

BOSS

ADMIN ADVANTAGE

The Exclusive Online Magazine
for Managers and CEO's

**October
2016**



Indispensability: The Start Point of the Effective Executive Life Manager

FEATURES:

Special Message to Executives
How to Travel Like a Boss
What's Going to Move Your Needle?

Deskdemon

A publication of
North American edition

BOSS ADMIN ADVANTAGE

US & NORTH AMERICAN EDITION

303 Twin Dolphin Drive, 6th Floor
Redwood City, CA 94065 - usa
Tel.800.406.1348 Fax.888.215.1852

EDITORIAL TEAM

Susan Silva
Managing Editor
susan@deskdemon.com

PRODUCTION & DESIGN

Robert Olszewski
Graphic Designer
robert@deskdemon.com

Kulasekaram Vimalarasa (Raj)

Web Developer
raj@deskdemon.com

Suresh Karuppannan
Website Designer
suresh@deskdemon.com

ADVERTISING

Susan Silva
Advertising & Sales US
susan@deskdemon.com

Jane Olsen
Director Advertising & Sales UK
jane@deskdemon.com

BUSINESS STAFF & PR

Mek Rahmani
Founder, CEO & Publisher
mek@deskdemon.com

CONTENTS

of October '16

6 **Special Message to Executives**

10 **How to Travel Like a Boss**

15 **Indispensability:
The Start Point of the Effective
Executive Life Manager**

22 **What's Going to Move Your Needle?**

25 **Exec Assistants Sound Off**

15



22



10



25



6





EVERYTHING YOU NEED FOR HOME-COOKED MEALS

Delicious recipes and fresh ingredients delivered to your door.



Enjoy **\$35 OFF** your first box with code **CKUF9**

– Claim within 30 days at HelloFresh.com –

Please note, only one offer per household, for new customers only. Deal valid with purchase of a 2- or 4-person box. Deal cannot be applied toward one-off delivery boxes. \$35 credit applies to all box types. Upon redemption, you will be enrolled in an auto renewal subscription, and you can stop deliveries at any time. Please check HelloFresh.com for more information.

3 SIMPLE STEPS TO HASSLE-FREE COOKING



1. YOU CHOOSE

Select your favorite recipes from our experienced chef.



2. WE DELIVER

We'll deliver pre-measured ingredients right to your door.



3. YOU COOK

Cook healthy meals from scratch in about 30 minutes.

HelloFresh.com



Executives & Assistants: Take Your Partnership to the Next Level

If you're ready to build a more dynamic, productive and powerful partnership, but you're not quite sure what to do or where to start, have no fear. Your "instruction manual" is here.

Introducing a groundbreaking tool designed to support the relationship between Executives and Assistants by providing a structured path for managing both the people and processes involved.

Executives & Assistants Working In Partnership: The Definitive Guide to Success

A practical resource that works like a self-guided, self-paced coaching program with Joan Burge, the world's leading expert on administrative effectiveness.

Includes:

- Best practices consolidated over 25 years of research and experience in the field.
- Comprehensive and flexible solutions for addressing the most pressing and common challenges facing Executives and Assistants.
- Time-tested proven solutions that work in nearly any professional environment, regardless of industry or business size.
- Specific "conversation points" designed to facilitate open communication between Executives and Assistants, helping you to create your own unique partnership with clearly defined operating procedures.
- A selection of proprietary assessments to help you better understand the nature of the partnership and your key areas for improvement.



More Than a Book...A "Do-It-Yourself" Operations Manual for Your Partnership!

- Simple, flexible and comprehensive.
- Modify and mold it to meet your unique needs.
- Elegant and functional design features ample space for customization.

Don't accept an average partnership. Stop settling for mediocre. Take your partnership from fine to fantastic!

Contains specific, time-tested strategies for creating the ideal working partnership, where both Executive and Assistant perform at peak levels and experience:

- Less stress
- Improved communication and collaboration
- Better time management
- Greater ability to focus and get things done
- Increased efficiency and effectiveness

Learn more at www.OfficeDynamics.com/eaguide

CAREER

Special Message to Executives

by Joan Burge

A CHAPTER FROM:

**Executives and Assistants Working In Partnership:
The Definitive Guide to Success.**

The final two chapters of this Guide are dedicated to providing specific support for each individual partner and addressing additional challenges you may experience as you create your working partnership. This chapter is directly to the Executive; the following chapter speaks to the Assistant.

DELEGATE MORE

Executives will greatly benefit from taking the time to delegate more items to their Assistants.

It is a virtual certainty that your Assistant is underutilized. Provide her with more work (and more challenging work) and watch her rise to meet your heightened expectations.

