GetFriday User Manual

Version 2.1

December 1st 2008

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Introduction

Welcome to GetFriday! You've now started down the road to outsourcing and offloading the stuff you don't want to handle. But before you do that, please take some time off first and go through this user manual. If you have any questions, feel free to chat with your assistant, team lead or GuideFriday.

Glad to have you on board!

- The GetFriday Team.

Important Contact Information

Important email addresses:

task@getfriday.com	Send all your tasks to this email address and use it to contact your assistant.
teamleads@getfriday.com	To contact your assistant's team lead.
quality@getfriday.com	To contact the Quality department.
billing@getfriday.com	To contact the billing department.
support@getfriday.com	To contact your GuideFriday

Please note that all getfriday email addresses can only handle attachments up to a maximum size of 5MB. If you have larger files that you wish to send, please contact your team lead and they will tell you how to get that information across.

Important phone numbers:

+1-877-469-8275 (+1-877-4MY-TASK)	US toll free to contact your assistant and Team Lead.
+1-877-329-8275 (+1-877-FAX-TASK)	US Toll free fax to fax in your tasks.
+1-888-443-2455 (+1-888-4GF-BILL)	US Toll free fax and phone number for Billing Department.
+1-877-879-4349	US Toll free fax and phone number for support and GuideFridays
+44-808-222-8275 (+44-808-222-TASK)	UK toll free phone number
+44-808-141-8104	UK toll free fax
+49-800-181-5535	German toll free phone number
+61-800-254-891	Australia toll free number

Guide Fridays

Our GuideFridays are here to help you. They will talk to you soon and try and figure out what your requirements are and who would be the best fit for them.

Once your assistant has been assigned, they're there to help you with any initial hiccups you may face with your assistant.

Starting Off

You've hopped on the bandwagon. You've signed up for a remote executive assistant.

You may or may not know what you want to outsource. Either way, there is some groundwork that you need to do. What? You need to do more work? But you signed up with us to do less work!

That's right. If you want to take full advantage of this situation, you need to lay the foundation properly. Organize yourself. It's kind of pointless to fling everything you have at us as soon as you think about it. As with any employee, you need to set up systems and set the (initial) boundaries. You need to learn about this new environment.

The Team Set Up

You will be assigned one Primary Assistant (PA). Your PA will be the only person that you will need to communicate with and hand all your tasks to. Once he has received a task, he will either carry it out himself or delegate it to another member of the team.

This Model Ensures

The personal touch and responses from your PA

Access to skills of every member of the team

Continuity if your PA is ill or unavailable

No overtime: You will only be billed on hours used, regardless of the number of assistants who have worked on your task.

We can provide real-time assistance as well as carry out your work while you sleep.

People on call 24/7 to handle any urgent tasks.

In effect, you are not just hiring one single assistant. You are hiring an assistant with access to a pool of expertise, skills and backup support. You don't get that luxury when you hire a single-in-house employee.

Processes and Policies

Availability

Shift Timings

In order to be available as much as possible during your working hours, GetFriday has a round the clock shift system:

FarEast Shift: 9:30 – 18:30 (Hong Kong Time)
European Shift: 8:00 – 17:00 (UK Time)
EST Shift: 9:00 – 18:00 (Eastern Standard Time)
PST Shift: 9:00 – 18:00 (Pacific Standard Time)

Holidays:

GetFriday is available 24/7 except for the following holidays when we will be closed:

Date	Reason
January 26th	Indian Republic Day
August 15th	Independence Day
Oct 2nd	Gandhi Jayanti (Mahatma Gandhi's Birthday)
Dec 25th	Christmas

Skeleton Shifts:

On weekends and certain other holidays (TBA) GetFriday will be operating on a skeleton shift. That is, there will be someone available to handle your urgent tasks, although your primary assistant may not be available.

Urgent tasks during skeleton shifts will be charged at 1.5 times the hours used. That means that if a task takes 3 hours to do, you will be charged for 4.5 hours of work.

Escalation Procedure

Apart from giving feedback to your assistant, there are three ways in which you can escalate any quality issues that you may have.

