

E-MAIL

Admins Trusted To Ghostwrite E-mail

A recent survey showed that admins who ghostwrite their executives' e-mail is on the rise. That's according to the 2009 Electronic Business Communication Policies, Practices, and Procedures Survey from the International Association of Administrative Professionals and The ePolicy Institute.

The number of executives who rely on administrative professionals to screen and ghostwrite e-mail has increased since 2002, when IAAP and The ePolicy Institute first surveyed electronic business communication policies and practices.

Of the 614 U.S. and Canadian administrative professionals surveyed in 2009:

- 59% ghostwrite responses under their executives' names, versus 43% in 2002.
- 52% read/screen executives' incoming e-mail. That's twice the number, 26%, reported seven years ago.
- 38% delete messages addressed to executives, vs. 29% in 2002.

Executives place so much trust in administrative professionals' ability to manage e-mail that 28% of ghostwriters

are free to transmit messages under the boss's name without editorial approval.

"Executives trust their admins," said Barb Horton CAP, 2008-2009 president of IAAP. "This survey shows that admins are given significant responsibility in today's office and are often the gateway to the C-suite."

Another 55% are authorized to use executives' electronic signatures.

"Fortunately, 72% of administrative professionals know that an electronic signature is as legally binding as a handwritten signature," said Nancy Flynn, executive director of The ePolicy Institute. "That's significant, given the growing evidentiary role that e-mail, the electronic equivalent of DNA evidence, plays in litigation and regulatory investigations."

The 2009 Electronic Business Communication Policies, Practices, and Procedures Survey summary is available upon request. Contact Nancy Flynn at 614-451-3200 or nancy@epolicy-institute.com

GLOBALIZATION

Personal Assistants Across The Globe

Because of globalization it's now possible for the harried middle-class to hire a personal assistant according to the *Chicago Tribune*. "A personal assistant working from a cubicle in Bangalore or Hyderabad now can arrange all that and a whole lot more, and not just for the long-pampered uber-rich but for a much bigger market: America's exhausted middle class," said the *Tribune*.

Several start-up companies in India are handling \$200 million worth of calls for help according to P. Sunder, chief executive of Bangalore-based TTK Services. Consulting company Evalueserve predicts it will be a \$2 billion business by 2015.

Source: USA Today

Help Your Exec By Decreasing Distractions

According to the Center for Creative Leadership, more than half of all senior executives report they're interrupted about once every 30 minutes. In addition, executives say those interruptions are sometimes a problem.

Admins can play a role in decreasing distractions. Here's how:

- Get formal authority to handle frequent tasks/inquiries so that when they come up, you can handle them.
- Help your executive or manager to have interruption-free periods of time for work that requires concentration. If e-mail goes through you, hold it up for the free time period, likewise for calls and people trying to get in to see the boss. However, he/she must abide by his/her own rules or people will quickly realize that they can be the exception and get immediate attention.
- Find out who should always be put through immediately—calls and e-mail—and who can be "put on hold" until the time is right to communicate with the boss.
- Have regular meetings so you're both in sync. Information should be seamless between you and your exec.
- Answer what you can (have authority to do) and give the boss an FYI only during regular meetings.
- Situate your desk where visitors must pass by you, then appropriately screen them. That's why it is called "gatekeeper."