



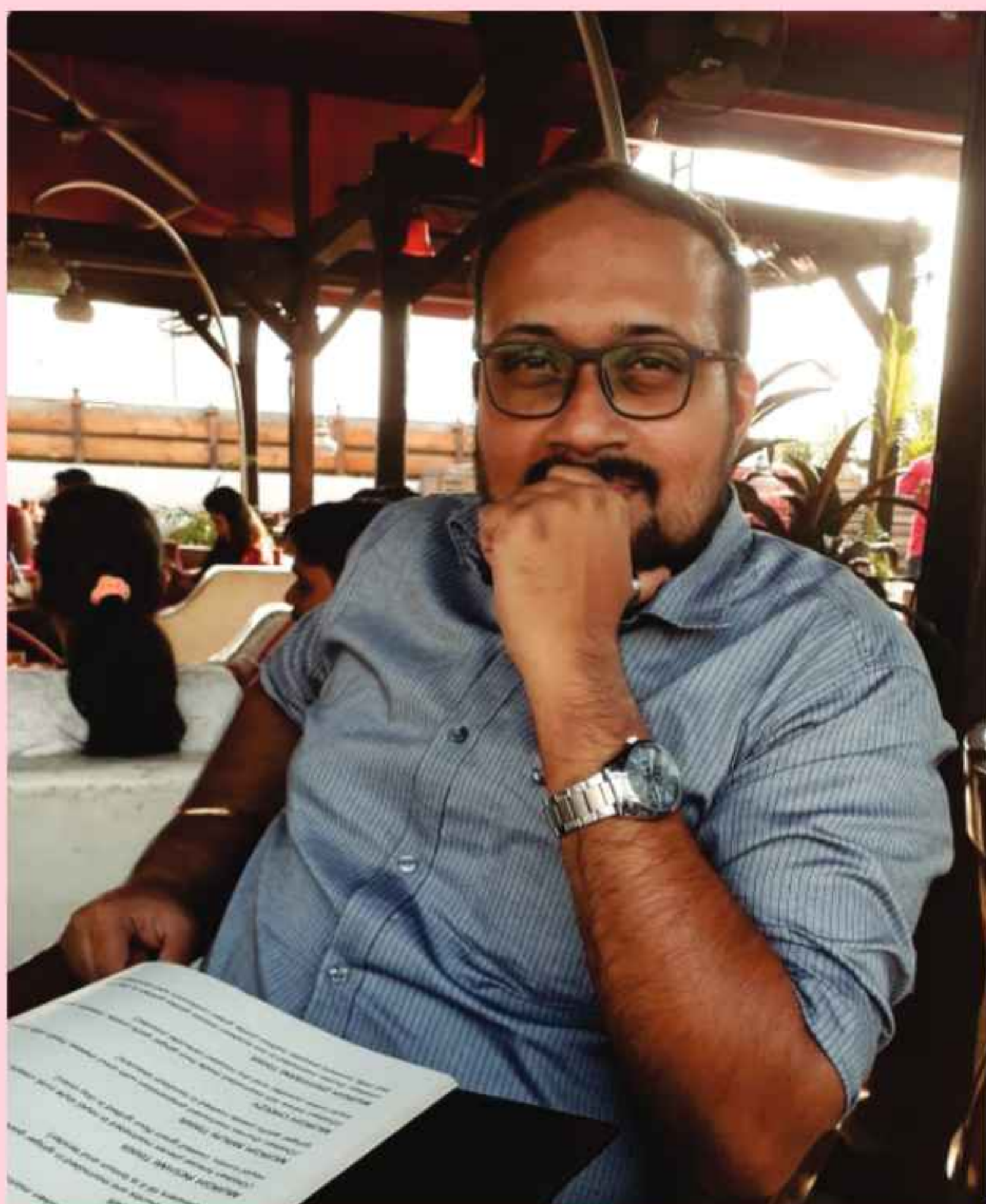
EA-FACTIONTM

empowering assistants quantifiably

MAR 2025 | VOL 6 | ISSUE 2

Breaking Barriers, Building Futures *Honoring Women's Achievements*





Featured EA

Sanket D. Nanal
Executive Assistant to MD
Alka Lifestyles Pvt. Ltd.

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

Frankly, I have always been fascinated by friends who spoke about this role, and I often wondered if it was something I could do or adapt to. But once I realized the power and responsibility of this position, there was no turning back for me.

Q How was your first day as Executive Assistant?

Shaky to the core! I was nervous as I didn't know where to start. However, the leader I was reporting to helped calm my nerves and explained the work I would be doing for him.

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

I Follow the "First In, First Out" approach. I recently joined a new organization, and believe it or not, I have seven heads to report to! Currently, I am actively involved with three of them, who have been graciously assigning me new tasks every single day. The past 25 days have been a massive learning experience. However, I have ensured that I set clear timeframes with them so that tasks are completed on time, the first time, and every time.

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

In my previous firm, the biggest challenge I faced was not getting enough work. I spent days hoping

my leader would assign me tasks, as I didn't want to sit idle. Today, it's a completely different experience—I enjoy my work!

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

Staying focused and alert during all conversations and meetings is key. I also use a dictaphone to record meetings, which allows me to revisit conversations and ensure I don't miss any critical points.

