



HOW EXECUTIVES CAN BENEFIT FROM AN
EXECUTIVE ASSISTANT





Imagine sitting in the airport, waiting to fly to an important business presentation. You are busy combing through emails, re-reading your presentation and ensuring that you have a hotel room reserved for the night. It's overwhelming but you are managing. Then, you learn that your flight has been canceled. Now you must manage a new flight with new timing, while ensuring that your presentation is ready, your emails have been answered and you still have a hotel room.

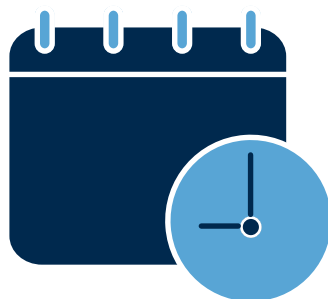
Is this the best use of your time and energy?



WHICH TASKS TAKE UP EXECUTIVES' TIME?

Executives can regularly find themselves with excruciatingly long to-do lists. Their tasks often revolve around making critical decisions that significantly impact the organization and are often done in tangent with managing various administrative and housekeeping items. These essential routine duties keep the chain of command operating smoothly; however, they also take up a significant amount of time and mental energy.

HOW DO VIRTUAL ASSISTANTS BENEFIT EXECUTIVES?



Corporate offices have utilized personal assistants for decades to carry out a wide variety of administrative and housekeeping tasks to help leaders and managers focus on the bigger picture.

Attempting to work more efficiently and increase productivity, some managers try various productivity hacks and systems they find online and in self-help books to take on these repetitive tasks. Many executives spread themselves thin, risking burnout and decision-making fatigue. While multi-tasking may make them feel more productive, it can instead produce a higher volume of lower-level work and create distractions that make it less likely for executives to fulfill their roles properly.

Working with an assistant allows executives to focus on their roles and responsibilities, increase productivity and quality of work, and provide a clearer mind when conducting essential tasks.

