

Creating Executive Success

Coaching for the Administrative Professional



A phenomenal assistant is a true gem...

**Creating Executive Success
Belinda Heiden Scott, President
Chino Hills, California**

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🌀 What makes an executive assistant *phenomenal*? 🌀

The assistant is the right arm of the executive. A great assistant has many talents that separate him or her from the crowd -- superior organization skills, negotiation skills, the ability to prioritize and re-prioritize at a moment's notice, creativity, innovation, top communication skills -- and complements your team.

But a ***phenomenal*** assistant has an additional gift: the added value of ***anticipating*** what the executive needs, before they know it themselves.



At Creating Executive Success, we make good assistants *better*, and great assistants **PHENOMENAL!**

Find out how our programs can take YOUR executive assistant from good to great to phenomenal! **Contact us today!**

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🌀 **About *Creating Executive Success*** 🌀

Mission Statement

Our mission is to create a **three-way winning partnership** benefiting executives, their administrative teams and the companies they serve. We deliver direct coaching, support and training to administrative professionals that will create positive changes in their skills and environment, which in turn supports executive and organizational success.

Creating Executive Success is a service company specializing in coaching for the administrative professional. We deliver a one-on-one coaching approach, as well as team coaching and workshops customized to the needs of your organization, to create concrete solutions that work. Creating Executive Success is committed to coaching administrative professionals to make positive changes within their environment and to effectively implement those changes, which in turn brings improved bottom line results for you and your organization.

In today's world, where administrative staff are increasingly taking on more responsibility, a phenomenal assistant needs exemplary leadership and initiative skills to properly align with the executive team.

Our programs are designed and customized to fix what pains the administrative team. This is accomplished by working in a collaborative partnership to empower both administrative professionals and the executives and organizations with whom they work.

The desired outcome? Supporting the executive more effectively, and freeing up the executive's valuable time and energy -- which enables the executive to perform at a higher level, from which the company ultimately benefits!

🌀 Meet Belinda Heiden Scott 🌀

Belinda Heiden Scott is a Business Coach and the President of *Creating Executive Success*, specializing in empowering administrative professionals to understand their value, reach beyond their skill base and make positive changes in their environment that contribute directly to executive and organizational success.

Belinda has over 15 years experience in working with corporate executives and business owners in diverse industries, in addition to coaching and mentoring administrative professionals. Belinda strongly believes in applying her staunch personal integrity and genuine kindness to all aspects of life. These virtues, along with her direct, no-nonsense approach to problem-solving, help her to guide others in uncovering and developing their leadership and organizational proficiencies.



Belinda Heiden Scott
Professional Coach

What Business Leaders say about Belinda:

"Based on my experiences and interactions with Belinda, I found her to be the epitome of professionalism. She is extremely capable and highly organized. I have the highest confidence in her ability to lend her superior talents and knowledge to administrative professionals, helping them develop their skills to be more effective, productive professionals with increased value to the office environment."

-- James C. Bochinski, Vice President, Compensation & Benefits, Avery Dennison

"Belinda always kept me organized, on time, and above all, my clients always praised her. Losing Belinda as my Executive Assistant was one of the most significant losses in my professional career. However, she quickly and so impressively trained my new assistant to assume her role that it made the loss much less painful."

-- Magid Mina, Senior Vice President, Mullin Consulting

"Belinda has the depth of experience in a variety of professional settings to be an asset to any organization striving to enhance the productivity of their executives and their assistants. Her organizational talents and natural interactive skills, coupled with personal integrity, dedication, and infectious enthusiasm are an unbeatable combination. I pity the organization that has the opportunity to avail itself of her services and does not take it."

-- Janine Dzwonkas, Vice President, Executive Benefits, Aon Consulting

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"Belinda shares in the commitment to client service, high quality, team work and integrity, ensuring that she, I, and our organization were always viewed as exceptional professionals."
-- Megen Rubin, Metzger Partner, Mercer International

Personal Side

Belinda has successfully raised two children who are experiencing the benefits of a higher education, and are productive members of the communities in which they live.