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

I stay updated through the EA Factions WhatsApp group, where I learn a lot from experienced EAs. Additionally, I read extensively about this role on LinkedIn and gain insights through word of mouth.

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

An EA serves as a direct alliance with leadership; hence, they must be active and engaged listeners. They need to have a keen eye for current and future tasks, be articulate, polite, and always ready for action.

They must excel in problem-solving and leave a lasting impression—not only on the people they work with but also on clients and customers they interact with daily.

EAs should be considerate of colleagues at all

levels, proactive, and always willing to go the extra mile.

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

As an Executive Assistant, I feel empowered and constantly evolving into the best version of myself. Unlike many other roles, this job is not confined to a single department, allowing me to adapt and immerse myself in various tasks. This, in turn, helps me develop alternative solutions for every challenge I encounter.

For an EA, managing personnel comes naturally, and that's one of the reasons I love my job.

I look forward to challenges, and trust me, in my current role, I am constantly being challenged. Overcoming these challenges brings me immense satisfaction.

Q Tell us something about your new Role? And how do you feel about?

It has been a fulfilling 24 days since I joined this firm, and each day has been an enhancement of the previous one. There is something new to learn every day. The MD has even assigned the COO as my go-to person in case I have any doubts or need guidance. Working with the COO has immensely helped me understand my responsibilities.

I work under two profiles—EA and Advisor to the MD—which allows me to be part of critical, thought-provoking discussions where I can share my opinions. These conversations add to my value in the organization. I am thoroughly enjoying my work here and hope this journey continues in the future.



"The Art of Execution"

by Lee Freeman-Shor offers a unique and insightful look into the world of professional investing, moving beyond the simple concept of "picking winners" to the crucial practice of how those picks are managed. Here's a breakdown of what makes this book noteworthy:

Key Takeaways:

Execution Over Ideas:

Freeman-Shor's central thesis is that the "art of execution" is often more critical than the initial investment idea. He demonstrates this by analyzing the performance of top-tier investors, revealing that even brilliant ideas can fail if not handled correctly.

Behavioral Insights:

The book delves into the psychological aspects of investing, categorizing investor behaviors when dealing with winning and losing positions. This provides valuable insights into common pitfalls and effective strategies.

It highlights the importance of discipline and emotional control in investment management.

Real-World Data:

What sets this book apart is its foundation in real-world data. Freeman-Shor's research, involving the tracking of top investors' decisions, lends credibility to his conclusions.

Practical Application:

The book offers actionable advice for both novice and experienced investors, emphasizing the importance of:

Managing losses effectively.

Maximizing gains from winning positions.

Understanding one's own behavioral tendencies.

Strengths:

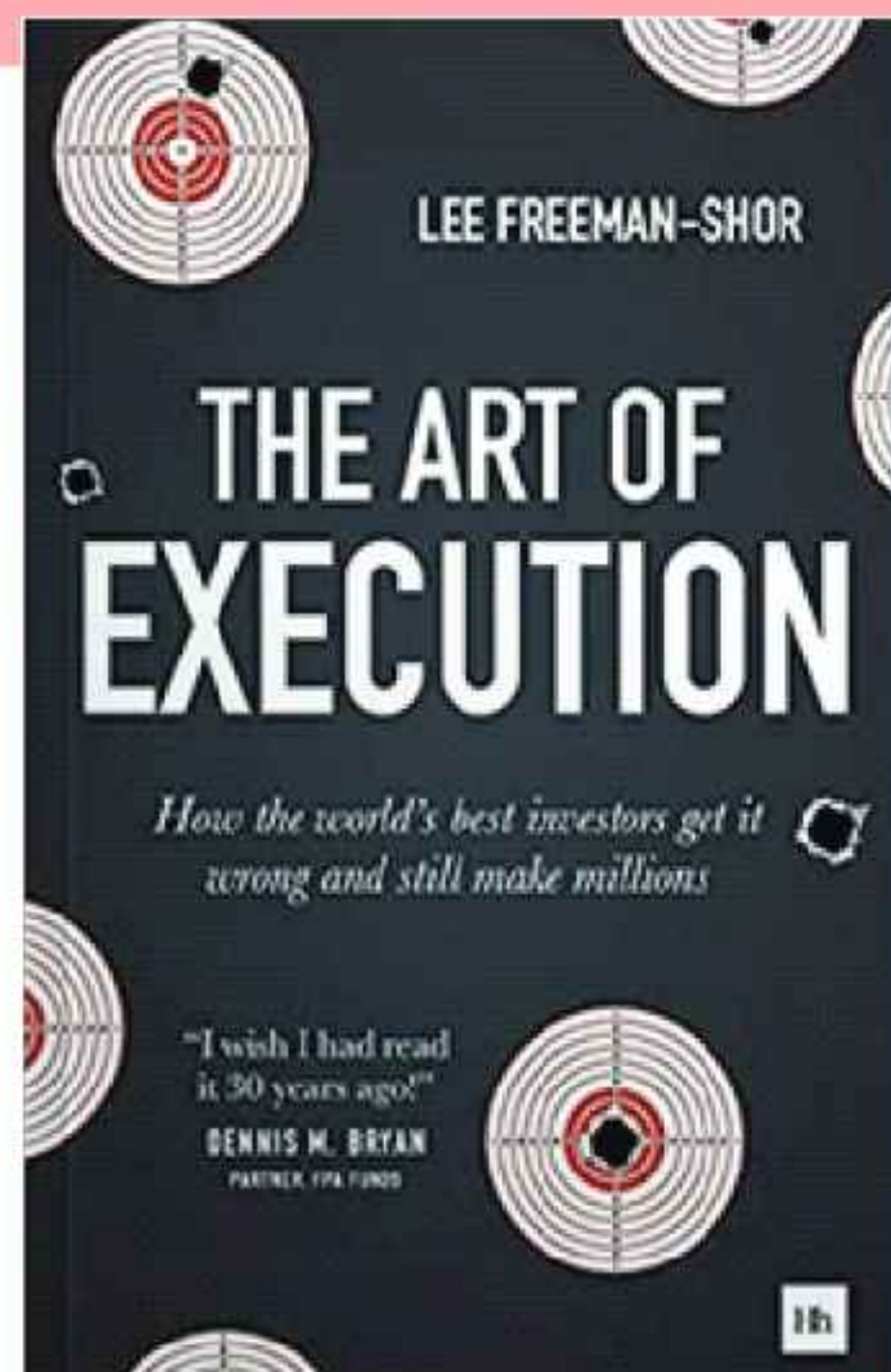
The book is written in an accessible and engaging style, avoiding overly technical jargon.

