

# How a CEO was empowered to achieve more by building a team of Executive Assistants as his "CEO Office"

## The Challenge



A 20-year tech CEO, managing four companies and a growing family of four, struggled to maintain a healthy work-life balance, frequently working 12 hours daily.

He spends 2 to 4 hours a day managing calendars, family engagements, and personal matters, which disrupts his work productivity. As a serial entrepreneur and family man, he needed someone to streamline his workflows so he could focus on the decision-making while having ample time for his family and personal well-being.

## The Solution

With Athena, the CEO hired a team of five Executive Assistants (EAs) to build his own "CEO Office". This approach transformed his productivity habits, answering the question, "What could he do to achieve more while doing less?"

### Streamlined Organization

Each EA had a specific focus: one handles personal and family affairs, others specialize in supporting each of his companies tackling essential tasks like finance, logistics, etc.

### Efficient Household Management

His home office EA also tackled household tasks like car maintenance, appointments, and bills; saving the CEO significant hours per month for hobbies and interests.

### More Family Time

His dedicated Home Office EA managed everything from summer camps to vacations, saving hundreds of hours per year of research, planning, and scheduling conflicts.



### Improved Well-being

A structured schedule and prioritized appointments enabled the CEO to dedicate time for exercise, mental health, and personal pursuits to be a better leader.

### Expert Travel Management

His Tech company EA managed all travel arrangements including airline options and travel guides minimizing headaches. It ensured the CEO arrived at meetings relaxed and focused.

## The Results

### Achieving More

By delegating tasks to a skilled team of EAs, the CEO achieved the following per month:

#### 40 hours

of **deep work** focused on high-impact activities such as revenue and growth strategies

#### 20 hours

of **coaching time** to connect with his direct reports for leadership development

#### 60 hours

of **saved time** on research, documentation, tax filings, inbox sweep, scheduling meetings, etc.

#### 8 hours

of **self improvement and development courses** carved out by dedicating a weekly 2-hour slot

#### 20 hours

of **saved time** by shortening each work day by an hour

#### 40 hours

of **uninterrupted family time** by blocking 2 hours at night on weekdays

With a "CEO Office" in place, expertly and efficiently working together, the CEO was free to focus on his core responsibilities.

Ready to unlock your potential and achieve more with less effort? Discover how Athena can transform your productivity and work-life balance. [Contact us today](#) to get started.