

SHE EXECUTES

ACADEMY

THE EXECUTIVE ASSISTANT GUIDE

Three sections. No fluff.
Do the work and you'll be ahead of most people applying.

LEARN.EXECUTE.LEAD.

Written by Lauren Renee
Founder, She Executes Academy

A message from Lauren to you

I made this for the girl on the other side of this page.

The one who is ambitious. Who knows she is capable of more than what she's doing right now. Who wants to be in the rooms where leaders are.

I found the career where you can have all of that — and more.

But to get onto that path, you have to be prepared. That's why this exists. I don't know where I'd be today if someone had handed me something like this when I needed it.

What I can tell you is this: **I want to see you succeed.** I want to watch you grow into the version of yourself you've only pictured in your head. Because that's exactly what happened to me through this career.

Suddenly I had a purpose. I was someone people relied on.

And the best part — **I became irreplaceable.**

How?

Apply what's in this guide. These are the exact steps I took to get where I am today — and the next steps toward becoming *the* best assistant.

— *Lauren*

WHAT YOU'LL LEARN

- How to walk into an interview for an assistant position and carry yourself with confidence.
- The fundamentals every assistant has to master — written for **any** type of assistant. Executive, personal, remote, in-person. The basics are the basics, and this will prepare you for them.

Three sections

01 **THE MINDSET**
Create her. Step into her. Become her.

02 **THE TASKS**
Master the work. Then fix what's broken.

03 **EXECUTION**
Where this goes next.

How to use this

Don't read this like a blog post. There are exercises with blank lines in here. Fill them in.

Sections 1 and 2 you can start today — on your own, in whatever job you have right now, without permission from anyone.

SECTION 01

The Mindset

Nobody hires a top-level assistant. They hire someone who already carries herself like one. You build that before the job, not after.

A. CREATE HER

Before anything else, get specific about who you're becoming. Not vague — specific. You can't step into a version of yourself you've never described.

Answer these honestly. Write them down.

What time does she wake up, and what does she do first?

How does she dress for work — in person and on camera?

How does she respond when someone is short with her?

What does she never do, no matter how tired she is?

How does she speak to someone more powerful than her?

WHY THIS MATTERS

In an interview, an executive is not evaluating your resume. They're deciding whether they can hand you their calendar, their inbox, and their reputation. That decision happens in the first two minutes, and it's based entirely on how you carry yourself.

B. STEP INTO HER

You don't wait until you're hired to start acting like her. You start now, in whatever job you have today. Nobody is going to promote a version of you they've never seen.

Start this week:

- Answer every message like it matters. Full sentences. No typos. Even the small ones.
- Show up ten minutes early to everything for one week straight.
- Dress one level above what your current job requires.
- Stop saying “sorry” for things that aren't your fault. Say “thank you for waiting” instead.
- Take notes when someone talks. Every time. Never rely on memory.
- Finish what you start before you start something else.

None of this requires permission, a degree, or a new job. You can start tomorrow morning.

THE 7-DAY TEST

Pick three things from that list. Do them for seven days without exception. Write down what changed — in how people treated you, and in how you felt walking into a room.

What changed:

C. BECOME HER

There's a point where it stops being an act. You stop reminding yourself to be early — you're just early. You stop rehearsing how to sound confident — you just are.

That's the goal. Not performing competence. Being it.

The hardest part is believing it before there's proof. You will feel like a fraud for a while. Everyone does. The women who make it are the ones who keep going anyway until the evidence catches up.

WHEN YOU DOUBT IT

Keep a running list of every win — a task you handled without being asked, a compliment, a problem you caught before it happened. On the days you feel like you're faking it, read the list. That's not a mindset trick, it's evidence.

Your Three Affirmations

You are trying to convince your brain of something it hasn't seen proof of yet. Repetition is how you do that. Say these out loud — not in your head.

- 01 *“I am becoming the best version of myself today.”*
- 02 *“Whatever today brings, I can handle it.”*
- 03 *“I do what others won't so I can have what others don't.”*

SAY THEM THREE TIMES A DAY

Same three lines, three moments. Each one is doing a different job.

MORNING	Before you touch your phone. This sets who you are before the day gets a chance to set it for you. If you check messages first, you start the day reacting to other people. Say these first, then pick up your phone.
MIDDAY	When the workload hits. The moment you feel behind, overwhelmed, or like you're not good enough for the room you're in — stop and say them again. This is the one most people skip, and it's the one that actually changes how you handle pressure.
NIGHT	The last thing before you sleep. Your brain rehearses whatever it heard last. End the day as the person you're becoming instead of replaying whatever went wrong. This is also when the third one matters most — on the nights you did the work nobody saw.

IF THIS FEELS SILLY

It will at first. Do it anyway. You already talk to yourself all day — most of it is unconscious and a lot of it isn't kind. This is just choosing the words on purpose.

Write your own fourth one. Something specific to where you are right now.