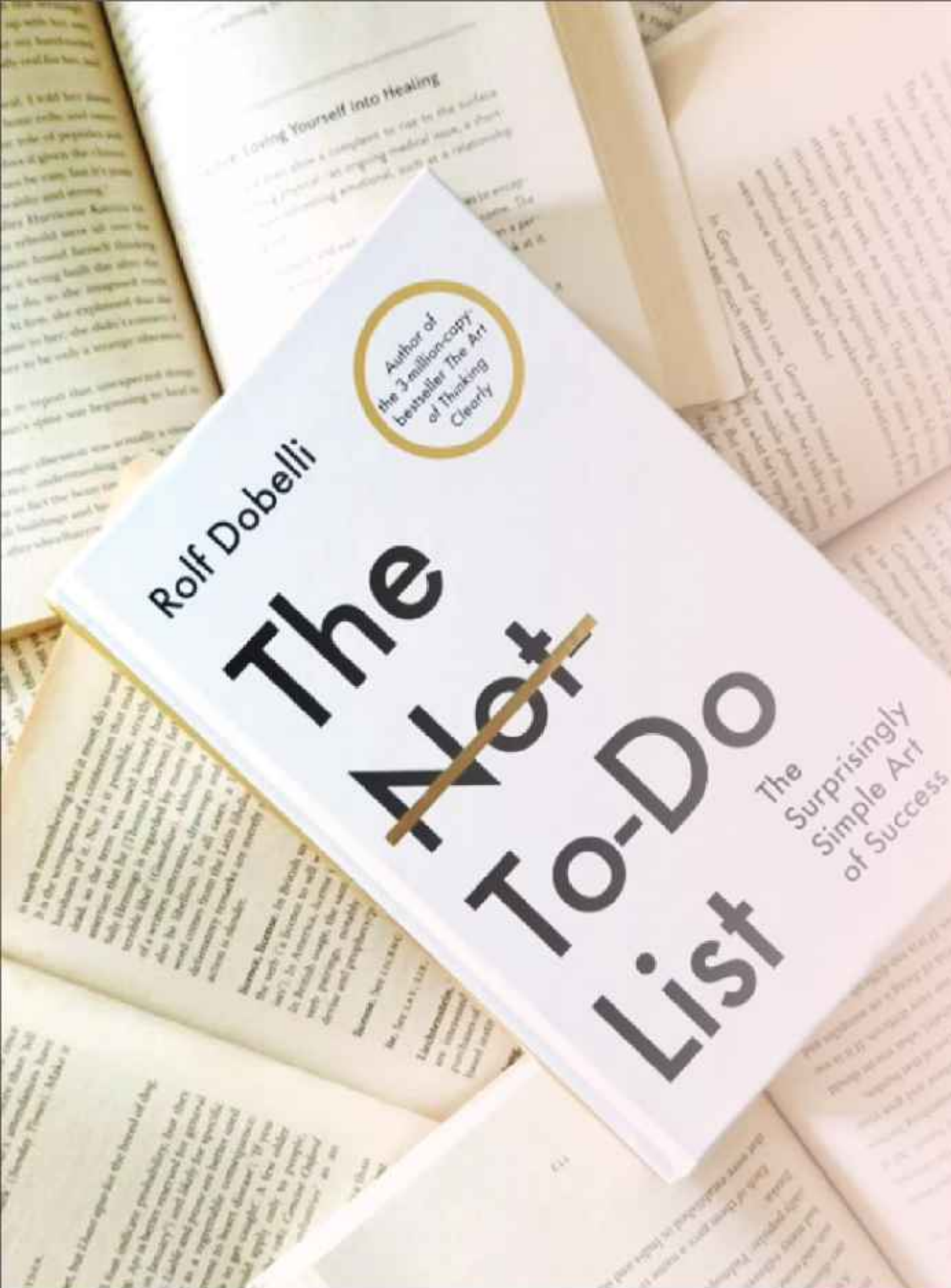
The use of real-life case studies makes the concepts relatable and memorable.