1. Monthly Assistant Reviews: Every month, you are asked to rate your assistant using a survey.
2. Team Leads: You can send an email to teamleads@getfriday.com to contact your assistant's team lead.
3. Log in to your Web Interface and fill out the quality escalation form. This will go straight to our Quality team.

Once the matter gets to your Team Lead or to the Quality team, they will assess the issue and try to figure out what the problem is. If your assistant requires a helping hand the quality team will give them some training. They will remain in touch with you during this process and will follow up with you afterwards.

In the event that you feel any issues are not being handled properly. Here is the escalation matrix:

1. Team Leads
2. Quality Team
3. T. T. Venkatesh, general manager, Venky@getfriday.com
4. P. Sunder, CEO, sunder@ttkservices.com.

Transfers

It may be necessary at some point in time to transfer you from one PA to another.

This could happen for a variety of reasons. Your PA might be leaving the company, transferring to another shift or be moving on to a different role within the company.

How will this affect you? With a normal assistant, this would mean looking for a replacement, training her and changing your routine. But at GetFriday you don't have to do anything, we will take care of it all.

You will always be informed when we need to transfer you. Your primary assistant will actively take part in the transfer process to ensure that it runs smoothly. He will train his replacement for you and pass on your routines and preferences. Your emails will still go to the same email address. It will be a no hassle experience for you with a minimum of hiccups. The only noticeable difference will be the different name on your emails, and of course, a different voice on the other end of the line.

Transfers will be carried out only if absolutely necessary.

If you've escalated certain quality issues and you still feel that your assistant is unable to handle your work, you may request a change of assistant.

Referral Program

You may come across friends who you think would benefit from our services. Who better to guide them to the right service than a friend who has already used it and likes it?

Now referring friends is simple and rewarding too.

1. To be eligible to participate in this program you need to be an existing or past customer of GetFriday.
2. Just send and email to your friend and cc support@getfriday.com.
3. If your friend signs up you get a reward!

Reward:

1. For the first four full months of your friend's billing cycle you will receive a reward of month of his billing spread over 4 months.

Month 1	Month 2	Month 3	Month 4
50%	20%	20%	10%

2. If your friend upgrades, downgrades or cancels during that time, your payout will reflect that change.

3. This amount will be credited to your account every month and will be lapse after six months the date of sign up.

4. No cash payout shall be applicable.

What does this mean? Suppose you're on a B-10 plan and you sign up a friend on a P-40 and he upgrades to a P-80 in his 2nd month with us?

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Totals
Your Billing	120	120	120	120	120	120	720
Friends Billing	360	640	640	640	640	640	3560
Percentage due to you	50%	20%	20%	10%	0%	0%	100%
Your Payment for that month	180	128	128	64	0	0	500
Your bill for that month	-60	-68	-76	-20	100	120	220

You will save $500!

Billing Policies

Introduction

This document is GetFriday's most up to date Billing Policy effective from December 1st 2008. You shall be notified if a newer version is made available.

GetFriday charges shall appear on your credit card statement as "TTK Services Pvt. Ltd." Which is the legal entity and the company behind the GetFriday Service.

There may be small difference every month of a couple of pennies depending on the exchange rate with the Indian Rupee. GetFriday will do it's best to make sure that you are not overcharged even that small amount.

A small note on Credit Cards and charges coming out of India: Banks tend to block charges emanating out of India as a matter of course. This is because of the high amount of fraudulent transactions coming out of India and is done to protect your credit card. However, this does affect legitimate companies such as us. When we do try and charge your credit card, there is about between a 20% and 60% chance that your credit will be blocked on any given day.

You can talk to your bank and ask them not to block charges coming out of India, but that still may not fix the problem entirely. In the event that we are unable to capture the amount, we will fall back on PayPal and use them. For more details go through the Billing Cycles below.

Any escalations, concerns or questions to the billing department will be resolved within 10 working days. They can be reached at billing@getfriday.com.