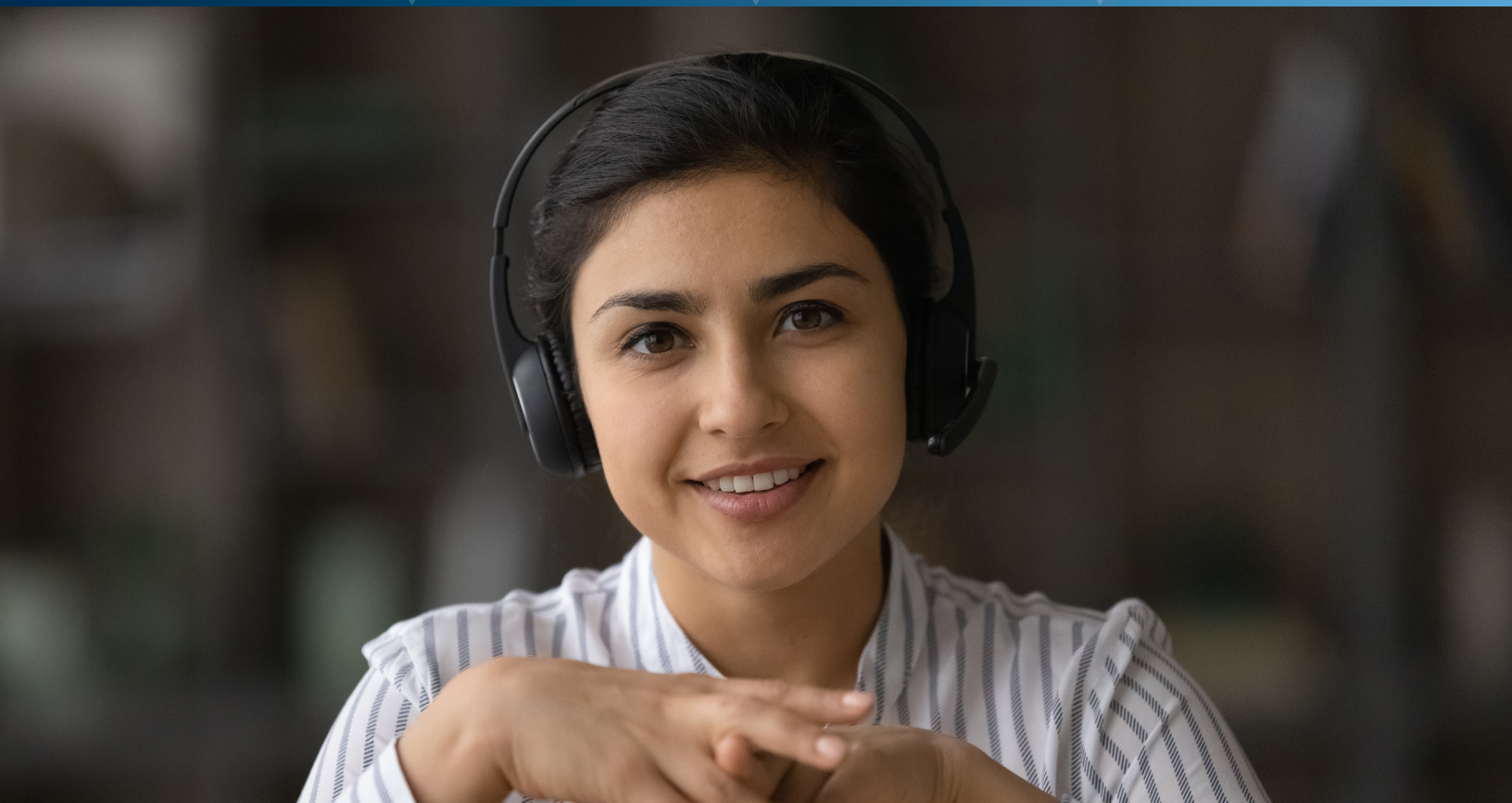


WHAT DO VIRTUAL AND IN-PERSON ASSISTANTS DO?

A trusted assistant, whether virtual or in-person, handles many of the tasks an executive encounters every day. Both can screen emails, proofread reports, schedule travel and other tasks. Much like in-person support, virtual assistants can even get coffee or set up a lunch meeting by placing the order and having it delivered.

Despite hesitation from some businesses to switch to a virtual support system, remote assistants are proving to be a cost-effective way of running a workday. By supporting multiple executives in multiple locations simultaneously, virtual assistants can offer flexibility, reduce overhead, and increase cost efficiency by shifting to non-payroll-based personnel.

Many companies successfully use both types of assistants to accommodate different roles. Virtual assistants offer cost efficiency and flexibility, as they work remotely across multiple corporate locations. In-person assistants work closely with individual leaders, and they can assist with events and activities occurring in-office that are challenging to handle remotely.



SOME OF THE MOST COMMON TASKS ASSISTANTS PERFORM ARE:

1

SCREENING EMAILS

The average American employee spends **over five hours per day** managing their emails, including personal and work emails. With the right help, executives could spend some of this time on more impactful activities. An assistant could flag important messages for review, accept or reject meeting invitations, filter out non-essential messages, and handle some follow-up correspondence as appropriate.



SOME OF THE MOST COMMON TASKS ASSISTANTS PERFORM (CONTINUED)

2

SCHEDULING MEETINGS AND RESERVING OFFICE SPACE

Maintaining schedules, arranging appointments, and finding the space to accommodate them requires significant time and multi-tasking. Experienced executive assistants manage this by corresponding with key parties to determine the availability of all involved. Access to schedules provides insight into key responsibilities and an understanding of how to prioritize and rearrange things. Doing so, an assistant can appropriately schedule an appointment pertaining to a fast-approaching deadline ahead of one that is less crucial.

3

PROOFREADING REPORTS

Proofreading reinforces professionalism and ensures accuracy when compiling and presenting reports. Simple mistakes, like typos or misplaced labels, are minor and often done when in a hurry or overwhelmed. These errors can reflect poorly on the person who made them. Assistants have the time to go through reports to ensure they present well and lack errors, including data and graphics that need to be double and triple-checked before being released.



SOME OF THE MOST COMMON TASKS ASSISTANTS PERFORM (CONTINUED)

4

MANAGING CALENDAR APPOINTMENTS AND REARRANGING CONFLICTS

There are times when scheduled meetings must be rearranged as plans change. That can pose a significant challenge and a potential domino effect of conflicts. Assistants can handle this in a timely way by reaching out to all parties to change and confirm appointments. Executives are provided with their new schedule with assurance that nothing is conflicting or canceled at the last minute.