It provides a fresh perspective on investing, focusing on the often-overlooked aspect of execution.

In essence:

"The Art of Execution" is a valuable resource for anyone seeking to improve their investment skills. It moves past the theoretical and into the practical application of investment strategy. It is a very good read for anyone wanting to understand the human element within investing.





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:

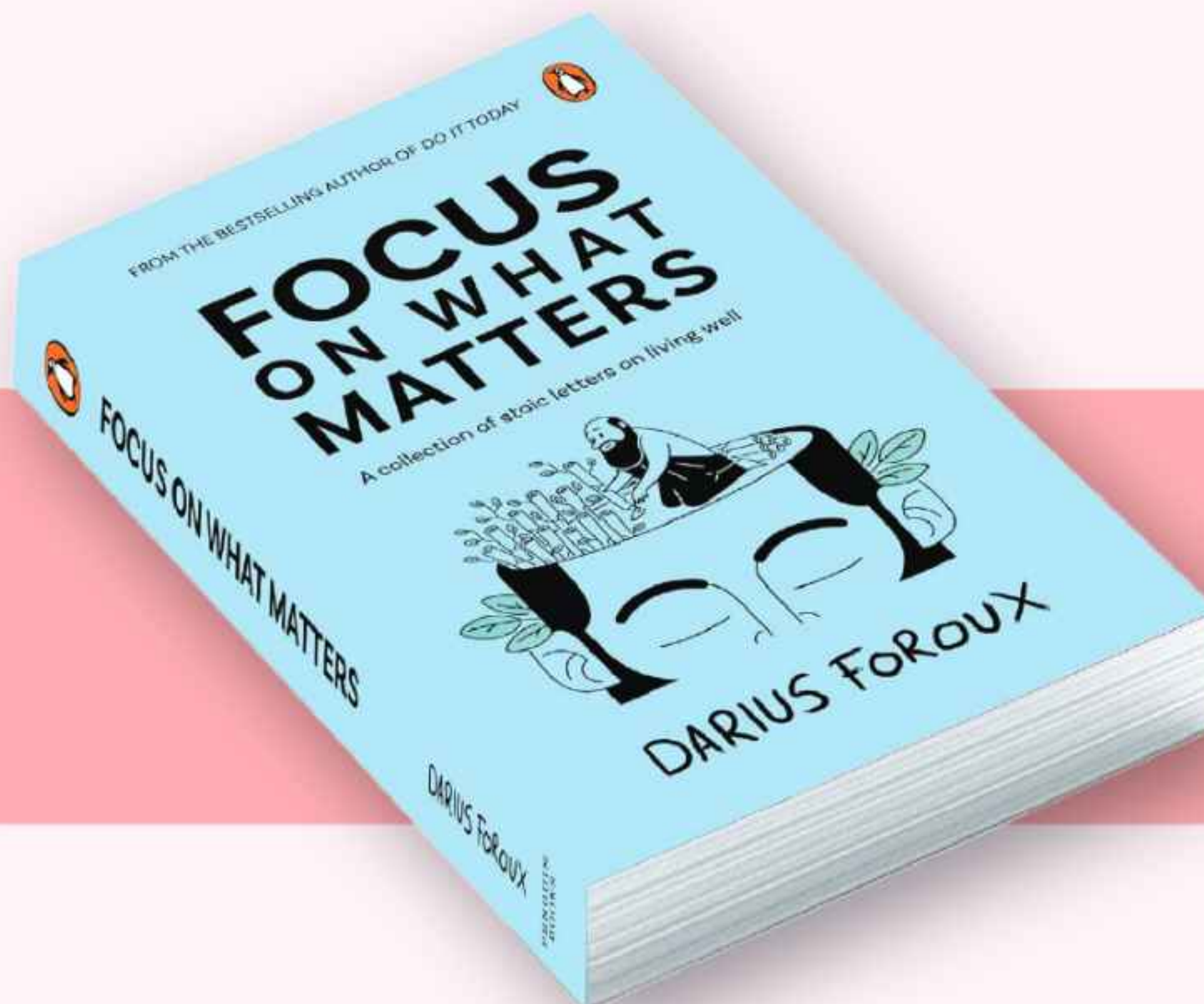
- "The Not-To-Do List" offers a valuable and thought-provoking perspective on success and personal growth.
- It challenges conventional wisdom and encourages readers to re-evaluate their priorities.
- It is a very useful book for those who feel overwhelmed by modern life.

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.

Darius Foroux's **"Focus on What Matters"**

is a straightforward and practical guide to cutting through the noise of modern life and prioritizing what truly counts.

It's less about abstract philosophy and more about actionable steps to streamline your focus and improve your life. Here's a breakdown:



Core Message:

- The book champions the idea that focusing on a few key areas leads to greater fulfillment and productivity than spreading yourself thin across numerous tasks and distractions.
- Foroux emphasizes the importance of identifying your core values and aligning your actions with them.