First Month's Billing Cycle

1. Your trial period starts as soon as you sign up and are assigned an assistant. The trial period (7 days) is being provided in order for you to try out the service before you make a decision on continued usage.
2. In the event that the card information provided is incorrect or doesn't match with your records, you shall be intimated to provide alternate card information.
3. If you are not satisfied with the service or would like to drop out for any reason, you can do so by sending a cancellation request to billing, on or before the 7th day of service. If cancellation is requested within the trial period, then no charges shall apply.
4. Charges for the first month of service shall be billed in advance on a pro-rata basis on the 8th day after commencement of service. If your payment does not go through on the first attempt, then the billing team shall make two more attempts to charge, on the 9th and 10th day respectively. In such a case, we will inform you so that you can speak to your card-issuing bank and request removal of the block.
5. In the event that our billing team is unable to capture your payment by the 10th day for any reason, you will be intimated about temporary stoppage of service and a Paypal invoice shall be sent through email for payment.
6. At this point, it becomes the responsibility of the client to make the payment at the earliest either by making a credit card payment on Paypal or through other means on or before the 15th day.
7. Our billing department shall send you a reminder / warning notice about cancellation of membership if the payment is not received by the 12th day.
8. If payment is not received by the 15th day, the membership plan shall be automatically cancelled.
9. If you wish to reinstate your membership with GetFriday, you can do so within a further 15 days provided dues are settled (if any) and a refundable deposit of one month's billing (as per plan) is paid in advance before we commence service. This refundable deposit shall be in addition to the monthly fee that has to be paid on or before the 5th of the month. On lapse of this period your membership details shall be automatically destroyed and you will have to sign up afresh if you want to use the GetFriday service again.

First month billing cycle	Day (from commencement of service)
End of trial period	7
Billing – First attempt	8
Billing – Second attempt	9
Billing – Third attempt / Temporary stoppage of service	10
Reminder / Warning notice	12
Cancellation of membership	15
End of reinstating period	30

Normal Billing Cycle

1. GetFriday shall bill the monthly charges in advance on or before the 5th of every month. For example, you will be billed on or before the 5th of March for your upcoming March usage, as well as for any extra hours (over the plan hours) you used in February.
2. Bills will be sent by the 15th for all charges made by the 5th. For any delayed billing, it will be sent within a week.
3. If you have put in a request for a monthly invoice before we charge you, the same shall be sent across to you by email before the 5th of the month.
4. If for any reason your payment does not go through on the first attempt, then our billing team shall make three more attempts to charge your credit card, on the 8th, 9th and 10th of the month respectively.
5. In the event that we are unable to capture your payment by the 10th of the month for any reason, a Paypal invoice shall be sent through email for payment.
6. At this point, it becomes the responsibility of the client to make the payment at the earliest either by making a credit card payment on Paypal or through other means. We understand that there may be certain things that are beyond your control and that you may require some administrative time to organize this payment to reach us. Hence we will continue working on your tasks till the 12th of the month.
7. Our billing department shall send you a reminder / warning notice about cancellation of membership and a temporary stoppage of service shall come into force, if the payment is not received by the 12th of the month.
8. In the extreme event that your payment is not received by the 15th of the month, the membership plan shall be automatically cancelled. However, you will still be liable to pay for usage already incurred (if any).
9. If you wish to reinstate your membership with GetFriday, you can do so within a further 15 days provided dues are settled (if any) and a refundable deposit of one month's billing (as per plan) is paid in advance before we commence service. This refundable deposit shall be in addition to the monthly fee that has to be paid on or before the 5th of the month. On lapse of this period your membership details shall be automatically destroyed and you will have to sign up afresh if you want to use the GetFriday service again.
10. Any escalations to the billing department will be resolved within 10 working days.

Normal Billing cycle	Day (of the month)
Billing date 5	5
First re-try 8	8
Second re-try 9	9
Third re-try 10	10
Reminder / Warning notice / Temporary stoppage of service 12	12
Cancellation of membership 15	15
End of reinstating period 30	30