5

BOOKING TRAVEL PLANS AND ACCOMMODATIONS

Many executives spend weeks on the road. Coordinating logistics for such business trips can be complicated, time-consuming, and mentally exhausting. Experienced assistants can book flights, make accommodations, and arrange on-ground transportation, as well as manage logistical challenges along the way. Their access to executive schedules allows them to find suitable accommodations and put all necessary information and confirmation numbers in one place. Executives then won't need to switch between apps and emails to find the essential information when quickly on the go.



THE ROI OF EXECUTIVE ASSISTANTS

In-person executive assistants have become less common in recent years with budget cuts and newer work models. Many newer organizations, especially those that began as start-ups, never built executive assistants into their company structure, despite their importance. Without an assistant, higher-salaried resources are left to manage daily, routine tasks on their own. By investing in an assistant, these leaders could **free up dozens of hours per week** to focus on activities that have greater benefit for the company. Assistants can be a valuable resource, increasing productivity while enhancing executive work-life balance.

HOW THESE TASKS WEAR DOWN YOUR MENTAL ENERGY

Decision-making fatigue is prevalent for employees at all levels. Many executives have noticed that they struggle to make good decisions after performing and responding to various repetitive tasks throughout the day. This can be detrimental to the company when it hinders the ability to think logically and perform effectively.

THE CORE COMPETENCIES OF EFFECTIVE ASSISTANTS

A seamless process develops as assistants learn and grow with their executives and gain an understanding of their work rhythm and goals. Assistants who thrive in their roles often have several core competencies that enable them to be highly effective. While many assistants have their unique skills and backgrounds, here are some of the common traits of an effective assistant:



ADVANCED INTERPERSONAL COMMUNICATION

Assistants must have excellent listening skills to understand their required tasks. Upon completing tasks, they need to know how to quickly and concisely communicate updates, so executives receive essential details to succeed in their role.



EXCEPTIONAL ORGANIZATIONAL ABILITIES

Assistants can help save time, reduce clutter, and improve productivity by helping executives stay organized. Proper organization is essential to time management, document management, effective communications, and other responsibilities.

THE CORE COMPETENCIES OF EFFECTIVE ASSISTANTS (CONTINUED)



A PENCHANT FOR COLLABORATION

Assistants work closely with their executives and must thrive as collaborators to turn executive's goals and requests into reality. While they must have self-sufficiency to handle tasks independently, they must innately have a collaborative mindset to enable their executive's success.



A DEMEANOR OF PROFESSIONALISM.

Assistants must be professional in all correspondence with their executive, but it's most crucial when corresponding on behalf of their executive. They act as the outward face when speaking with clients and must represent the professionalism and competence of their executive.



SOUND JUDGMENT AND PROBLEM SOLVING ABILITIES.

Executives must trust their assistants to handle all tasks competently and determine the best way to accomplish them. Often executives cannot provide fully-fledged instructions on all tasks. The assistant must be able to progress certain tasks independently, but also with sound judgment, and know when to wait for executive input before proceeding.



HOW VIRTUAL ASSISTANTS CONDUCT TASKS

In addition to the necessary personal characteristics, executive assistants need the proper tools to succeed at any task. Cayuse virtual assistants are paired to ensure their personality, skills, and knowledge align well with the needs of the executive.

Cayuse assistants work in three teams with overlapping schedules to provide full support from 5 am PST to 5 pm PST, Monday through Friday. All Cayuse assistants live on U.S. soil, and most are Native Americans, Native Hawaiians, or are associated with the Tribal communities.

Virtual executive assistants can be contacted via chat, phone, and email. Their computers are setup with the tools and applications they need to handle any task successfully. They have access to project management platforms, time management, scheduling tools, and video conferencing tools like Zoom or Microsoft Teams.

Each Cayuse assistant works on a virtual desktop with confidential access to their accounts, and each assistant is certified to ensure confidentiality for every client.



ENLIST THE HELP OF A VIRTUAL EXECUTIVE ASSISTANT TODAY!

Executives can often work long, hard days, that often include daily housekeeping tasks to keep up with meetings, emails, upcoming travel plans, and other routine responsibilities. The adage goes, “work smarter, not harder,” which perfectly illustrates what virtual executive assistants can bring to your team. Cayuse has personnel trained and ready to help your company run more smoothly and effectively, while reducing your workload, increasing your focus, and giving back some of your time.

Contact us today to see how our team can help streamline your day-to-day work obligations!