Here are just some of the reasons we've heard regarding why Executives don't delegate tasks or assignments to their Assistant.

See if you can relate.

- **You are a perfectionist and fear your Assistant won't do the work up to your standards.**
- **You've had bad past experiences with other Assistants who worked with you.**
- **Your current Assistant has let you down.**
- **You don't even think about delegating because you are too busy.**
- **You are independent and a savvy tech user; you'd rather just "do it" yourself.**
- **You worry it will take too long to teach your Assistant how to do a delegated task.**
- **You are unsure of what and how to delegate.**

We have addressed several of the sentiments above throughout the course of this guide. However, this last one tends to be a frequent concern we'd like to address in depth here. How do you determine what tasks to assign to your Assistant? Ask yourself the following questions:

- **Does my Assistant have the innate ability, talent or interest to do this?**
- **What skills might my Assistant have that are currently being underused?**
- **Might my Assistant have experience in a particular area that I don't know about? (Perhaps from past jobs or outside work activities.)**
- **What is the potential long-term time savings? If I take time today to teach my Assistant a task or a project, how much time will it save me in the next 12 months and beyond?**

Example: It takes you 2 hours to teach your Assistant how to do a monthly report. Doing this report yourself takes 2 hours per month, so it will save you 2 hours x 12 months = 24 hours. That is the long-term time savings. What could you be spending this time on that has a bigger impact on the bottom line than that monthly report?

What areas of responsibility do I currently have that I would most like to see my Assistant handle?

How could I better use my time if I were freed of some of the hands-on managing I do now?

Recommendations

- **Challenge your assistant to be her professional best and stretch her capabilities.**
- **Raise the bar for performance and set higher expectations.**
- **Give your Assistant the opportunity to utilize deeper-level thinking.**
- **Model the behavior you expect to see in your Assistant.**

CAREER

- Once you delegate, don't take work back, assign it to other people, or do it yourself.
- Take more time to explain, train, and coach.
- Look for situational opportunities that can be used as learning experiences.
- Invest the time now to save hours later.
- Provide on-the-spot coaching when things go wrong; otherwise, if you brush it under the rug, resentment builds. How else will she learn?

PROVIDE CONSTRUCTIVE FEEDBACK

The final point on the list above can cause hesitation for some Executives. Therefore, we'd like to take a moment to discuss it in detail.

What prevents you from openly discussing things you aren't happy with or expectations that aren't met by your Assistant, with your Assistant? Here are some of the common responses we've heard:

- "I'm not sure how she will respond."
- "What if she gets emotional or defensive?"
- "I assume my Assistant knows my viewpoint."
- "She should know this. I shouldn't have to tell her."

Even the best Executive/Assistant teams experience conflict from time to time. What makes an effective working partnership is a willingness to resolve the problems. Positively approach your Assistant with constructive feedback.

STEPS TO VERBALIZING YOUR OBSERVATIONS

1. Confront problems head on.
2. Schedule time for discussion. This should take

place within two days of the situation you want to discuss.

3. Explain your perspective using non-accusing language. Use specific examples. Focus on the behavior or action, not your displeasure.
4. Be aware of her body language and facial expression.
5. Listen to the other person's perspective of the situation.
6. Search for the underlying causes of friction.
7. Focus on one issue at a time.
8. Commit to a solution and allow 21 days of implementation before evaluating success.
9. Re-evaluate the situation, if necessary.

NOTE: Remember to give positive feedback regularly as well. Be specific and timely in your praise so your Assistant knows what she's doing well and knows to continue this behavior.



STEP UP FOR YOUR ASSISTANT


In working with tens of thousands of assistants in every industry and every size business, we have learned Assistants want very specific things from their Executives. Their desires are nearly universal across the board.

In this final section, we've consolidated our findings and provided tips to help you "step up" for your Assistant. We want to help you become the kind of Executive that top-performing Assistants want to work for.

- **Provide precise details about projects. Don't just tell your Assistant what to do, tell her why.**
- **Make time to explain the bigger picture of a project not just her little piece. This allows your Assistant to take initiative, foresee obstacles, and possibly take more tasks off your plate.**
- **Where is this going? What should it look like when we are done?**
- **Help your Assistant grow and learn.**
- **Include your Assistant in your meetings (and not just to take notes).**
- **Invite your Assistant to attend business events with you or in your place.**
- **Expand your Daily Huddles to include learning time.**
- **Forward periodicals, newsletters, blogs, and other resources to your Assistant that relate to the business.**
- **Be clear about your expectations. Provide guidance and be available to answer questions.**
- **Be understanding of what's going on as far as the day-to-day business. Help her understand and adjust priorities when needed.**

- **Keep your Assistant "in the loop." Don't make her play detective to determine what's happening and what you need.**

Finally, perhaps the most important thing you can do to foster a mutually beneficial partnership with your Assistant is this: Respect the person working to support you.