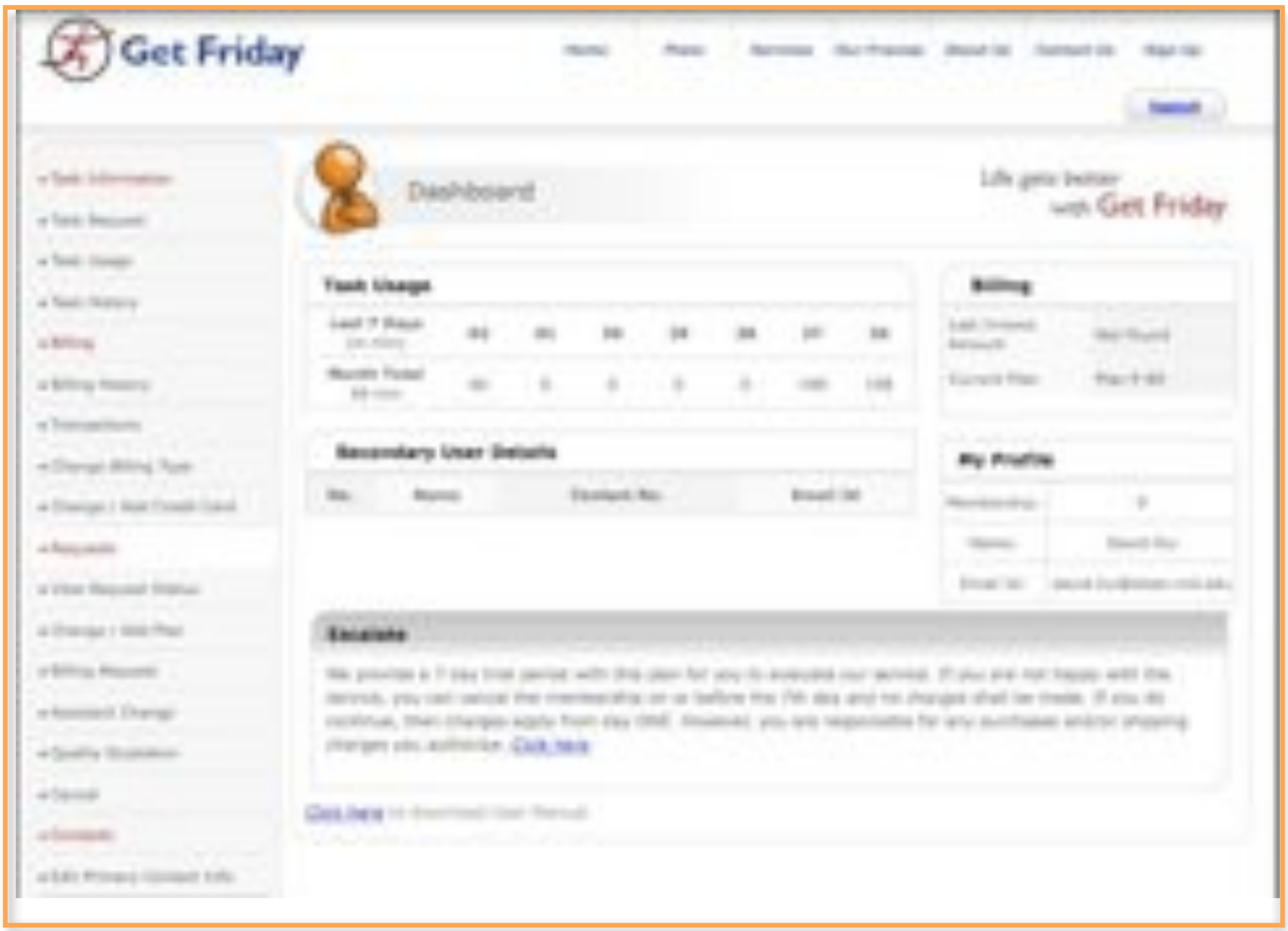
Plan Changes / Cancellations / Billing Updates

1. If your upgrade or downgrade occurs in the middle of a billing cycle, your next month's bill will be prorated accordingly. Due notice may be required on every upgrade / downgrade request.
2. If you cancel your membership and your date of cancellation is in the middle of a billing cycle, your last month's bill will be prorated accordingly. If there are no outstanding dues, your membership form will be destroyed and all credit card data will be removed from our system. Due notice may be required on every cancellation request.
3. You can request a plan change or cancellation and change your credit card information online though the Web Interface.

Web Interface

You've already been assigned a username and password. Please keep the password safe and secure. You can change it at anytime by clicking on the change primary password option.

As soon as you log in to the Web Interface, you will see this Dash Board.



