



Protecting Time, Driving Impact



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Executive Assistant, Exception over Expectation.



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Being an Executive Assistant today means working in constant motion. Being an Executive Assistant today means working in constant motion. Calendars are full, priorities shift quickly, and expectations are high. We sit at the intersection of people, information, and decision-making, often before anything becomes visible to the wider organisation. It can be easy to see the role as purely reactive but it is mostly pro-active and preventative. In reality, the positive impact an EA can make is significant.



We create clarity where there is noise. We protect time so leaders can focus on what truly matters. We notice risks early, smooth tensions quietly, and keep momentum moving forward.

A key part of our role is shining a light on others. When we help colleagues and leaders succeed, it does not dim our own value. It strengthens it. Supporting achievement, celebrating progress, and enabling others to perform at their best only sharpens our own impact and helps everyone achieve more.

Over a 20-plus-year career, I have collected a fair few nicknames. Rottweiler. Ice-Queen. Armed Guard. Department of Defence. Chief Protector. Office Mumma. Inventor. IT Breaker. Those are just the ones I can remember.

None of them have ever offended me. Every single one meant I was doing my job properly.

I do protect my executives' time. I do create, adapt, or use what is available in new ways to be more effective. I do push the limits of IT, occasionally breaking it, to discover how it can better support the business in a more proactive and efficient way.

Small actions compound. A well-managed diary can prevent burnout. A thoughtful follow-up can shift the outcome of a decision. A well-timed nudge can save hours, or days.

And let us be honest, being an EA often means being part strategist, part diplomat, part problem-solver, and occasionally part magician, usually without the cape.

The way things are does not limit the difference we can make. Influence does not come from hierarchy alone; it comes from trust, consistency, awareness, and the courage to do the right thing quietly and well.

Being an EA is about enabling better decisions, stronger relationships, and healthier ways of working. When others shine because of our support, our own sparkle only grows brighter.

That impact is real, even when it happens behind the scenes.

#ExecutiveAssistant #EAProfessionals #LeadershipSupport #PositiveImpact #ShiningALightOnOthers #BehindTheScenes #CareerReflections

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