If you want others to respect her decisions, follow through on her requests, and treat her as a reliable liaison, you must first show her that same respect. Your actions and language create perceptions. Avoid using diminutive pet names like "my gal" or "my work wife." Your Assistant is your partner, but she is a professional and person in her own right. Other people will look to you for guidance on how to interact with your Assistant and their own. Let people know that your Assistant is your most important business relationship. Time with her is vital. Her success is your success and vice versa. 

Reprinted with permission by Joan Burge.

Joan Burge is the CEO of Office Dynamics and has over 25 years of experience both as a top-level assistant herself and as an executive. She has personally coached over 150 executive and assistant teams at some of the world's most acclaimed organizations.

How to Travel Like a Boss

by Tae Lee

The key to travel planning is walking the entire trip in your traveler's shoes. As an executive, I was blind to this phase of my business trips. It wasn't until I shadowed my executive assistant that I saw that every trip I took was a marathon, not a sprint, for her. Every step I took, she had to take 100 to make sure that each leg of my trip fit my meetings, preferences, and spontaneity. After watching her create an itinerary, it became clear to me that just a little bit of feedback from me would make her job significantly easier. Communicating with your admin can best be accomplished in 3 stages: pre-trip, in-trip, and post-trip. Keeping an open line of communication with your admin will make both of your lives significantly easier and will, ultimately, save you a ton of time and headache! Help empower your admin to empower you with the following tips and start traveling like a boss.

PRE-TRIP COMMUNICATIONS

The hardest part of your business trip for your admin comes before you even step on the plane: creating your itinerary. This is easily the most time consuming and stressful part of every business trip for your admin. Even after creating a flawlessly timed itinerary, your admin will need to get your final approval and make sure it fits your preferences. To help your admin plan more efficiently, help by creating a traveler profile. It is so easy to forget that our admins aren't mind readers because it so often feels like they might be. Take 5 minutes to go over these basic preferences and they won't have to read your mind because they'll know exactly what you want and when you want it. Here are the key points to review with your admin for your traveler profile:

1. Flight Profile: Booking the right flight is the hardest part of your admin's task. Not only do they have to find a flight that fits your meetings, but also your budget, corporate policy, and preferences. You can make their lives easier by setting these clear preferences:

a. Brands: What airline do you prefer and which do you collect miles for?

b. Seat Class: Economy, Economy Plus, Business, or First Class?

c. Priorities: Do you prioritize duration or price? How much more are you willing to spend to take a direct flight to your destination? Or do you just want your admin to book you the cheapest flight available?

2. Lodging Profile: Help your admin find the right hotel for you by sharing what your preferred amenities and priorities are. Their task is to find a hotel that will be your home away from home. In order to do so, they need to know what you want to see in that home. Hotel profiles should include:

a. Preferred Brand: Similar to airlines, which brand do you prefer and like to collect points for?

b. Amenities: What do you absolutely need in your hotel? Provide your admin with a clear list of required amenities, and then add some "nice-to-haves".

c. Priorities: Do you prioritize proximity or quality? Would you rather stay in a mid-tier hotel close to your meetings, or one that is a little further but is a top-tier hotel?

3. Ground Transportation Profile: Make sure your admin knows how you like to travel once you reach your destination. Ground transportation can be extremely stressful for any traveler because you have the least amount of control over it. Therefore, you should make sure that they know your preferred options to provide.

a. Type of Ground Transportation: Travelers now have 5 major modes of transportation: rental car, taxi, ride sharing, car service, and public transportation. Make sure they know which you prefer so they can pick the right service.

b. Preferred Brand: Like the two above, make sure you they know your preferred brands. Do

WORKSMART

this both for the car provider as well as the type of car.

4. Timing: As a frequent traveler you are likely used to feeling rushed and hate it. Traveling is already stressful enough without the added pressure of having to run in between meetings or flights. Let them know what your timing preferences are, so they can build that into the flight schedule.

a. Domestic flights: How early do you like to arrive at the airport before domestic flights?

b. International flights: How early do you like to arrive at the airport before international flights?

c. Meetings/Events: How early do you like to arrive at your scheduled events? If you need at least an hour to prepare for an event, they will need to know so they can pick a flight that will require you to go directly from the airport to an event.

d. Arrival and Departure Dates: Do you prefer cushion days at the beginning and end of trips? Or would you prefer to get in as late as possible and out as early as possible?