The Tasks

This is the part people get wrong. They think the job is doing tasks. The job is doing tasks so well that you earn the right to fix what's broken.

A. LEARN YOUR TASKS AND MASTER THEM

Before you improve anything, be excellent at what you were actually hired to do. You have no credibility to change a system you haven't mastered.

The core work of the role:

Calendar	Scheduling, conflicts, buffers, time zones, protecting focus time.
Inbox	Triage, prioritization, drafting on their behalf, keeping it clear.
Communication	Email, calls, and meetings — internal and external, always professional.
Travel & logistics	Flights, hotels, ground transport, itineraries, contingencies.
Meetings	Scheduling, agendas, notes, follow-ups, making sure decisions get recorded.
Documents & files	Naming conventions, folder structure, version control, findability.
Follow-through	Tracking every delegated item until it's actually done.

Mastery means: you can do it fast, you do it the same way every time, and nobody has to check your work. Not “I did it.” **“It's done, and it's right.”**

DO THIS NOW

Pick the one task in your current job you're least confident about. Write down every step of it, in order, as if you were teaching someone else. You'll find the gaps immediately — and now you have a document you can improve.

B. FIND THE BOTTLENECKS

Every business has broken parts nobody has bothered to fix. Usually because the people inside it are too busy to notice. You're new — you can see them clearly. That's your advantage, and it expires in about ninety days.

Look for:

- Something that takes four steps and should take one.
- Information that lives in one person's head instead of written down.
- The same question being asked over and over.
- A recurring meeting nobody prepares for.
- Things that only get done when someone remembers.
- Anything your executive complains about more than once.

Keep a private running list. Don't fix anything yet — just watch and write for the first few weeks.

Then bring a solution, not a complaint.

This is where most people lose credibility. Never walk in and say “this is inefficient.” Walk in with the fix already built.

Don't say	“Our scheduling process is really disorganized.”
Say this	“I noticed we lose about an hour a week going back and forth on scheduling. I built a booking link and a template — want me to test it for two weeks and show you the results?”

ALWAYS GET APPROVAL

Do not change a system without permission — even a small one. Bring the idea, show the fix, ask for a trial period. Executives don't dislike change. They dislike being surprised.

C. STAY TEACHABLE. LEARN FAST. THINK AHEAD.

The assistants who plateau are the ones who decided they already knew enough.

Learn the business, not just the job.

Know what the company sells, who the clients are, who the competitors are, how money actually comes in. Most assistants never bother. It's the fastest way to go from support to trusted.

Never ask the same question twice.

Keep one document for every answer you're given — preferences, logins, processes, names, how they like things done. Your goal is to need less from them every month, not more.

Pay attention to everything.

Who they take calls from immediately. What makes them go quiet. What they eat when they're stressed. Which meetings they dread. None of it is in your job description and all of it makes you better at the job.

Think one step ahead.

This is the whole difference between good and great. Anyone can book the flight. Fewer people check the weather, confirm the hotel is near the meeting, block recovery time the next morning, and put the materials in their inbox the night before.

THE ONE QUESTION

After every single task, ask: ***"What will they need next because of this?"***

Then go do that too. Nobody asked. That's exactly the point. Do this for thirty days and you will be a different professional.

SECTION 03

Execution

Everything above is free, and it's real. Do it and you'll be better than most people applying for these roles. But I'd be lying if I said it was enough.

Here's the honest gap.

Knowing what to do and being able to do it under pressure are two different things. You can read about handling a scheduling conflict. Handling one live, for a CEO who's already frustrated, when three people want the same slot — that takes practice and feedback.

And even if you master all of it on your own, you still hit the same wall I hit: **nobody knows you exist.**

What this guide gave you	What it can't
The mindset to build	Live coaching when you're stuck
The core tasks to master	Real scenarios with feedback on your answers
How to spot and fix bottlenecks	The full systems I use daily
A way to start today	Certification that proves you meet a standard
A head start	Introductions to executives who are hiring

SHE EXECUTES ACADEMY

Train. Certify. Get hired.

A four-phase program that trains women to become elite Executive and Personal Assistants — then certifies them and connects them directly to CEOs, founders, business owners, and public figures who are hiring.

PHASE ONE

EA Foundations

The mindset, knowing your executive, communication, inbox and calendar mastery

PHASE TWO

Executive Operations

Project management, building systems, delegation, team and vendor coordination

PHASE THREE

Executive Leadership

How leaders think, decision support, discretion, earning real trust

PHASE FOUR

Placement

Resume, interview prep, employer matching, career launch

Weekly live sessions. Self-paced training. Graded assignments. A quiz after every module and an exam at the end of every phase. Pass the final and you graduate as a **She Executes Certified EA™** — then you get access to the employer network.

The first cohort is small and hand-selected.

Applications take about five minutes. I read every one myself.

SHEEXECUTESACADEMY.COM

@sheexecutesacademy · info@sheexecutesacademy.com

*“I took the fear of being average
and made it my advantage.”*

SHE EXECUTES ACADEMY