Here you'll get a quick overview of your account and on the left side of the screen you have the main menu.

Dashboard

Under Task Usage, you will be able to see your last seven days of usage and a sum of the amount of time you've used up so far this month.

With Billing, you will be able to see what plan you're on and the amount of your last invoice.

Secondary User Details lists any other people that you have authorized to use the service. Secondary users will also be able to login to the Web Interface, however, they will be unable to edit and change your billing information or primary password.

My Profile merely lists your membership ID, Name and primary email address.

Main Menu:

Task Information	
Task Request	This is a basic form fill that allows you to request a task if you happen to be logged in. All it does is send an email to task@getfriday.com.
Task Usage	This gives you an account of the amount of time you've used on various tasks.
Task History	This looks at the tasks that you've got and lists the status.
Billing	
Billing History	A review of your invoices.
Transactions	A review of any and all transaction made to your account.
Change billing type	This allows you to change your primary payment method. You can either use PayPal, AmEx, Visa or MasterCard.
Change / Add Credit Card	Here you can add other credit cards to your account. These can be cards to be used for shopping or any other specific purpose.
Requests	
View Request Status	This is a list of any requests that you've escalated.
Change / Add Plan	This allows you to upgrade / downgrade or change a plan.
Billing Request	This is an escalation to billing. If you're asking for a refund, you can add that information here.
Assistant Change	If you want to change your assistant.
Quality Escalation	If you're having quality issues with the work you've assigned, click here.
Cancel	If you want to cancel your service.
Contacts	
Edit Primary Contact Info	You can edit your primary contact information.
Change Primary Password	Change your password.
Edit/ Add Secondary Contacts	Edit or add secondary contacts.
My Assistant	
Assistant Info	Information about your assistant and Team Lead.
Team Lead Info	
Logout	Logout. In order to protect your information, there is no "Remember Me" option while logging in and the server will log you out automatically.

Secondary Users

Secondary users are the other people you want to use the service. They could be anyone, family, friends, colleagues… anyone. However, you need to authorize their usage over here, otherwise they will be unable to use the service.

Secondary users also have login credentials so that they can view task status and other issues. However, they will be unable view and change billing information. You can also list if you want them to be active users or not.

Multiple Credit Cards

Apart from your billing credit card, you can also log other credit cards with us in order for us to use them while carrying our your tasks. So, if you have a company card that certain purchases go on and another credit card exclusively for personal use, you can add them here with a valid description and when you want us to use it, we can bring it up.

Security

Your information and security is our highest priority. Our database is encrypted and the password is not stored anywhere on any server. The server sits on our secure network and is double password protected.

In order to use a credit card, you need to send a mail authorizing its use. Your assistant will then ask their Team Lead who needs to then log into our secure system and create a request online. The shift supervisor needs to authorize the request and then the Team Lead has half an hour to use the credit card data which ill only be visible to him for 3 minutes.

All this is logged and tracked.

Best Practices

An expert is someone who has made all the mistakes that can be made in a very narrow field.
– Neils Bohr, Nobel prize winning physicist.

Over the last few years, we've discovered that certain clients utilize us better than other clients. They've figure out how to make outsourcing work for them. There are no hard and fast rules here, however there are best practices.

We've learnt this stuff the hard way, and now we're serving it up to you, nice and easy. You'll meet Albert, who doesn't follow the best practices and Beth, who has mastered the art and science of effective outsourcing.

Albert

Beth

Core Competencies

According to Wikipedia:

Core competency is something that a firm can do well and that meets the following three conditions:

1. It provides consumer benefits
2. It is not easy for competitors to imitate
3. It can be leveraged widely to many products and markets.

The concept of core competencies is one of the corner stones of outsourcing. You want to outsource everything possible so that you can focus on your core competencies. Sony likes to focus on designing and creating cutting edge technology. It outsources its screw making to one firm and it's marketing to another. Those firms' core competencies are screw making and marketing, respectively. Sony saves lots of money and is allowed it to concentrate.

It makes lots of sense for large faceless corporations to outsource stuff. They have well defined core competencies. But really, how does all this theory apply to you?

