

myPA

Proving there's more to working together than sharing an office, Executive PA met one boss and her virtual PA

BY ANNIE WADDINGTON-FEATHER

When Bathurst-based Kylie Short saw an ad in a local paper wanting a book keeper with a laptop, she probably never envisaged she would be the virtual assistant (VA) across the world. Her client-base stretches beyond Australia to Ireland and the States making her a truly international PA.

"Many PAs use the Internet and other technology when their boss is out of the office, so why not do it all the time?" comments Kylie, owner of Tilda Virtual Services. "It's all about delegation. I have a team of highly experienced virtual assistants I use for different briefs."

For small businesses, using a virtual assistant is a lot cheaper than employing someone. No need to buy office equipment, pay for sick leave etc. "Clients simply 'buy' some of my time," explains Kylie.

Perth-based Katie Gallagher, is a Life Coach and runs her own business Mint Coaching. "I approached Kylie because I was spending more time sorting out the business than coaching people. I can now concentrate on helping people achieve their goals and not worry about online-networking or sending out flyers," comments Katie.

"My coaching is done over the phone, so working with a virtual assistant isn't an issue," she adds. "I've paid for 30 hours of Kylie's time which I use over a period of time on a job-by-job basis."

Giving a personal service to someone you've never met must be difficult, but Katie and Kylie speak regularly on the phone as well as using emails and logging onto 'basecamp', Kylie's job-management software. In addition, Kylie has attended one of Katie's coaching programmes to help her understand Mint Coaching. "Working with Katie has made me learn more about myself," comments Kylie.

Kylie works hard at making sure her clients always feel they're Number One, and her personality comes through in her newsletter, blogs and website. "I take the time to call and speak to the person to find a connection with them. Having a virtual assistant doesn't work for everyone and I have told a client they would be better off having someone in the office."

Working in the virtual world means Kylie is constantly monitoring the latest technology. She has instant messaging, Skype and VoIP as well as the latest management software. "I use blogs a lot and am in touch with other VAs to find out what technology is out there," says Kylie.

"For Katie I manage her newsletter, website and some admin, but for other clients, I manage their electronic diary, emails, prepare documents for meetings and have set up special phone lines for when they're overseas. I do everything which a PA in an office does, bar make you a cup of coffee", comments Kylie. "But if that's what you want, I'd get online and have one sent to you!"



THE EXECUTIVE PA MAGAZINE CV

Name: Katie Gallagher

Job title: Life Coach

Age: 39

Where you live: Perth, WA

Most wanted to be (when 10): Astrologer

Most wanted to be (when 30): A Coach

Previous jobs held: Sales Coach, Sponsorship Manager, Health Promotions Officer, Youth Mentor, Professional Athlete, Personal Trainer

Strengths/weaknesses: I am good at listening, planning and finishing what I start. My weaknesses are cream - I'll eat pudding just to add cream

Describe your business role in three words: Living Your Purpose

Qualifications/training: Associate Accredited Coach, International Coach Federation; Graduate CoachU; Bachelor of Science, Health Promotions

Best 'life' tip: Stay in the moment

Highlight of time at Mint Coaching: Being there for my clients and watching them grow to a point when they can coach themselves. Being a Reality TV Coach for GMTV Inch loss downunder.

Worst career move? Seriously, having kids. Being there for them is more important than my job and I work less hours than my business needs. I'm fine with this because I know it's not forever and I have a good life balance.

Best career move? Launching my business then going on a 9 month surfing holiday with my husband. Not much actual work got done but the foundation it built for us was invaluable, this carried over into my business and is a true example of how you can make things happen.



THE EXECUTIVE PA MAGAZINE CV

Name: Kylie Short

Job title: Virtual Personal Assistant

Age: 29

Where you live: Bathurst, NSW

Most wanted to be (when 10): Teacher

Most wanted to be (when 30): I'd like to be a successful business owner

Previous jobs held: Shop Assistant, Office Manager, Family Day Carer, Recruitment Consultant, Bookkeeper, Teacher's Aide

Strengths/weaknesses: I'm a problem solver so when I'm presented with a problem I can't help myself but find a solution. I'm also a bit of a high achiever which goes hand in hand with my perfectionism. I have high standards for myself and my business but being a perfectionist means that I'm really hard on myself if I don't reach those standards. I guess my weaknesses would be that I am a problem solver, high achiever and a perfectionist. Sometimes these very things can work against me both personally and professionally.

Describe your business role in three words:
Energetic, life-changing, fun

Best 'life' tip: Be true to yourself.

Highlight of time at Mint Coaching: Katie's vision. I had the fantastic opportunity to go through one of Katie's coaching programs and what I learnt taught me more about Katie, her beliefs and how she sees the world. I also learnt a lot about myself in the process.

Have you ever lied on your CV? No. I see it as being pointless. I used to write my CV based on the position being applied for and would leave off things but never lied.

Worst career move? Going back to a job I hated. It did nothing for my self esteem and I was faced with decisions daily that contravened my personal ethics.

Best career move? Starting my own business. I get to work with people who are passionate about their business, about life and about working with me. Everyday is different and every project is different. I'm managing client calendars, creating web pages and assisting clients market their businesses online. It truly is a fabulous thing to be a part of!

Most inspirational businessperson: Kathie Thomas of A Clayton's Secretary. She has been a Virtual Assistant for 15 years, has five daughters and is truly inspirational. She is an example of someone with an idea who then turned that idea into a profitable business.

KATIE'S LIFE COACHING TIPS

- 1 Be uncluttered.** Simplify your life, physically, emotionally and spiritually
- 2 Know your needs** and aim to meet them healthily
- 3 Understand your values**