IN-TRIP COMMUNICATIONS

In-trip communications will help your admin make sure the little changes of your trip don't derail every step and event that comes after it. By keeping your admin updated and aware of your trip, you are helping her keep you on time. Help keep open and clear communications with these 3 steps:




1. Set On-Call Hours: Before you leave for your trip, make sure you are both clear on what level of communication you are expecting. Set certain on-call hours for your admin if you are expecting them to be ready while you're away. This is especially important if you're going to be traveling to a different time zone. Remember, they are not mind readers! Doing this will help put the both of you at ease. Your admin will not be frantically checking their phone at all hours of the day and you won't have to be worried on whether or not they'll be available.



2. Use Messaging Apps: Your admin is probably constantly bombarded with emails. Use a message app, like Telegram or Slack, because these methods of communication will be specifically for the two of you. With these apps, messages are less likely to get lost and more likely to be checked, read, and responded to.

3. Keep your Admin Updated: Make sure that you keep your admin updated to every change in your schedule, especially if it may cause a delay in later events. This includes everything from traffic to changes in the weather. When you do this, your admin is able to get ahead of you and help make changes to plans as needed.

POST-TRIP COMMUNICATIONS

Be honest with your admin about what worked and what didn't work. After your trip, debrief them on what could have been improved upon and what was absolutely perfect. By sharing feedback, your admin is able to adjust all future itineraries to include your new preferences and you'll see that each and every trip you take will be better than the last. This is the best part about admins and what makes that absolutely irreplaceable by new technologies and artificial intelligence. Admins are unbeatable in their ability to adapt and learn and every executive should team up with their admin to become an unstoppable team. 

Tae Lee is the CEO and founder of event based trip planning tool TRAVO. Prior to founding TRAVO, Tae served as executive vice president of Operations and Technology at the leading video advertising technology firm, ZEFR.



Online Discounted Fragrances

UP TO 80% OFF

Extra 20% OFF Our Already Low Prices



Free Shipping Available • Coupon Code: 20DEAL

WWW.THEPERFUMESPOT.COM

Indispensability: The Start Point of the Effective Executive Life Manager

by Melba Duncan

In my work as a retained recruiter and consultant, I meet with and represent global CEOs in their search for Senior-Level Executive Assistants who perform as Executive Life Managers. In these discussions, I learn that CEOs expect these professionals to provide useful common sense, a focus on high standards with a different kind of instinct from which they will be able to connect their role to opportunities in technology, the global workplace experience, and rapid global social changes.

TRAINING

This means that Executive Life Managers will make effective and efficient decisions, with acute focus and a sense of consequence; thus, their work is based more in good judgment and competence, than on their position in an organizational hierarchy. This career requires skillful imagination, precise execution, with equal parts of trust and timing, and a range of attributes, perspective, creativity, empathy and prior knowledge. Understanding the benefit of collaboration is critical to the effective Executive Life Manager.

The present time offers unparalleled professional challenge; yet, it also suggests remarkable opportunities. Forging the relationship with executives to the level of Business Partnership is the value proposition. How do you add value? Shifting this position to this level of accountability requires expanding your knowledge base to increase the role's distinctiveness.

To claim the level of Business Partner, your expertise will be demonstrated by your ability to incorporate aspects of Management and Leadership into your role of Strategic Support. As these skills converge, it is expected that you will represent Executives in dealings with others by using interpersonal and problem-solving skills. The centerpiece of the evolving role requires that Executive Life Managers provide a source of knowledge to create structures, systems and organization

to support the vision of the executive, while aligning those tasks with the goals of the organization. Executive Life Managers must be creative thinkers, and must be skilled in business strategy in order to be able to place facts in context and deliver them with impact. The modern paradigm of the executive assisting profession is that this position requires individuals to be very proficient in their practice, not only in the areas of technology but in business acumen.

The most valued Executive Life Manager is the person who aligns his/her strategy with that of the Executive's and the organization's mission. You know that the key is in the orientation of the role and that there must be personal chemistry between the Executive and the Assistant. Executive Life Managers' intellectual and technical capabilities are influences; yet, it is the "personality fit factor" that is the key to sustainable performance, both personally and organizationally. Each must like, respect and trust the other and have the friendship-based capacity to apply humor to challenging situations. Mutual respect, accountability, trust, and adaptability and a sense of humor must be absolute. Executive Life Managers as Business Partners will yield successful outcomes when there is mutual respect and the right fit: in executive personality, company culture, and agreed-upon goals.