For Individuals

It's difficult to define and individuals' core competencies. Roughly, it's whatever you would rather be doing. That could be anything: Spending time with your family, fishing, biking, cooking, working on your business plan, playing your guitar, community theatre, getting and MBA, writing the next Harry Potter… The list goes on and on.

For Small Businesses

The definition of core competencies for small businesses is pretty much the same for large ones. But, they are less well defined. This is mostly a psychological block, though. Small business owners are used to doing everything themselves. They're involved in almost every aspect of their business and don't know what they can outsource. You need to maximize the time spent on your core competencies to leverage them, forget about the other stuff.

We can handle them!

What should you Outsource?

It's time to make a list.

1. What would you rather be doing with your time?
2. What is getting in the way, but you *have to be personally involved*?
3. What is getting in the way you don't have to do personally?
4.

It's a simple list. Let's look at some examples.

Name	Rather be doing	Getting in the way that you have to do personally	Getting in the way but that you don't have to do yourself
Noah, a plumber.	Spending time with his family.	Getting stuck in traffic. Going to people's houses to fix the taps.	Sorting out the paper work and following up on the billing.
Daphne, an entrepreneur	Working on her business plan and talking to her clients.	Processing data, making presentations	Collecting the data, organizing the appointments.
Tim, manufacturing	Designing new products, selling them	Fly to the Chicago expo, work with his specialized 3D modeling software.	Organize the travel arrangements for his trips.

GetFriday will handle the last column. Those are all the things that you can outsource to us.

What tasks can you outsource to GetFriday?

Good question. We get asked that all the time. The answer is "yes."

What is time consuming, annoying and non-essential for one person may not be for another person. It depends on who they are and where they are in their lives.

Anna and Kris are getting married. We'll organize the photographer and scout for flower arrangement services. Julian is retired. We'll set up and remind him about his doctor's appointments. Ben and Peggy are married with children. We'll get them a list of family friendly movies that they can go to on the weekends.

It doesn't make sense for us to tell Julian that we can organize flower arrangement services.

Also, Rebecca is a journalist and writes and manages her own blog, she can outsource the calendar management. Travis is an entrepreneur, he's working on his business plan and will want to outsource the content for the company blog. Rebecca would never want to outsource that.

We can't tell you what to outsource. We can guide you (and write user manuals) but really it's up to you.

What tasks can GetFriday handle?

In general we have some broad definitions: We can handle travel arrangements, online research, follow ups, appointments and calendar management, reminders, online shopping, database management, secretarial work…

But it's difficult to define a task based on these generalizations. For example:

Task 1	Task 2
Stella wants us to find a local yoga trainer who has worked with pregnant women before who is willing to come to her home	Jason wants us to set up a bachelor party for his colleague Kevaughn at a nice, but reasonable, steak house. And a band.

Both tasks involve research, making phone calls, comparing prices, coordinating between people and following up.

But they're so different.

But we can handle them both.

Three things we won't handle:

1. Anything Illegal.
2. Anything Immoral: Don't ask us to write your econ final paper. Or email American Idol from 20 different email addresses.
3. Anything we're uncomfortable with: This is tough. It would be a strange day at the office if someone wanted us to catalogue all the lingerie available at a couple of sites.

We realize the last two are a little vague; please ask us if you have any doubts.

Economies of Time

Regular large-scale outsourcing works on the concept of economies of scale. Wikipedia defines economies of scale as the cost advantage that a firm obtains due to expansion. Sony's screw making partner makes money because it makes lots of screws for lots of companies, driving down it's cost per screw.

But Economies of scale don't necessarily apply for small businesses or busy individuals. There are no economies of scale when you outsource a five-hour database task.

There are, however, economies of time.

Economies of time exist because, with any new task, you need to spend some time in setting it up. You need to email your assistant, communicate the information to him and probably set up some systems for it. It doesn't make sense to email your assistant and ask him to check out the weather for your trip to Paris tomorrow when you can do it yourself in less than 5 minutes. You'd have spent more energy in getting the information across rather than doing it yourself.

The logic can be extended to more complicated tasks. In general, one off tasks may be more time consuming to outsource than to just get done yourself.

