



Dear Executive,

I will only take a moment of your time to point out why you should invest in the Executive Support Series™ in-depth online course for your assistant.

The administrative and executive assistant role has changed tremendously over the years. However, there is one thing that has not changed in my 50 years' experience in the profession—that is that the #1 purpose of an assistant is to support the management team and their executive(s) in whatever fashion is necessary to accomplish the goals of the department and organization.

The challenge today is many executives are doing things they should not be doing. They are performing tasks that do not impact the bottom line or make a difference in the mission. Many organizations think that an app can replace a person. That simply is not true. I was an executive assistant for 20 years before starting Office Dynamics in 1990. I pioneered the administrative training industry. A highly-trained, highly-skilled assistant will use their cognitive abilities (along with technical tools) to help you run the ball down the field. A stellar assistant will free you from the minutia thus increasing your productivity by 30% or more! How could you better utilize your time instead of managing your calendar, handling your own travel, setting up your own Zoom events, or managing emails?

There are many training programs for assistants on the market but there is only one course that covers every nuance of what an assistant must do and consider in being a strategic partner to their executive—Office Dynamics Executive Support Series™. There are 16 main topics with 48 educational videos. At the end of the course, your assistant has the option to take a test to obtain the Certified Executive Support Professional (CESP) designation.

As a result of this course, your assistant will:

- Prevent or reduce your decision fatigue.
- Help you run the ball down the field, every day.
- Take over the nitty gritty work.
- Embrace new challenges and opportunities.
- Help you maintain a competitive edge.
- Forecast barriers and potential problems.
- Diminish last-minute chaos.
- Creatively problem solve.
- Become a more effective communicator.
- And more!

The Executive Support Series™ is a small investment compared to what you will receive in more time to focus on what you should be doing, reduced stress and tension, and increased capacity.

Thank you for your time.



Joan Burge
Founder and CEO

P.S. I would be happy to speak with you about this course or other educational opportunities for your assistant.