As Executive Life Managers, you are not



imprisoned by the traditional job description; you know that your position is valuable, and of enviable strategic importance. Let me remind you of the four viewpoints for creating and delivering value: the first is that a new performance responsibility has emerged; the second is that the willingness to change is a key strength; thus, thinking becomes the new commodity; the third is that your role is important as you focus on results and maximize efficiency; and the fourth is that as you accept higher levels of responsibility within your role, your influence will be most critical to creating a high performance environment.

Your work will be measured by volume, pace and precision. Your value comes from your ability to analyze and challenge long-standing practices, and to replace such outdated approaches with skilled techniques in executive support strategy, smarter decision making and improved performance.

As Executive Life Managers, you represent a high business function. You are among any establishment's critical talent population. Why? You provide administrative stability, the discipline to do more things better, and the vital skills of adaptability and resilience to manage the magnitude of systems with judgment, consistency and reliability.

You are intellectually impressive. You are able to anticipate evolving situations and

TRAINING

make responsible decisions with focus, which is the science of attention, constructive concentration, self-awareness and self-management that foster the skill of empathy. As Executive Life Managers, you immediately respond to the high-velocity change in the work environment, to the hyper-speed of technology, and to competitive world events that affect business strategies. Executive success is dependent upon your talent, and your adaptability to change. This role tests your ability to retain the essential and reliable quality of outstanding character, no matter what. This is your differentiation strategy.

Your sense of mission is that you are relied on to make the Executive's vision a reality. Your purpose is to meet the goals of the Executive and the enterprise you support. How do you add value? You focus on distinctiveness with consistency, creativity and communication. To achieve balance and strengthen your innovative ability, you assure executives of your proficiency with your Performance Skills (your experience; how you have expanded in the role). Your Expertise (the areas in which you excel). Your Personal Attributes (you reflect confidence and a centered ego; someone who gets it done). Your Knowledge (you have reliable skills). Your Social/ Interpersonal Skills (you demonstrate the charisma and empathy necessary to manage global relationships).

Of equal magnitude is what I refer to as CSI: Character that is evidenced by Professional Courage (the intention to do the right thing). Strategic Competence (knowing how to do the right thing). Imagination, which is evidenced by Intellectual Integration (the ability to deliver and execute the right thing).

As Executive Life Managers, your workplace mandate is to provide the basis for Executives to make the best-informed decisions possible. You conduct due diligence in order to assure that all relevant information, with the right level of detail, is available to aid in the decision process. You are a high verifier of all information because preparation of such materials, and for their thoroughness and balance, confirms your competence.

Smart businesses will compete for your talent because you are intellectually impressive. You can serve as advocate and strategist, and thereby influence policies, processes, and corporate decisions. You encounter vigorous tests as you meet assisting protocols; yet, you persevere and reshape your role with ideas that are truly innovative. Experience and acquired knowledge allow you to make smarter decisions which thereby improve your performance. Your brilliance is captured by your ability to distinguish between cause and effect, and to understand the impact of change on executive and organizational priorities. This is your differentiation strategy.

Charles Darwin tells us that “it is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.” Executive Life Managers meet this challenge because their most powerful strength is resilience. The key is to welcome the challenge offered by change, while we find a way to integrate the things we love into the work that we do. You validate a most basic principle, that doing produces learning.

The key to creating a sustainable, thriving career as an Executive Life Manager in these challenging times is to know what new and expanded skills are required for you to assume even higher levels of responsibility, then to acquire those skills and design a career strategy that supports your expertise as Indispensable. Your personal strategy is essential.

I believe that you have to be the architect of your own career. I believe that you have to create your own opportunities. I believe that you have to continue to invest in your education to sustain business partnership accountability. **I believe that to support your role as Executive Life Manager new learning should focus on a combination of the following essential Pivotal Roles:**

Leadership. As Leader, you exemplify the qualities of leadership as you cope with change, push through obstacles, finish what you start and build commitment through collaboration.

You exercise judgment in decision-making and foster group cooperation and teamwork. You efficiently handle difficulties and emergencies. You manage confidentiality. Character is your #1 attribute.

Management. As Manager, you direct individuals and routines through organizational adaptability. You conserve and reinvent new competencies; you understand goals and expectations, you apply common sense, you execute. You devise systems to measure and monitor implementation. You assess the parameters of a particular situation and decide what ideas and actions will work in that context. Your management skills bring structure to day-to-day routines. You constantly look at the way you do things and adjust the process to reflect goals and resources. You create global relationships as you move forward.