Key Themes and Strengths:

- **Simplicity and Clarity:**
 - Foroux's writing is direct and concise, avoiding unnecessary fluff. This makes the book easy to read and digest.
 - He presents his ideas in a clear, logical manner, making them readily applicable.
- **Practical Strategies:**
 - The book offers concrete strategies for eliminating distractions, prioritizing tasks, and building effective habits.
 - It provides practical advice on how to say "no" to unimportant commitments and focus on what matters most.

• **Emphasis on Values:**

- Foroux stresses the importance of understanding your core values as a foundation for effective focus.
- He encourages readers to align their actions with their values to create a more meaningful and fulfilling life.

• **Actionable Advice:**

- This is not a book of theory, but a book of action. Foroux gives you the tools to change your life.
- **Modern Day Relevance:**
 - The book addresses the challenges of modern life, such as information overload and constant distractions.
 - It offers practical solutions for navigating these challenges and reclaiming your focus.

Overall Impression:

"Focus on What Matters" is a valuable resource for anyone feeling overwhelmed by the demands of modern life. It's a no-nonsense guide to prioritizing your time and energy, and it provides actionable strategies for achieving greater clarity and focus. It is a very good book for those who want to improve their productivity, and feel more organized in their daily life.

EMPOWERING FEMALE

Executive Assistants

*Entrepreneurial Mindset for
Women EAs at Workplaces*



Introduction

In the dynamic landscape of modern workplaces, the role of Executive Assistants (EAs) has evolved significantly. Today, EAs are not just support staff but strategic partners who contribute to the success of their organizations. For women EAs, cultivating an entrepreneurial mindset can be a game-changer, enabling them to navigate challenges, seize opportunities, and drive innovation.

The Essence of an Entrepreneurial Mindset

An entrepreneurial mindset encompasses a collection of attitudes, skills, and behaviors that support creativity, resilience, and initiative-taking. Key characteristics include:

Proactivity

Women EAs with an entrepreneurial mindset are proactive rather than reactive. They anticipate needs, foresee potential challenges, and take preemptive actions to address them.

Innovative Thinking

Innovation is at the heart of entrepreneurship. EAs should continuously seek out novel solutions, streamline processes, and introduce new ideas that can enhance efficiency and effectiveness.

Resilience and Adaptability

The ability to bounce back from setbacks and adapt to changing circumstances is crucial. Resilient EAs can handle pressure and remain focused on their goals, even in the face of adversity.

Networking and Collaboration

Building a strong professional network and collaborating with others are essential traits. Good networking can open doors to new opportunities and partnerships, while collaboration fosters a sense of community and shared purpose.

Strategies to Develop an Entrepreneurial Mindset

Continuous Learning

Encourage EAs to pursue ongoing education and professional development. This can include attending workshops, enrolling in courses, or participating in industry conferences. Continuous learning keeps skills sharp and opens up new perspectives.

Empower Decision-Making

Empower EAs to make decisions and take ownership of their projects. Providing autonomy fosters a sense of responsibility and boosts confidence, allowing them to

contribute more effectively.

Foster Creativity

Create an environment that values and nurtures creativity. Encourage brainstorming sessions, provide platforms for sharing ideas, and reward innovative solutions. A culture that celebrates creativity will inspire EAs to think outside the box.

Mentorship and Support

Establish mentorship programs where experienced leaders can guide and support women EAs. Mentorship provides valuable insights, feedback, and encouragement, helping EAs to grow both personally and professionally.

The Impact of an Entrepreneurial Mindset

Enhanced Problem-Solving

Entrepreneurial EAs are adept at identifying problems and devising effective solutions. Their innovative approach can lead to more efficient processes and improved outcomes.

Increased Confidence and Leadership

With an entrepreneurial mindset, women EAs gain confidence in their abilities and are more likely to take on leadership roles. This not only benefits their career growth but also strengthens the overall leadership pipeline within the organization.

