



Executive Assistant, torch-holder and remover of the iggledy-piggledy,



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Executive Assistant, Exception over Expectation.



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After more than 20 years as an Executive Assistant, supporting everyone from office teams to CEOs and founders, there is one thing I know for certain: **I genuinely love what I do.**

In a world where we often hear about burnout, overwhelm and workplace challenges, I genuinely wake up grateful for the career I have built. Being an EA has given me opportunities to learn, grow, support incredible leaders and play a meaningful role in helping businesses succeed. In fact, I often describe myself as the person behind the screen, holding up six torches so that someone else can stand confidently on the stage and shine.

That is the magic of being an Executive Assistant

I am rarely centre stage, and that is perfectly fine. I am often the person behind the scenes ensuring the lights are on, the plans are in place, the details are covered and the leader has everything they need to succeed. I take great pride in removing the distractions from my executive's day.

By taking care of the diary clashes, travel disruptions, inbox mountains, forgotten actions and all the other bits of iggledy-piggledy that can distract a leader from their priorities, I create the time and space for them to focus on what they do best: leading the business, growing the organisation and building strong relationships.

Despite more than two decades of experience, I would be lying if I said I never hear the doubting doos. It is funny how those thoughts can creep in, regardless of experience: *"Do I look professional enough?"*, *"Am I smart enough?"*, *"Do I look the part?"*, *"I am going to mess up"*, *"I shouldn't be in these photos"*, *"What if people think I do not belong here?"*

I can look back on a career supporting founders, CEOs and senior leaders, and yet those doubts still occasionally make an appearance. Sometimes they arrive because of a comment someone makes. Sometimes they appear after scrolling through social media. Sometimes they come from nowhere at all. What I have found is that the doubting doos do not care about my experience. They do not care about the achievements I am proud of, the problems I have solved or the trust I have spent years building. They simply show up and try to make themselves heard.

What I have learned over the years is that confidence is not about never having doubts. Confidence is about knowing that those doubts do not define me. Looking back at my career, I know that my success has never come from looking a certain way, sounding a certain way or fitting somebody else's idea of what an EA should be.

My confidence has come from showing up, working hard, learning continuously, finding solutions, building trust and caring passionately about the people and organisations I support.

Not because I know everything, but because I know I am willing to learn anything.

Recently, I found myself reflecting on the career I have built. When I looked back at the challenges I have overcome, the leaders I have supported and the trust I have earned, I realised that confidence and self-doubt can exist together. Pride and vulnerability can exist together. Experience and learning can exist together. The evidence has always been there.

The doubting doos might be loud occasionally, but they are rarely right. What defines me is the career I have built, the people I have supported, the problems I have solved and the passion I still have for being an Executive Assistant after more than 20 years.

One Last Thing...

Before you rush off to untangle a diary clash, rescue a meeting or remove a bit of iggledy-piggledy, I have one small favour to ask.

The next time the doubting doos start chattering, remind them who they are talking to. Remind them of the challenges you have overcome, the trust you have earned and the countless times you have quietly saved the day.

Most importantly, remember that your value is not measured by how you look, how you sound or how closely you match someone else's definition of success. It is measured by the difference you make every day.

So give yourself some credit. Celebrate a win. Acknowledge something you are proud of and if the doubting doos are being particularly noisy, tell them politely but firmly that the grown-ups are talking.

As for me, I am off to hold up a few torches and remove some more iggledy-piggledy. 😊

Jax Clayden Executive Assistant, torch-holder, remover of the iggledy-piggledy, and passionate advocate for creating harmony at work and home.