



EA FACTIONTM

empowering assistants quantifiably

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**Celebrating
Excellence
Inspiring
Tomorrow**





Featured EA

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*Assistant Manager/Executive Assistant
to Chief Digital Officer and TMT leader-
PwC India
Price Waterhouse coopers, India*

Q 1. What motivated you to pursue a career as an executive assistant?

While exploring vocational education options, I came across several courses, but Secretarial Practice truly stood out. It wasn't just a pathway to earn a living—it offered the opportunity to work closely with visionary leaders. What impressed me most was the wide range of qualities required to excel in this field, many of which I naturally possessed. That was when I knew I would enjoy this career for the long haul.

Q 2. How was your first day as an Executive Assistant?

I was in action from day one! I walked in with nervousness and walked out full of excitement. What I remember most is how energized I felt by the end of the day.

Q 3. How do you prioritize and handle multiple tasks or requests from different executives?

I align my priorities with the C-suite executive I support, focusing on high-impact tasks. Managing multiple requests requires initial sorting and clarity, followed by delegation when needed. My Excel task lists, calendars, and planning tools are truly my lifelines.

Q 4. Tell me about a challenging situation you faced while supporting an executive. How did you handle it?

One of the biggest challenges is managing an executive's time effectively. A standout moment for me was at PwC, when my boss was struggling with collections and debtor issues. Although these were technically handled by the central finance team, the responsibility also rested with account leads. After a casual conversation, I took the initiative to understand the problem—connecting with the finance team, speaking with team leads and account managers, and establishing a regular follow-up process. Within a month, we improved collections from around 50% to nearly 90%. It also significantly boosted my visibility and rapport with key stakeholders—a true win-win!

Q 5. What steps do you take to stay organized and ensure you meet deadlines consistently?

- Prioritize tasks
- Plan in advance
- Set timelines
- Delegate when needed
- Put in extra work hours when required

Q 6. What are your strategies for staying updated on industry trends and best practices in executive support?

I stay connected with peers, engage in group discussions, explore relevant content on social media, and make time for reading and learning.

Q 7. What do you believe are the most important qualities or skills for an executive assistant to possess?

For me, the perfect role model is Lord Ganesha:

- **Big head:** Wisdom and understanding
- **Large ears:** Active listening
- **Small eyes:** Focus and concentration
- **Trunk:** Adaptability and efficiency
- **Large belly:** Ability to absorb both the good and the bad while maintaining confidentiality
- Multiple arms: Multitasking and managing diverse responsibilities

Q 8. What do you enjoy most about being an executive assistant, and how do you handle the challenges that come with the role?

This question brings me full circle to why I chose this role. I genuinely enjoy working alongside leaders whose vision inspires me every day. Each day presents something new, challenging, and exciting—and the opportunity to be a part of it all is what makes this role so fulfilling.

13 Ways to Develop Thick Skin

1. Remember the source

Ex: A stranger on LinkedIn leaves a rude comment - remind yourself you don't know them, so who cares?

2. Assume good intent

Ex: A friend cancels last minute - tell yourself something came up, not that they're avoiding you.

3. Challenge the spotlight effect

Ex: You misspeak in a meeting - remember that no one is thinking about it as much as you.

4. Look for the lesson

Ex: A client complains about your response time - don't wither, but work to set better expectations.

6. Detach your identity

Ex: Your article gets harsh edits - remind yourself it's about improving the work, not about your worth.

8. Keep your ego in check

Ex: A peer outperforms you - use it as motivation to do better, not as a reason to doubt yourself.

11. Keep track of your wins

Ex: Keep a doc of positive feedback, so when someone criticizes you, you have receipts.



9. Talk to yourself kindly

Ex: After a bad call - instead of "I blew it," say "that was rough, but I'll learn and improve."

12. Choose your battles

Ex: Someone makes a petty dig - clapping back wastes energy and lets them win, so ignore and walk away.

5. Pause before reacting

Ex: You get a passive-aggressive email - don't fire back right away, wait an hour and respond calmly

7. Stay focused on your mission

Ex: A peer mocks your side project - remember they don't understand it as well as you, and keep building.

10. Expect some friction

Ex: You start leading a team and there's some resistance - remember that's normal, not personal.

13. Laugh at yourself

Ex: You accidentally send an email with a typo - who hasn't?? Don't cringe all day - joke about it.