After experiencing the unexpected and devastating loss of her husband in 2001, Belinda examined her life and decided to re-create her future by consciously *designing* it. Belinda embarked on an adventure which consisted of rethinking her values and goals and aligning them with her passion. Belinda has chosen **contribution to others** as her passion. She has made a commitment to contribute her knowledge and expertise to others, resulting in the development of *Creating Executive Success*.

Professional Affiliations

Belinda holds memberships with the following organizations:

- Corporate Coach U International (CCUI)
- International Coaching Federation (ICF)
- International Association of Administrative Professionals (IAAP)



Services

Creating Executive Success provides customized **one-on-one** and **team coaching** for executive and administrative assistants, as well as **group workshops** that can be presented to the entire administrative team in your organization.

- [One-on-One Coaching for the Assistant](#)
- [Team Coaching for the Administrative Team](#)
- [Group Workshops for the Administrative Team](#)

One-on-One Coaching for the Assistant

We first meet with you, the executive, to assess your needs and challenges, and how you feel your assistant is currently performing. We determine your assistant's strengths as well as areas where improvements can be made. And, we determine what you, as the executive, want to see as the desired outcome.

Then, in a **collaborative partnership**, the executive, the assistant and the coach create a **customized strategic plan** designed to guide the assistant in making whatever changes are most needed, as well as teaching the assistant how to better leverage existing strengths and skills.

Coaching is delivered through weekly meetings with the assistant, in person or by phone, complemented by e-mail support or brief between-meeting phone calls as needed.

Periodic follow-up meetings with the executive will be scheduled to evaluate, from the executive's point of view, the progress and improvements being made by the assistant.

Results typically experienced as a result of One-on-One Coaching:

- assistant feels more confident, and therefore performs better, on the job;
- assistant is able to work more independently and effectively with people at all levels of the organization;
- assistant develops or strengthens higher-level business skills, such as negotiation skills, assuming more responsibility, and learning to better anticipate the executive's needs;
- assistant feels increased job satisfaction and is far less likely to seek employment elsewhere (a real cost benefit to the organization);
- executive is able to free up valuable time and energy when the assistant assumes a more proactive role and takes on more responsibility; and

- both the executive and the assistant are more satisfied with their working relationship and the general work environment that is created through a stronger working partnership.

Team Coaching for the Administrative Team

Team Coaching, in both corporate and small business settings, provides your administrative team with **focused group coaching sessions designed to help the team work more effectively with the leadership team**, and to work more cohesively as a group.

As with One-on-One Coaching, we **first meet with the team's executive leader** to assess the team's current performance as well as the desired future outcomes and changes in performance. Together, we will determine the best overall approach to supporting the team in achieving the desired results (through Team Coaching alone, or a Group Workshop combined with a period of short-term Team Coaching afterward to further reinforce and implement skills learned during the workshop).

Results typically experienced as a result of Team Coaching:

- develop customized strategies and processes for organization effectiveness;
- develop a system for clear lines of communication;
- analyze administrative strengths and obstacles;
- design creative retention measures for administrative staff;
- combine leadership to create a highly focused and productive team;
- increase productivity in a complex environment; and
- ensure administrative staff will understand roles and accountabilities.

Group Workshops for the Administrative Team

To help your administrative team become more aware of the importance of how they are **interacting and performing in the workplace**, and to provide the foundation for **lasting change**, we offer a variety of group workshops that can be customized to suit the needs of your organization.

Workshops can be **delivered as a stand-alone service**; or, may be **combined with a period of short-term Team Coaching** following the workshop, to provide additional guidance for the team as they work to implement the changes and skills they learned during the workshop. We can customize the content or length of any of our programs according to your needs.

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Workshop topics include:

- Establishing Credibility with a Great First Impression
- Project, Time and Organizational Management Skills for Administrative Professionals
- How to Create a Continuous Improvement Attitude That Will Put You in the Winner's Circle
- Successful Strategies for Administrative Professionals

Fees for coaching and workshops are determined based on the scope of the work required. We will be happy to provide a proposal for our services, following a complimentary consultation and needs assessment.