Albert is a professor. Once a year he needs to draft funding proposals. In order to outsource this, he needs to train his assistant on:

1. What he does (Fourier transformations and it's application in computer science).
2. How to draft a funding proposal.

Albert spends maybe 10 hours once a year drafting these proposals. Training the assistant alone would take more than 100 hours. It's easier for him to do it himself!

Beth is an architect who likes to convert her blue prints to a 3D model so that her clients can see the end product. It takes her roughly two hours to go from blue print to model. The software is quite specialized. At any point in time, she is dealing with 15 clients. She needs to train her assistant on:

1. How to read a blueprint.
2. How to use the software.

She spends 15 hours a week on this alone.

Here's a table of her time spent, if she outsourced it, and if she didn't outsource it.

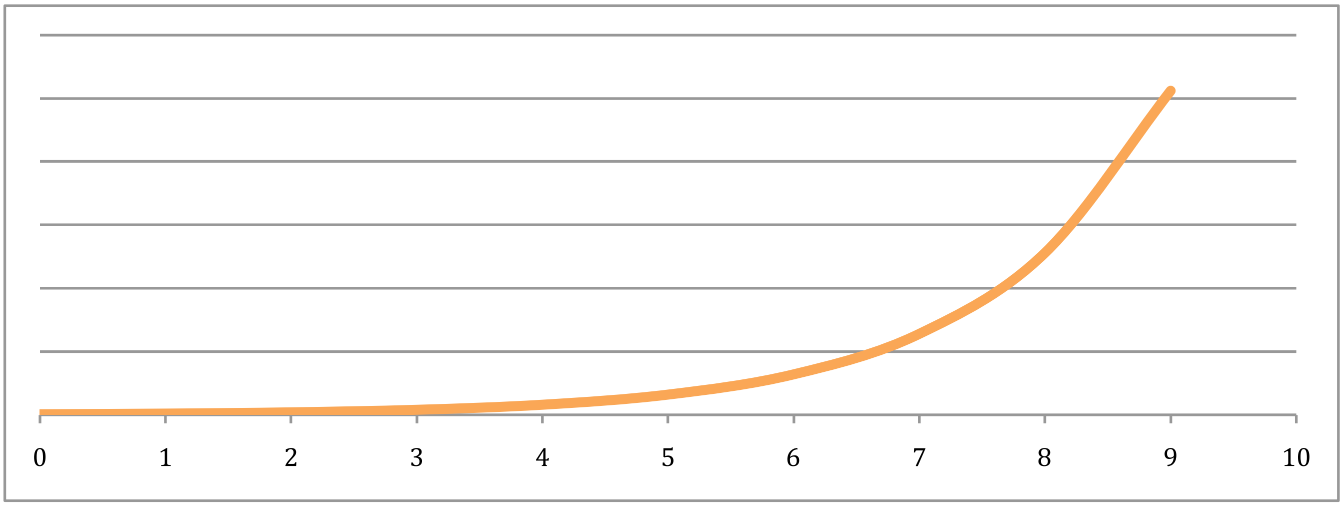
	With Outsourcing			Without outsourcing	
	Time spent training	Time Spent Drafting	Cumulative time spent	Time Spent Drafting	Cumulative time spent
Week 1	20	15	35	15	15
Week 2	15	10	60	15	30
Week 3	10	5	75	15	45
Week 4	5	5	85	15	60
Week 5	0	5	90	15	75
Week 6	**0**	**0**	**90**	**15**	**90**
Week 7	0	0	90	15	105
Week 8	0	0	90	15	120
Week 9	0	0	90	15	135

By week six, the time spent has already paid for itself! After that, it's pure savings. Now she has more time to concentrate on talking to her clients and really working on the designs.

Longer repetitious tasks will give you a better return on your investment!

Training Your Assistant

As with any new employee, you will need to spend some time training your assistant. And as with any human being, there will be learning curves.



With any learning curve, it's easier to learn the more you know. Don't expect instant responses.

Skills vs Knowledge

A Knowledge Set is a list of information: facts and data. A Skill Set is knowing how to apply that information. For example. You may know what brushes, paints, paper and water are. But does that make you a painter? If it did, then we'd all be DaVincis.

Knowledge is relatively easy to transfer. If your work requires specialized knowledge, then you can tell your assistant once, and they'll make a note of it.