Organizational Growth

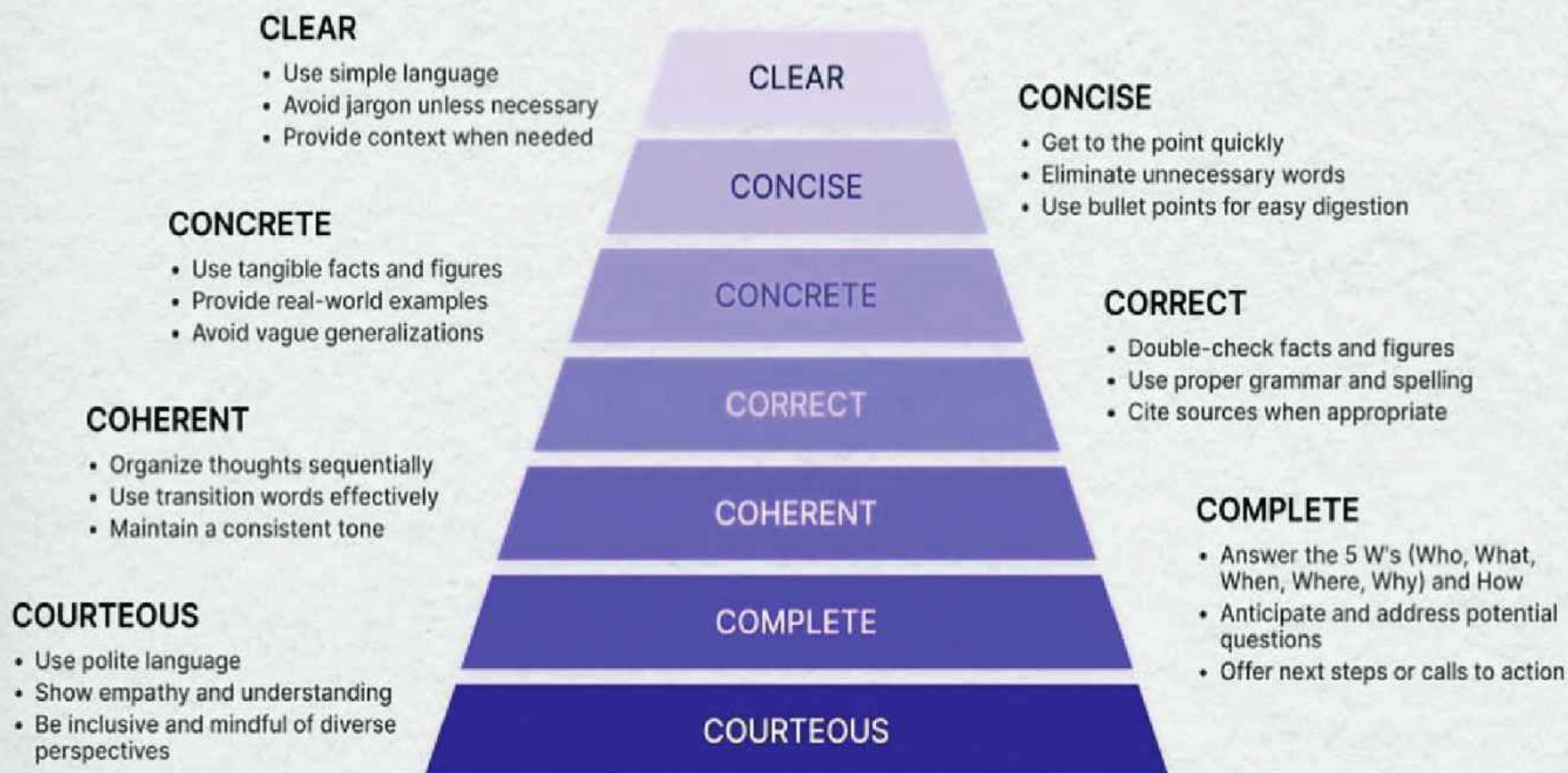
EAs with entrepreneurial qualities contribute to the growth and success of their organizations. Their proactive and innovative mindset can drive positive change, leading to increased productivity and a competitive edge in the market.

Conclusion

Cultivating an entrepreneurial mindset among women EAs is essential for their professional development and the success of their organizations. By fostering proactivity, innovation, resilience, and collaboration, EAs can transform their roles and make significant contributions to their workplaces. Embracing continuous learning, empowering decision-making, and encouraging creativity will further enhance their capabilities. Ultimately, an entrepreneurial mindset not only empowers women EAs but also drives organizational excellence and gr

The Ultimate Guide To Master Effective Communication

The 7 C's Pyramid



The Communication Compass

SPEAKING

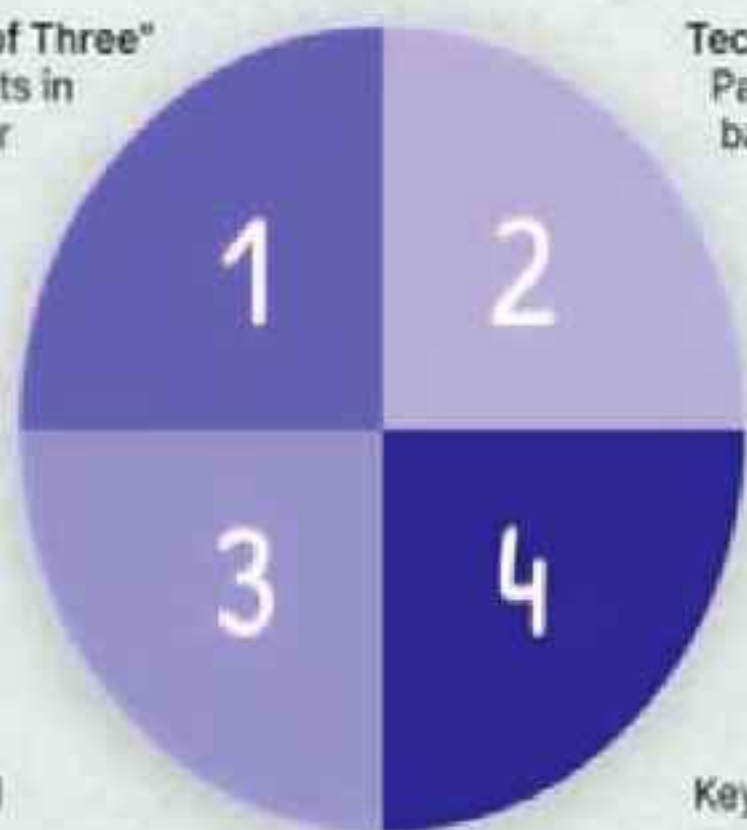
Key Principle: Clarity and Engagement

Technique: The "Power of Three"
Structure your main points in groups of three for better retention and impact.

