



Dear Executive,

I'll only take a moment of your time. Here's why you should invest in the Executive Support Series™ for your assistant.

One thing hasn't changed in my 50 years in this profession: the number one purpose of an assistant is to support their executive, in whatever way it takes, to move the department and the organization forward.

Here's the challenge. Many executives are doing work they shouldn't be doing — tasks that don't move the mission forward. Some organizations think an app can replace a person. It can't. I was an executive assistant for 20 years before I founded Office Dynamics in 1990. Since then, I've trained assistants at Procter & Gamble, Walt Disney World, Cisco Systems, Boeing, and Humana. The pattern is always the same: a highly skilled assistant helps you run the ball down the field. A stellar one takes the small, repetitive work off your plate completely.

There are plenty of training programs out there. Only one covers every nuance of becoming a true strategic partner to an executive: the Executive Support Series™. Unlike broader admin credentials such as the CAP or PACE, which cover the whole profession, this program goes deep on one relationship — yours. Sixteen modules. 48 videos. And at the end, your assistant can test for the Certified Executive Strategic Partner (CESP) designation.

As a result of this course, your assistant will:

- Prevent or reduce your decision fatigue
- Forecast barriers before they become problems
- Filter what reaches you, instead of relaying everything
- Anticipate your needs instead of just reacting to them
- Take over the nitty-gritty work so you don't have to
- Diminish the last-minute chaos that eats your day
- Catch fewer dropped balls on travel, scheduling, and follow-up
- Free up more of your time for the work only you can do

This isn't a vague promise. The course includes a 72-point Executive Support Effectiveness Assessment your assistant can use to benchmark exactly where they stand today, so you'll see the shift in how they plan your calendar, manage your travel, and filter what reaches you — not just hear about it. And the CESP designation itself isn't handed out for showing up: it requires an 85% score on a formal test, so it tells you something real about the assistant who earns it.

The Executive Support Series™ is a one-time investment of \$795 for six months of full access. It's a small cost for what you'll get back: more focus, less stress, and a partner who can carry more of the load.

Reply to this letter and I'll have my team follow up directly, or call 800-STAR-139. I'd love to get your assistant started.

Thank you for your time.



Joan Burge
Founder and CEO, Office Dynamics International

P.S. I would be happy to speak with you about this course or other educational opportunities for your assistant.