update deadlines and expectations based on new information
- Ensure everyone gets the information they are waiting on from others and follow-up that it has been completed
- Clarify main focus for each team member for upcoming week
- Ask each team member what worked well and what improvement suggestion they have to make things work better.



MANAGE TEAM ASSIGNMENTS AND DEADLINES

Without clear and specific deadlines and owners on tasks, it won't matter how great your ideas are, your projects will suffer and things will take longer than they need to.

Your job as the business owner is to set the strategy for your business and to make sure the plan you and your team create is realistic but also challenging.

Your EA can be very helpful in following up on everyone's assignments and making sure deadlines are being met or if things are falling behind.

Here's what you need to ask your EA to do:

- Keep an eye on whether tasks and priorities for the week are stuck in Not Started or if they are In Progress
- Anything that is due within 24 hours that hasn't been started yet, needs to be addressed ASAP.
- Find out the status of that particular item from the team member who is assigned to it.
 - If the task isn't going to be done by the deadline, find out what got in the way of making that happen. There is a lot of gold to be mined from finding out these reasons instead of placing blame. Sometimes it's poor planning and other times it's something else.
- Notify you immediately - Nobody likes surprises.



PROVIDE YOU WITH DAILY PROGRESS REPORTS

I hate chasing people to find out what's going on. I know it's not the best use of my time and am pretty sure it probably isn't what you need to be doing either.

I want information at my fingertips that helps me understand EXACTLY where we are with EVERYTHING we have on our plates.

The less time you spend figuring out where you are, the more time you can spend growing your company.

You can get the information you need to make good decisions without having to do all the leg-work to get it.

Here's what you need to ask your EA to do:

- At the end of each workday, send you a status report with all of the team member's tasks broken down by the following statuses:
 - Not Started
 - In Progress
 - Complete
 - Waiting For Review
 - On Hold
 - Due Dates Changed



BE THE "TRAFFIC COP"

No matter how good your planning is, there will always be things that pop-up. Sometimes these items need to be handled right away and other times they just need to be put aside for consideration on a future project.

The more you let things that are popping up take focus away from the current things being worked on the slower your progress will be.

I like to have myself and my team stay focused on ONE MAJOR thing at a time because that's scientifically the fastest way to get anything done.

Nevertheless, people need a place to drop in their new tasks and future ideas. Your EA can help make sure projects stay on track by helping everyone avoid distraction.

Here's what you need to ask your EA to do:

- Create a central place where every new task or idea for the entire company can go.
- Move that tasks to a live project when necessary OR
- Move it to a place where it can be revisited for a future project. I like to call this the WISH LIST.
- Notify you of things that may need to get done NOW and if there will be an impact to current tasks.
- Give you a weekly wish list report



HELP PEOPLE PLAY TO THEIR STRENGTHS

There are no two people who are exactly alike. We all have our own strengths and weaknesses.

That's not a good thing or a bad thing, it's just "what IS".

I think it's extraordinarily useful to make sure the right person is working on things that play to their strengths. Not only does it help you and your team get things done faster, but people are generally WAY happier and easier to work with when they're doing things they're good at.

First, you need to make sure you have good info on your people. I suggest the following two personality profiles:

MBTI - (www.16personalities.com)
DISC - (www.tonyrobbins.com/ue)

There's a TON more to understanding the importance of personality types than can be covered here, but if you get a general sense of what people are good at, that will be a great start. Then have your EA:

- Become SUPER familiar with all of the people on the team and their personality types.
- Keep an eye on the assignments being given to them and ensure they generally align with something they will be good at. (for example, don't give a high level, big picture person a complex spreadsheet to check for errors.)

If you want to know more about specific tools, automation and processes you can use to get your entire business systemized and working like a well-oiled machine, go to

www.jamespfriel.com/keepitsimple