Why Recognition Matters in Organizations

Recognition is one of the most powerful and cost-effective tools an organization can use to drive engagement, retention, and performance. At its core, recognition is about making people feel seen, valued, and appreciated for their efforts and contributions. When done consistently and meaningfully, it has far-reaching benefits across all levels of an organization.

1. Boosts Employee Engagement

Employees who feel recognized are significantly more likely to be engaged in their work. Recognition reinforces a sense of purpose, motivates individuals to maintain or improve their performance, and builds emotional commitment to the organization. Engaged employees are more productive, proactive, and loyal.

Gallup research shows that employees who receive regular recognition are 4x more likely to be engaged at work.

2. Enhances Retention and Reduces Turnover

Lack of appreciation is one of the top reasons employees leave jobs. When people feel that their efforts go unnoticed, they're more likely to disengage and seek opportunities elsewhere. Recognition helps employees feel connected and committed to their team and organization.

3. Strengthens Company Culture

Recognition promotes a culture of positivity, trust, and respect. It encourages collaboration, reinforces core values, and helps build a workplace where people support and celebrate each other's success. A strong culture improves not only employee satisfaction but also an organization's external reputation.

4. Improves Performance

Recognizing and rewarding high performance encourages employees to maintain excellence and inspires others to strive for similar success. It sends a clear message that good work matters and will be acknowledged, leading to a culture of high accountability and continuous improvement.

5. Builds Leadership Trust

When leaders recognize their teams in authentic and timely ways, it fosters trust, strengthens relationships, and increases transparency. It shows that leadership is paying attention and values contributions beyond just metrics or outcomes.

6. Supports Mental Health and Well-being

In fast-paced or high-stress environments, recognition acts as a morale booster. Knowing that one's efforts are appreciated can reduce burnout, increase resilience, and foster a sense of belonging.

Best Practices for Recognition

- **Be timely** – Recognize contributions as close to the achievement as possible.
- **Be specific** – Clearly explain what is being recognized and why it matters.
- **Be genuine** – Recognition should be sincere, not routine or mechanical.
- **Be inclusive** – Celebrate a variety of contributions, not just high-profile wins.

In summary, recognition is not optional—it's strategic. It drives employee satisfaction, strengthens culture, and improves business outcomes. Organizations that prioritize recognition are more likely to attract top talent, retain high performers, and foster a thriving workplace.

Interviews Vs Post Joining Gaps : I found gaps in

What was on paper wasn't how things really were for me.

Suruchi Jethalia

" During interviews, most of the time no one really shares the full picture of the work situation. One reason could be that even HR isn't fully aware of it. It's only after joining that the EA starts to see how things actually are. On top of that, EAs often get hit with unexpected personal tasks. The execs act like they never assign such stuff when talking to their peers, but that's far from the truth."

Veneeta D'souza

" In my current role, I have noticed that shift timings kind of stretch unofficially, and I'm expected to be available pretty much all the time—even on weekends. My boss sometimes asks me to join calls on Saturdays and Sundays, which honestly gets pretty tough."

Venkata satya Moulika somire

" While I have worked with some big names in hospitality, I never really felt gender issues as strongly as I did in the managed offices and real estate industry. I have faced pay disparity because of my gender, and the work culture they sold during the interview was totally different from what it actually was. My last organization was super political, and I even faced discrimination based on my appearance."

Krutika Chaudhary

" They mentioned X amount in the offer and appointment letters, but in reality, the in-hand salary turns out to be just around 65% of the CTC."

Ganesh Mate

"This has just been my experience at the last few places I have worked. It really comes down to two simple things: they don't value you, and they don't respect what you do. For male EAs, it's even more noticeable since this industry is mostly female-dominated."

Hansel Pinto

The reason I chose option 1 is because they usually just give you a brief idea of your new pay, but when the salary actually hits your account, there are all these deductions and stuff. And at some point, it feels like—'well, you're here now, so you have to stick with us'—which can get pretty frustrating.

Shalini Sharma

" Honestly, I think option 2 makes the most sense. Speaking from experience—in interviews, they hand you a JD, but for an EA, that's just the trailer. Once you're in, they expect you to be Rajnikant the Robot—handling everything at the snap of a finger. The best part? The smarter and faster you work, the more they think you've got hidden superpowers... so they just keep stacking more tasks with sky-high expectations. As for appreciation? That usually comes in the form of 'Here's even more work!'"

Hanni Hoonjan

"Maybe it's just the industry I came from that made me feel this way. Working in a law firm is a whole different vibe—people here are more closed off and things feel a lot more complex. Back in telecom, it wasn't this formal or complicated, and people were way more approachable."