WRITING

Key Principle: Clarity and Structure

Technique: The "SCQA" Method
Structure your writing using the Situation, Complication, Question, Answer format.



LISTENING

Key Principle: Active Comprehension

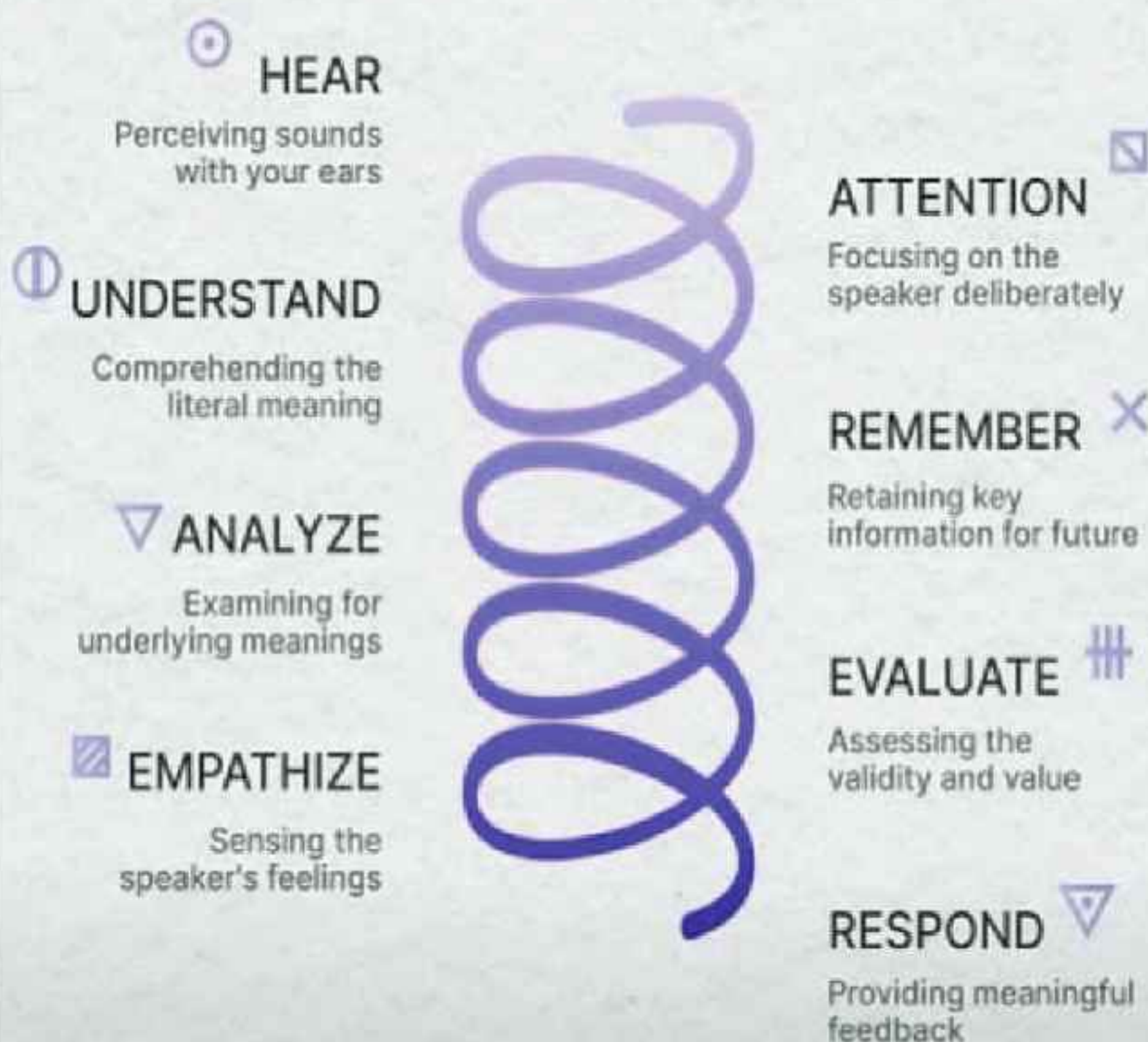
Technique: Reflective Listening
Paraphrase what you've heard back to the speaker to ensure understanding and show engagement.

NON-VERBAL

Key Principle: Congruence with Spoken Words

Technique: The "3 V's"
Ensure your body language (Visual), tone of voice (Vocal), and words (Verbal) all align.