To explore how we can support you, contact us today to schedule a complimentary consultation!

🌀 How Executives and Organizations Benefit from Coaching for the Administrative Professional 🌀

What can companies expect from their executive administrative team after partnering with *Creating Executive Success*?

- A more proactive administrative team
- An attitude of positive and continuous improvement
- Outstanding hiring and retention measures
- First-rate interpersonal skills
- Exceptional customer service skills
- Superior follow-up skills
- Improved attention to detail
- Increased multi-tasking skills
- Better negotiating skills
- Strong ability to prioritize assignments and projects
- Flexibility in a constantly changing environment
- Increased skill in assessing the needs of the executive and the organization

How does the executive directly benefit from making the investment in the executive assistant's professional development?

When your assistant's skills and abilities can leap from good, to great, to phenomenal, you get added value far above the initial investment.

What would it be worth to you, to have an assistant who can better anticipate your needs? Who can seamlessly and proactively handle certain issues and details as they come up, rather than needing your direct supervision? How would your life and your work improve, if your assistant was fully empowered, trained and equipped to get the job done well, freeing up your valuable time so you can focus on accomplishing *your* goals more effectively?

When you invest in your assistant's continual professional development, you also help to cement the trust and loyalty between you. Studies show that employees define "feeling valued by their employer", not just by the compensation package they receive, but by how they are treated and respected on the job. An assistant who feels valued and supported by his or her boss is far more likely to want to go that extra mile and produce great results... and far *less* likely to start looking elsewhere for employment!

And how does the organization benefit from this investment?

Dealing with under-performing and under-valued administrative staff is costly to your business. It also has a direct impact on your performance and the image your business projects to the world. Have you ever considered the cost of replacing your administrative staff when they're not meeting

your needs and the needs of your company?

Consider the costs of:

- hiring temporary help in the interim;
- hiring a search firm or headhunter;
- advertising costs; and
- the cost of time lost while you interview, negotiate, hire and train new admin staff, in addition to lost production time from other administrative staff providing the training.

Less tangible but equally important "costs" also include the negative impact on your own productivity, your professional image and the potential effect on the overall bottom line of your organization.

To help a good, but under-performing assistant become more efficient and enthusiastic about his or her job, or to help a great assistant feel truly valued and appreciated, it usually costs far LESS to invest in their professional development rather than having to replace them!

There is a good chance you are spending and losing thousands of dollars each time you need to replace an assistant. To avoid the problems and costs of replacing your administrative staff, why not hire a coach to help you and your executive assistant get on track, and take your assistant's performance to an even higher level.

🌀 **What our Clients are saying** 🌀

The tools, processes and systems that Creating Executive Success has brought to Rancho Bank has bred a level of confidence within our administrative support and management staff. Belinda has the ability to communicate in a direct unique fashion that makes the most difficult tasks seem effortless."

-- Cathie Gallagher, Vice President, Human Resources Director, Rancho Bank

"Belinda has clearly assisted me in taking my proficiency level higher in the following areas:

- * Assertiveness*
- * Effectiveness*
- * Consistency*
- * Organizational Skills"*

-- T. Homes, Assistant to a top executive of a major entertainment studio

"I was never a strong believer in using an outside coach but Belinda has made me a believer. We began with Belinda coaching one of our Executive Administrative Assistants and we have just given her a contract to work with three more! She is a true professional in every sense. Her enthusiasm for what she does coupled with her strong interpersonal skills makes it a pleasure to work with her!"

-- Martha A. Clarke Adamson, Chief Financial Officer, Sierra Ventures

"Thank you for joining me on this always interesting and very productive journey in my career. The knowledge and insight I've gained as a result of our partnership will undoubtedly contribute to my continued improvement and success. It has been a pleasure both professionally and personally."

-- Shawna Gutierrez, Assistant to a top executive of a major entertainment studio

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