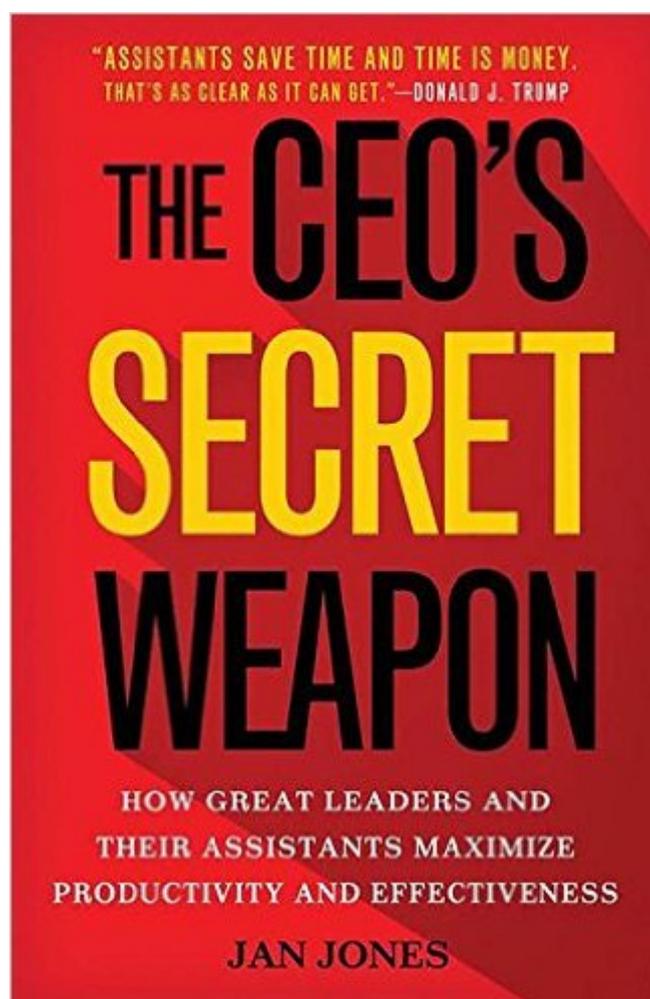


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# The CEO's Secret Weapon: How Great Leaders And Their Assistants Maximize Productivity And Effectiveness



## Synopsis

Many executives don't take full advantage of the assistant who sits right outside their door. This book educates executives about all the ways in which they can streamline and improve the way they work with the help of a great assistant, while teaching them to identify great candidates and maximize the benefits of this special relationship.

## Book Information

Hardcover: 219 pages

Publisher: Palgrave Macmillan; 1st ed. 2015 edition (September 29, 2015)

Language: English

ISBN-10: 1137444231

ISBN-13: 978-1137444233

Product Dimensions: 6.2 x 0.9 x 9.6 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (8 customer reviews)

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## Customer Reviews

Jan, who is absolutely the right person to write this book, really gives us CEO's a roadmap. As someone who's founded four international companies, and run three of them, I realize how much the "right hand person" to a CEO can help - or hold back. It blows me away how some biz leaders have assistants who aren't effective. Also it made me realize how much I didn't know about the process. Jan is really great how she outlines the whole process - from the benefits, to figuring out what you want, hiring, and onboarding. THANKS on behalf of me and other biz leaders out here Jan!

I believe this book hits the nail on the head! I'm an executive assistant and I believe it's important for executives to understand the value of their assistant, and to utilize their value to the fullest extent possible. If the assistant is any good, he/she will want that!

Loved this book. It helped me a great deal, as an assistant to read from the standpoint of my boss. I used a lot of these tools in my interviews and landed my dream job. A great tool for anyone in this profession, I highly recommend it.

The benefits of employing an EA have been long overlooked and Jan Jones book is overdue, especially for business owners looking to expand. Accessible enough small business owners, yet aspirational too, Jones delves into a world we are rarely privy too (interviewing Richard Branson, Dan Kennedy & Donald Trump), and delivers a candid insight into what makes such powerful organisations' cogs turn. It was particularly interesting to discover how the elite 1% of business leaders attribute part of their success and efficiency in their business to their assistant. Our company runs master classes for entrepreneurs and business coaching for smaller companies, one of our first points of call is to recommend a specific type of assistant. It's fantastic to see somebody articulating this as Jan does, with clear concise instructions for business owners to follow. This book is a useful resource and a great point of reference - an invaluable tool for small as well as large business owners on identification and recruitment of excellent EAs. It's useful to have a clear differentiate between traditional secretarial roles and what skills Jones says we should grow to expect from PAs/EAs, and it's especially interesting to read her advice on ways execs and assistants can nurture their relationship. We're buying this book as an aspirational tool for a few of our colleagues in similar assistant type roles as it's got a lot of practical advice for career advancement. A few of our entrepreneurs who would benefit from hiring an EA are also be getting a copy as a 'new year resolution' gift! We, as I'm sure many others, will be using it as a training manual from now on!

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