Global Communication. As Communication Expert, you serve as liaison, translate key messages, ask the right questions and listen well. Misunderstandings and false expectations are eliminated. Schedules are clarified. Personal preferences are explained. Compromises are worked out.

Technology. As Technology Expert, you work in a world that is massively interconnected. You are spontaneously reinventing systems and processes to adapt your technological skills to create and manage time-saving solutions.

TRAINING

You are systems focused and structured; you put the pieces together to move across boundaries. C-Suite Executives prize technologically-adept Executive Life Managers with flawless execution. Executives want their businesses to run efficiently.

Business Partnership. As Business Partner, you are strong business allies, with a real share in the purpose and mission of the organization. The Executive/Executive Life Manager Business Partnership is sustained both personally and organizationally when mutual expectations are established. You provide administrative and technical support; you keep your indispensable skills competitive.


COSTS AND BENEFITS

Are these skills necessary? The Executive/Executive Life Manager Business Partnership is a well-understood dynamic that is critically important to the success of any organization, anywhere in the world. The dilemma is that there can sometimes be a diminished emphasis on the role; yet, these skills are the source of improved worldwide executive efficiency. While professional education is required to introduce and sustain these skills, financial and time-off requirements are the obstacles and difficulty the Executive Life Manager population encounters.

I believe that knowledge in these areas of business acumen is essential in order to

sustain the impact that the new demands in your position will have on your performance. Acquiring knowledge that will leverage the lessons learned will offer you recognition and influence.

I have a rising optimism for members of this profession when I consider the relevance and strategic importance of this role, wherein opportunities abound.

Upon the hire of a Professional Executive Life Manager, matched with the right personality and the right mix of skills, CEOs report that these professionals represent an authenticity that is unrivaled. Congratulations, Executive Life Managers. Yours is a great career choice. 

Melba J. Duncan is President of The Duncan Group Inc., a retained search and consulting firm specializing in the placement and training of senior management and C-suite level administrative support staff, with a focus on C-Suite Strategic Assistants. She is the author of the classic, The New Executive Assistant: Advice for Succeeding as an Executive or Administrative Assistant.

Try a little TENDERNESS®



— and save 75% on world-famous Omaha Steaks —



Get our world-famous, exquisitely tender Omaha Steaks® Filet Mignons, Top Sirloins and more. 100% guaranteed and delivered right to your door. Save 75% when you order the Family Gourmet Buffet.

The Family Gourmet Buffet

- 2 (5 oz.) Filet Mignons
 - 2 (5 oz.) Top Sirloins
 - 2 (4 oz.) Boneless Pork Chops
 - 2 Boneless Chicken Breasts (.5 lb. pkg.)
 - 4 (3 oz.) Kielbasa Sausages
 - 2 (4.5 oz.) Stuffed Sole with Scallops & Crabmeat
 - 12 oz. pkg. All-Beef Meatballs
 - 4 (3 oz.) Potatoes au Gratin
 - 4 (4 oz.) Caramel Apple Tartlets
 - Omaha Steaks Seasoning Packet
- 46191MHE

Reg. \$200.90 | **Now Only \$49⁹⁹**

Limit 2 pkgs. at this price. Your 4 free burgers will be sent to each shipping address that includes the Family Gourmet Buffet 46191. Limit of 1 free box of 4 (4 oz.) Omaha Steaks Burgers per shipment. Standard S&H will be added per address. Not valid with other offers. Expires 11/30/16. All product, prices and sales are subject to Omaha Steaks, Inc. Terms of Use and Pricing Policy. Visit omahasteaks.com/terms-of-useOSI



PLUS, 4
Omaha Steaks
**Burgers
FREE!**

©2016 OCG | 606B120 | Omaha Steaks, Inc.

1-800-249-0752 ask for 46191MHE | www.OmahaSteaks.com/fire63



LIFESTYLE

What's Going to Move Your Needle?

by Bill Stainton

O

ptions,
options,
too many
options!
Don't you

feel like that sometimes?

- Which of these hundred mayonnaises should I buy?
- Which of these hundred TV series should I Netflix?
- Which of these hundred Kardashians should I ignore?

For those of us fortunate enough to live in the developed world, we're faced with a mind-boggling number of options every day. But, for the moment, let's leave mayonnaise, Netflix, and the Kardashians out of it.

Let's just focus on business.

Whether you're a solopreneur, a team leader in a larger organization, or a corporate CEO, you have to answer the same question at each moment of your day:

What should I be doing with my time right now? That's a deceptively difficult question. Why? Because, at any given moment, there are probably a dozen or more things you could do—each of which would be completely justifiable. (We'll leave aside the hundreds of non-justifiable options...)

