

Secretaries of Old: Miss Me Now?



Once upon a time, in the previous century, business people had something called a “secretary.” This person provided a broad range of administrative support, including answering the phone, preparing correspondence, managing the boss’s calendar, filing, etc., etc., etc.

Most importantly, the secretary was a gatekeeper.

Then, when personal computers, email, and smart phones became ubiquitous, secretarial positions began to disappear. Business people quickly adapted to the new technology, figuring they could take care of these tasks themselves. But soon the volume of email, phone calls, and other administrative demands began to overwhelm the already too-busy business owner and the 24/7 workday came into being. A recent *Wall Street Journal* article, “The Vanishing Executive Assistant,” speaks to this change.

Business owners shouldn’t spend precious time trying to respond to endless emails, calls, and requests for information. They should be networking, cultivating clients and new business prospects, and actually thinking strategically about how to grow the business and be better bosses to their employees. They should not be sacrificing leisure time trying to stay caught up at the expense of their health, personal relationships, and sanity.

The need for executive assistance has not disappeared — only the method of delivery of these essential services has morphed.

I’m proud that 20 years ago, Office Angels pioneered the delivery of exceptional administrative support services to small business owners on a virtual, as-needed basis. We restore joy to the lives of business owners!



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