Skills are relatively difficult to transfer. It often involves training and guidance for some time until your assistant will get it.

Communicating with your assistant

When you're training your assistant or assigning them a task, be as clear and explicit as possible.

Albert is a professor. Here's the information he gives his assistant.

"My TAs will email you the weekly quiz scores once a week. Log in to the college grade database. Then add the quiz scores to the respective student."

Sounds simple enough. But after a lot of errors, this is what the assistant discovered:

1. TAs are teaching assistants. Graduate students who work for Albert. They need to be called and reminded to sent the scores.
2. To log in to the database, you need to use Albert's faculty ID and password.
3. After you log in to the database, you need to navigate to the upload page through two more pages.
4. TAs send the information as an excel sheet with the names of the students and the scores. But they are listed on the database by their email addresses.
5. The tests are different week to week: sometimes they're out of 50, sometimes out 20… The information needs to be added as the percentage for that week.
6. "Add the quiz scores" could be understood to mean different things. Do you add a new column and put the data in there? Do you add it to the number that's already there?
7. This needs to be done every Thursday for the previous week's work.

And many more questions…

Beth, our architect, gave this information to her assistant.

"I use an online system to track and manage my projects. You've got your own login and password that I emailed to you already. You need to log in every morning and email what is due over the next week for each person to the respective owner. The information is available by clicking on "overview" and you can look at the calendar. The projects are listed horizontally one below another. For example, we want Josh's deadlines. There's a colour key at the bottom that shows you that Josh's colour is blue. Look at all the blue items due over the next week. Josh has three deadlines over the next week, email him the name and due date for each task listed by Project. In the following manner:

1. Project: Higgins House

a. Plumbing Layout, 24^{th}.

b. Tile Choices, 28^{th}.

2. Project: Daniel's refurbishment

a. Jacuzzi installation, 23^{rd}."

Now, the assistant had a couple of questions. But the explanation is so clear that the assistant got it within a few minutes.

Deadlines, Time Limits and Priorities.

With each task, try and state as clearly as possible when the task is due and how much time they should spend on it.

If it is a complicated task, ask your assistant to get back to you after some time with the results that they've achieved up to that point.

Although it's not always possible, try not to set tasks where the deadlines and time limits are the same. "This task is due in two hours and it should take you two hours.", try and set tasks as far in advance as possible. "This task should take you two hours and is due tomorrow evening."

If you've handed your assistant multiple tasks, make sure to tell them which ones are more important.

Here's an email from Albert.

"Hi Friday,

Find a Zagat listed restaurant that has a table open for Friday.

Get me return tickets to Hawaii leaving on the 2nd of next month and back on the 16th.

Get into my ebay account and make a list of any Klien Bottles that are available, by price."

The assistant took a call and made the flight booking first. However, Albert had forgotten his wife's birthday was on Friday, and that was the most important task.

“Friday,

1. Find the contact information of the zoning board for Scranton. (2hrs, Friday)

2. Find out what plays are playing on Broadway on Thursday with available tickets. No musicals, please. (4hrs, Tomorrow)”

The communication is clean, clear and crisp. The assistant just has to follow through.

Feedback

Please give your assistant feedback as often as possible, especially at the start of the relationship. If your assistant knows what he or she needs to do, they will apply it.

Constructive feedback is:

Timely: give the feedback as soon as possible to your assistant.

Clear: Keep it simple.

Issue Specific: Tell your assistant what the problem is.

Reasons: Explain why they need to do it differently.

Solution Oriented: If you think there’s a better way to handle something, then tell your assistant how to handle it.

Here's some feedback from Albert.

"Friday,

This work is not what I expected. Next time, do it better."

It came in a week after the task was done. Not very helpful now, is it? This may seem obvious, but you'd be surprised…

Beth sent this email after a task did not meet her expectations.

"Friday,

The last batch of models had some problems.

Please include the annotations for all the colour schemes when you send the layout. We need this because the end client needs to be able to make choices with regards to the colour schemes and find the best deals for paints.

Add it as a separate tab in the spreadsheet with the following column headings: Room, Wall, Colour Code.

This information won't be in the blue print, but it will be in Mike's supporting documents. You can get in touch with him if you have any questions."