So, how do you decide? You decide by answering two questions:

- 1. What's my needle?**
- 2. What action will move my needle the most-right now?**

Let's take a quick look at these two questions.

What's my needle?



LIFESTYLE

Notice that the word is “needle,” not “needles.” There are any number of measures that a leader uses to determine the health of his or her business. Gross income, net income, number of units sold, number of Twitter followers. The list goes on and on. As a leader, though, you have to decide on the one. What is the one measure that sits above all the others? What is the one measure that feeds all the others? That’s your needle.

I’m a professional speaker. My measures include: number of speeches given, number of speeches booked, number of books sold, gross income, net income, number of marketing pieces sent out. And there are others. But for me, the one that feeds all the others is number of speeches booked. When that number is healthy, the others follow. So that’s my needle. I don’t ignore the others, but they’re secondary to this one. It’s my needle.

WHAT’S YOURS?

What action will move my needle the most-right now?


If you’ve decided on your needle (again, singular), congratulations! You’re already ahead of the majority of leaders. And by focusing on this second question-What action will move my needle the most, right now?-you can automatically rule out the majority of your options. This means that you can now apply one of the most critical leadership traits:

FOCUS

You know what your needle is. Your job now-and I mean now-is to focus on what it is that will move that needle the most, in this moment! And pretty much every moment that you’re on the job.

I have a sign right above my desk that asks the question: What action will move my needle the most-right now?

One last note. Your needle can change. That’s because circumstances change. I can foresee a time when I won’t want to be on the road as much as I am now. At that point, my business-and my needle-will need to change. What won’t change is the importance of focusing on that second question.

So. What action will move your needle the most-right now? 

*For 15 years, Executive Producer Bill Stainton led his team to more than 100 Emmy Awards and 10 straight years of #1 ratings. Today Bill helps leaders achieve those kinds of results-
-in THEIR world and with THEIR teams. His website is <http://www.BillStainton.com>*

Exec Assistants Sound Off

Can you share one tip you have put to use to work well with your boss?



Stacy Leitner CAP-OM

Executive Assistant to the CEO, City of Rancho Cordova

Creating a collaborative, effective partnership is something that is often times not taught; rather, it is achieved with deliberate purpose, experiences, reflection, and lots of two-way communication. My boss and I connect regularly throughout the day to discuss priorities and incoming requests for his time, check in on work assignments, and follow up on commitments. These quick periodic check-ins throughout the day really help us to function more collaboratively as a team.



Victoria Borjesson

Executive Assistant to CEO, Ventura Superior Court

Think One Level Up – Anticipate, Anticipate, Anticipate Having worked for many executives with different personalities and expectations, it's important to know your boss's personality type and expectations. Once the honeymoon is over and the reality sets in, you should know quite a bit about your boss's expectations and work style by this point. One way to achieve expectations or, better yet, to exceed them is to anticipate what the boss wants or needs. If your boss is not particularly demanding, he or she may ask for little or nothing. However, if expectations and demands are high, you need to be thinking ahead. Whatever my boss is interested in at work, I am interested in. I review his calendar 2 to 3 times per day and review 3 months out. I prepare folders (digital and paper) with information he needs for each appointment or conference call. I take it a level higher by staying 10 steps ahead of him at all times. After years of working for the same boss, I know exactly what committees he serves, what annual meetings and events occur during different times of the year, and I start planning for each of them well in advance. When my boss walked out the door for a meeting late this afternoon, I handed him a folder with everything he's got to do tomorrow. You can't read their minds, but you've got to anticipate their needs. One piece of advice: ALWAYS make your boss look good, stay out of the spotlight and stay back behind the scenes. Understand how you fit in.