The Active Listening Spiral



Holi

Winners

**EA FACTION
HOLI LUCKY DRAW WINNER**

LIDWINA FERNANDES

**EA FACTION
HOLI LUCKY DRAW WINNER**

KAVITA MURALIDHAR ANAND

Alpha Group Winners

EA FACTION

RAPID FIRE CONTEST

Answer 1	Answer 2	Answer 3	Answer 4	Answer 5
Ganesh Suhas Mate	Munira Mithani	Kavya Sahai	Antima Jain	Antima Jain
Munira Mithani	Sheen Skaria	Anu Sarna	Logeshwari Shakti K	Sheen Skaria
Michelle Alphonso	Rama Padgaonkar	Antima Jain	Munira Mithani	Logeshwari Shakti K
Sharanjeet Kaur	Antima Jain	Ravinder Kaur	Ganesh Suhas Mate	Munira Mithani
Shubharaj Saha	Kavya Sahai	Shubharaj Saha	Akash Kurapathi	Shubharaj Saha
Akash Kurapathi	Akash Kurapathi	Munira Mithani	Meenu Arora	Gayetri Misra
Tharani Devi	Ravinder Kaur	Alpesh Parekh	Rama Padgaonkar	Anu Sarna
Esha Jain	Gayetri Misra	Akash Kurapathi	Sheen Skaria	Astrid Ferriera
Nidhi Khatri	Anu Sarna	Kiran Kumar N	Shubharaj Saha	Michelle Alphonso
	Kiran Kumar N	Ganesh Suhas Mate	Bindi Trivedi	Ganesh Suhas Mate
	Kashmira Talati	Sheen Skaria	Astrid Ferriera	Bindi Trivedi
	Alpesh Parekh	Logeshwari Shakti K	Lyneette Hodges	Kiran Kumar N
	Tharani Devi	Esha Jain	Esha Jain	Rama Padgaonkar
	Meenu Arora	Ritu Goel	Nidhi Khatri	Lyneette Hodges
	Shubharaj Saha			
	Lyneette Hodges			
	Michelle Alphonso			
	Astrid Ferriera			
	Bindi Trivedi			
	Esha Jain			
	Nidhi Khatri			
	Ritu Goel			

Beta Group Winners

EA FACTION

RAPID FIRE CONTEST

Answer 1	Answer 2	Answer 3	Answer 4	Answer 5
Sandhya Iyer	Bhavna Vadhera	Sandhya Iyer	Bhavna Vadhera	Bhavna Vadhera
Reshma Nazareth	Sunita Kishnani	Alison Fernandes	Alison Fernandes	Mala Dias
Ketki Khumbar	Debjani Nag	Sunita Kishnani	Reshma Nazareth	Annora Fernandes
Chantelle Lawrence	Smruti Madhavan	Bhavna Vadhera	Smruti Madhavan	Chantelle Lawrence
Bhavna Vadhera	Flavia Fernandez	Annora Fernandes	Mala Dias	Sunita Kishnani
Debora Kolian	Sandhya Iyer	Debjani Nag	Sandhya Iyer	Eesha Kotecha
	Prajakata Dhavale	Jidnyasa Nashikar	Chantelle Lawrence	Sandhya Iyer
	Mala Dias	Eesha Kotecha	Annora Fernandes	Debjani Nag
	Chantelle Lawrence	Chantelle Lawrence	Flavia Fernandez	Prajakta Dhavale
	Ketki Khumbar	Vibha Chavan	Sunita Kishnani	Smruti Madhavan
	Annora Fernandes	Reshma Nazareth	Eesha Kotecha	Manasi Bobinmaker
	Reshma Nazareth	Flavia Fernandez	Vibha Chavan	Vibha Chavan
	Loni Deka	Ketki Khumbar	Loni Deka	Charu Maingi
	Vibha Chavan	Jeeni Joshi	Jidnyasa Nashikar	Loni Deka
	Eesha Kotecha	Loni Deka	Jeeni Joshi	Flavia Fernandez
	Jeeni Joshi	Bhavika Vishal Nayak	Charu Maingi	Anuya Nerurkar
	Bhavika Vishal Nayak	Manasi Bobinmaker	Manasi Bobinmaker	Bhumi Seth
	Manasi Bobinmaker	Prajakta Dhavale	Prajakta Dhavale	R. Mahalakshmi
	Bhumi Seth	Bhumi Seth	R. Mahalakshmi	
	R. Mahalakshmi	R. Mahalakshmi		

Answer 1	Answer 2	Answer 3	Answer 4	Answer 5
Hitesha Khatri	Annora Fernandes	Annora Fernandes	Bhavna Vadhera	Bhavna Vadhera
Chantelle Lawrence	Hitesha Khatri	Ritika Grover	Annora Fernandes	Annora Fernandes
Yogesh Kamble	Yogesh Kamble	Yogesh Kamble	Ritika Grover	Yogesh Kamble
Annora Fernandes	Mala Dias	Bhavna Vadhera	Yogesh Kamble	Nisha Rathod
Ritika Grover	Bhavna Vadhera	Mala Dias	Anuprita Navgire	Mala Dias
Anuprita Navgire	Chantelle Lawrence	Anuprita Navgire	Mala Dias	Ritika Grover
Vibha Chavan	Ritika Grover	Chantelle Lawrence	Chantelle Lawrence	Chantelle Lawrence
Bhavna Vadhera	Ketki Khumbar	Hitesha Khatri	Ketki Khumbar	Dilnawaaz Xerxes
Ketki Khumbar	Danica D'Souza	Ketki Khumbar	Sanket Nanal	
Danica D'Souza	Sanket Nanal	Sanket Nanal	Dilnawaaz Xerxes	
Sanket Nanal	Danica D'Souza	Dilnawaaz Xerxes		
Dilnawaaz Xerxes	Dilnawaaz Xerxes			



We'd Love to Feature You in Our Newsletter!

**We Appreciate your Contribution and
Look Forward to Reading your Article/Write-Up. Feel Free to Reach out to us anytime at
hi@ea.faction.in and /or minakshi.mahesh@ea.faction.in**

We're just a click away!