

# PLANETARYMOTION®

INSIDE ACCESS TO SPECIAL PROMOTIONS AND HELPFUL TIPS

## CAN YOU HEAR ME NOW?



Joanne Linden, Co-Founder  
PlanetAdmin LLC.

**Can you hear me now? Are you hearing what your executive needs/wants?**

You hear over and over again from many sources to "do things differently." But how do you do that? If you're like me, you've been an administrative professional for more years than you care to admit. You can do your job (and do it well) with your eyes closed. And that's the problem, you're on automatic pilot. You're going through the motions without even thinking about how you can do your job differently or better. After all, you've been getting good results and good performance reviews, so why change?

### There are several reasons:

**1) To continue enjoying what you're doing**, occasionally you have to make changes so you don't fall into a rut. Before you know it, you wake up one morning dreading going into work because you can't face doing the same job the same way one more day.

**2) You must remain competitive**; there's no time to rest on your laurels. You may be at the top of your game, but today's job market is very competitive. If you aren't keeping up with new trends and technology, there are people waiting in the wings that are continuously learning and ready to take your place. If you were to apply for your own job today, would you get an interview, much less be hired?

**3) Your executive relies on you** to add value and keep him efficient and effective. It shouldn't be up to him to tell you how to do things differently or better.

I'll focus the rest of this article on this last point, adding value to your executive. The best way to know what you can change is to really "hear" what your executive is saying. For example, I recently polled my CEO assistant peers and found that 90% of them do their CEO's itinerary much the same way, in a Word document. That's the same way I had been doing my CEO's itinerary for years. Each time I reviewed his itinerary with him before an extensive, detailed trip, he would lament that he had too much paperwork to carry with him. It didn't help that the itinerary alone could be as many as 5-6 pages long.

By chance I was reviewing our CFO's itinerary with his assistant and was amazed to see that his extensive itinerary was condensed onto a one page Excel spreadsheet (figures, Accounting uses spreadsheets for everything). I knew immediately that this format was the answer to my CEO's prayers. When I presented his next itinerary to him in this format, he was thrilled (did I see tears in his eyes?).

My advice is to schedule a meeting with your executive at a convenient time, bring a list of things that you do for him and ask what's working for him and what's not working for him. You could be doing some tasks that may no longer be relevant. It could be a spreadsheet that takes you hours to update, that he puts in a binder or file, but never looks at it again. Maybe you are including information on his itinerary that he doesn't use, but it takes you substantial time to gather that information. Ask your executive if there is any new project that he's working on and volunteer to take a piece of it to help him.

The key here is to really "hear" what he's saying and then run with it.

END

For More Information on Training and Workshops: [www.PlanetAdmin.net](http://www.PlanetAdmin.net)