Melissa Sutphin

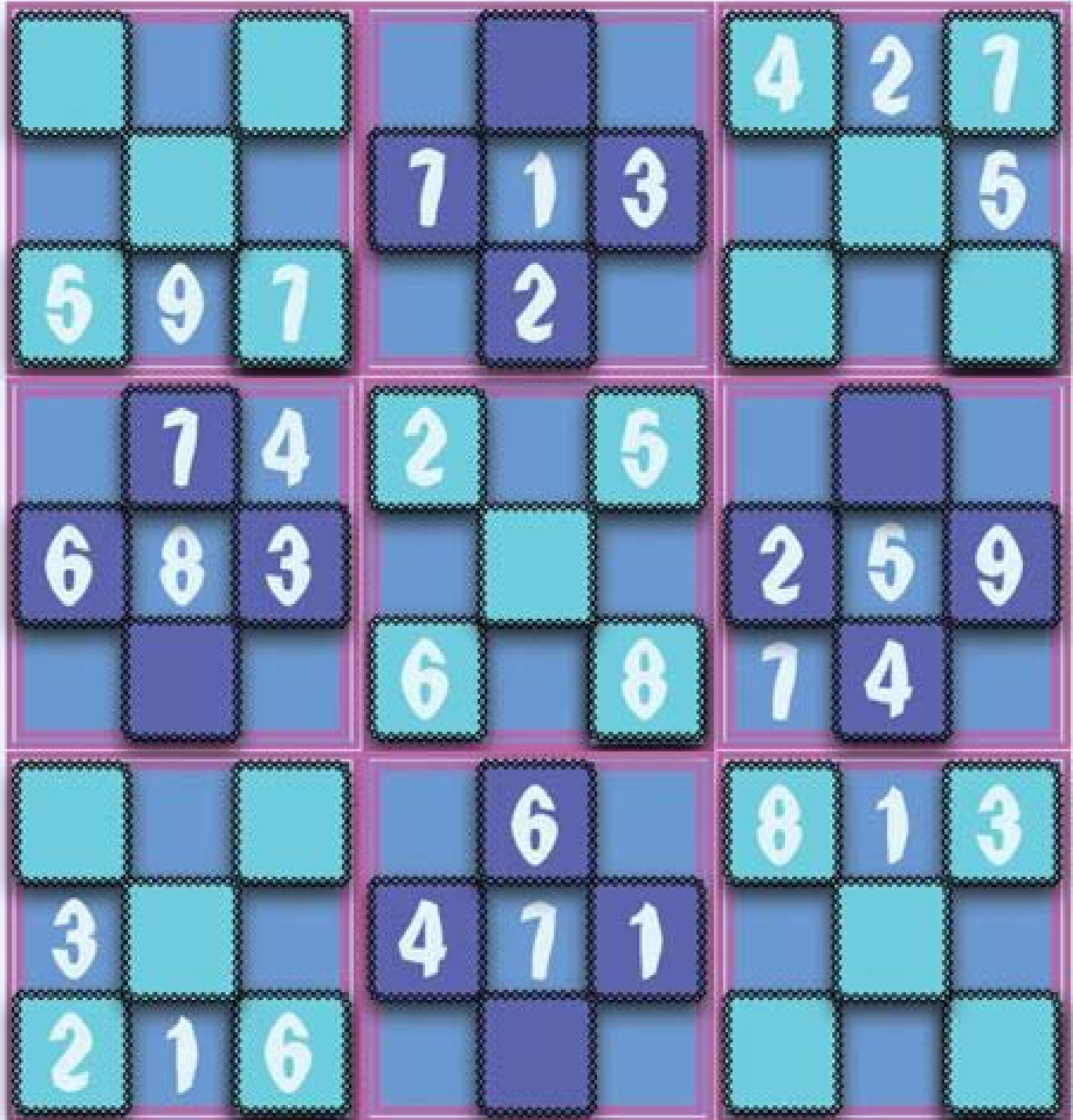
Executive Admin to President and CEO at International Association of Administrative Professionals (IAAP)

The best tip I have for anyone wanting a successful boss/employee relationship is to be completely honest and trustworthy. As with any relationship, the ability to be trusted typically does not happen at the onset of that relationship – it has to be nurtured and over time it grows. During that time, make sure you are putting forth your best efforts to gain the trust of your boss by being completely transparent with all of your activities, regardless if they are there to see them or not. You should always understand that you are an extension of your boss and everything you say and do is a direct reflection upon them.

Honesty is also crucial in this relationship due to the fact that if either party feels they cannot communicate openly with the other for fear of their reaction, this relationship will fail miserably. Learn to give AND take constructive criticism, learn to communicate openly and honestly, learn to speak frankly about situations, and learn from mistakes as well as triumphs.

SUDOKU: The Logical Solution

Take up the challenge of this sudoku. All you have to do is fill in the blanks so that each three-by-three square and each vertical and horizontal line has the numbers 1 to 9 in it just once. There's only one solution, but with some logical thought it can be found. Good luck testing your sudoku skills!



SOLUTION

4	2	7	7	1	3	5	8	1	3
5	9	7	2	6	4	8	3	2	1
6	8	3	6	8	7	4	8	1	3
3	7	4	2	5	9	7	4	8	1
2	1	6	6	8	7	4	8	1	3
7	1	3	2	5	9	7	4	8	1
8	1	3	6	8	7	4	8	1	3
2	1	6	6	8	7	4	8	1	3
4	2	7	7	1	3	5	8	1	3