Mithilesh

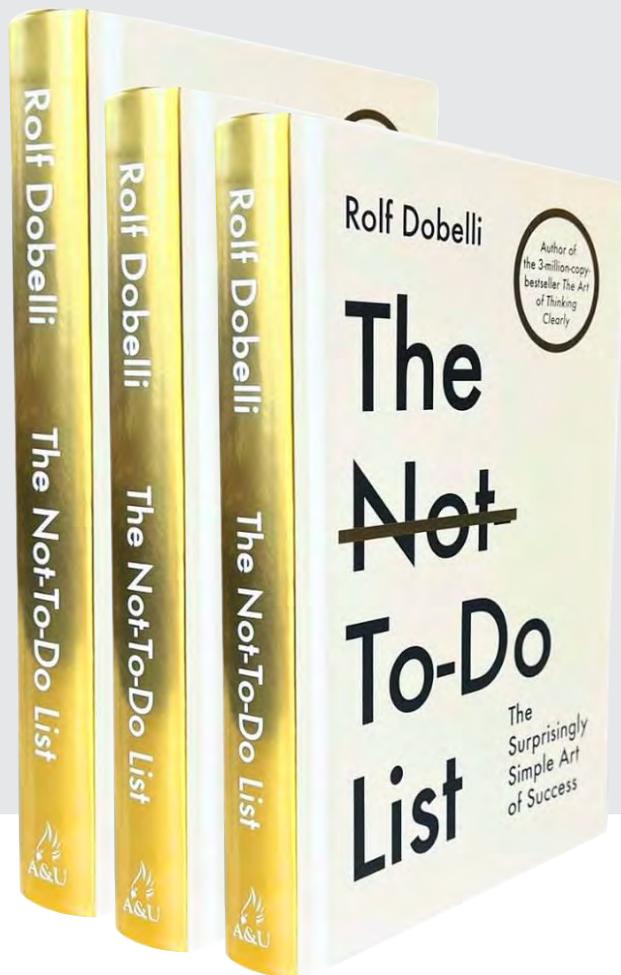
" I have a really difficult boss, and I deal with mental harassment every day. This is the first organization in my entire career that's put me under this much stress."

Prithii krishna

Poll Your Progress



- A** Compensation Promises and estimates
- B** Performance Expectations over the Moon
- C** Shift Timings extended invariably
- D** Culture Shocks, diplomacy, gender issues etc
- E** Toxic environment - verbal/abuse/narcissism/sadism/other abuse
- F** Better than in the interviews! It was way more cooler work place!
- G** Great Boss and exactly the way it was in the interviews!



Rolf Dobelli's
"The ~~Not~~ To-Do List"

presents a refreshing perspective on achieving success and a fulfilling life.

Rather than focusing on what we should be doing, Dobelli emphasizes the importance of identifying and eliminating the habits and behaviors that hinder our progress. Here's a breakdown of the book's key aspects:

Core Concept:

- The book's central premise revolves around the idea that "subtraction" is often more effective than "addition." By recognizing and avoiding common pitfalls, we can clear the path for greater clarity, focus, and success.
- Dobelli argues that we often overestimate the importance of success factors while underestimating the impact of failure factors. Therefore, understanding what to avoid is crucial.

Key Themes:

- Identifying Pitfalls:
- Dobelli delves into 52 common mistakes that can derail our efforts, encompassing various aspects of life, including career, relationships, and personal well-being.
- He draws upon insights from various fields, including psychology, economics, and philosophy, to illustrate these pitfalls.
- Prioritizing Avoidance:
- The book encourages readers to shift their focus from

constantly adding more tasks to their to-do lists to strategically eliminating unproductive activities.

- This approach promotes a more mindful and intentional way of living.
- Practical Wisdom:
- Dobelli's writing style is clear, concise, and engaging, making complex concepts accessible to a wide audience.
- The book provides practical advice and actionable strategies for implementing the "not-to-do list" approach in everyday life.

Overall Impression:

- "The Not-To-Do List" offers a valuable and thought-provoking perspective on success and personal growth.
- It challenges conventional wisdom and encourages readers to re-evaluate their priorities.
- It is a very useful book for those who feel overwhelmed by modern life.

In essence, Dobelli's book provides a compelling argument for the power of subtraction, urging us to focus on eliminating the negative to amplify the positive.



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**We Appreciate your Contribution and
Look Forward to Reading your Article/Write-Up. Feel Free to Reach out to us anytime at
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