

A PRELUDE

This book could not have been written at an earlier date.

Is it because

- of world events? NO
- the role of the *Admin* has changed markedly? NO
- more *Admins* are ready for more information? THAT MAY BE TRUE but -- it's not the whole story.

The answer isn't complicated. The revelations, however, are profound!

AT AN EARLIER DATE THE FOLLOWING HAD NOT OCCURRED.

During the past three years, the author has ventured into new worlds. She has gone kicking and screaming onto new playing fields. She would never agree to visit these places but, no one gave her a choice. Joan Burge has been a visionary for administrative training and development since 1990. She is the author of other books; most notably, BECOME AN INNER CIRCLE ASSISTANT. But this book, UNDERNEATH IT ALL is different because Joan is different. Suffice it to say, Joan has met the enemy and its name is: mortality. She has been immersed in the fight her husband of 31 years wages against pancreatic cancer. As a successful entrepreneur she is accustomed to being in-charge. As a one-time highly appreciated Admin herself, she knows how effective finely honed skills are ... *let me learn how to do it and I'll do it.* Well, she is not in-charge. She can not learn what has not yet been discovered. She can not do what is undoable. In the process of finding ways to cope – ANOTHER DIMENSION has been revealed to Joan. She “sees” how it relates to everything! This is why UNDERNEATH IT ALL is a book whose time has come. You're about to explore key points

with Joan that lead to success and you're likely to wonder *who switched on the lights?* Once you "see" what is *underneath it all*, you will become a more effective person. In short, you will not become a more effective Admin. You will not become a more effective Mother. You will not become a more effective Life Partner. You will become a more effective Admin, Mother and Life Partner.

While *life was happening* around her (e.g., her own major surgery, her beloved father's unexpected hospital confinement in another state and other once-in-a-lifetime personal challenges) Joan's work also produced three years of solid research which concluded: 90% of the requirements for being a successful Admin revolve around the soft skills ... 10% revolve around technology and technical skills. Three years ago, this was virtually unknown but that's not all ...

On the final pages of UNDERNEATH IT ALL you'll find the *Curtain Going Up On Things To Come* which spotlights something Joan calls *Admins' DNA*.

In the world of biology, DNA refers to deoxyribonucleic acid. It is the molecule that encodes genetic information. (Source: www.biology-online.org/dictionary/Dna.)

What does that have to do with *Admins*?

Joan has identified "what it takes to be the best in this profession."

Not everyone who aspires to be an assistant is well "encoded" to succeed.

That's quite a revelation coming from a woman who is an eternal optimist, a dynamic motivator and a tireless proponent of encouragement.

THE FORMULA FACTOR

While life was happening ... one client asked "Is there a formula you have discovered; traits that would be critical for working with a CEO. In other words, if I'm interviewing what are the traits I should be looking for that you have identified as important and critical to success?" It was a good question

and Joan thought about how to answer it as she was revising a segment of her World Class Assistant workshop.

She removed something old and asked herself what to add. What's new? What's different? The answer popped ... "DNA is what we're made of and YES ... there is DNA for a Star Assistant!"

"I was gathering a lot of information and then – the light bulb really stayed on when I was called back by a company President (some three years after I worked with him and his Admin) to work with the company's vice presidents and their executive assistants as a group.

"The President told me he and his *Admin* are 25% more efficient from what I taught them."

Twenty-five percent!

This isn't an accident.

Joan neatly ties-up these Post Graduate Level Revelations and offers them to you to use as you will – you have only to turn the page to get started.



The above was written by Marilyn Pincus. Ms. Pincus put into words *truths* that are difficult for the author to express without appearing self-serving. Joan and Marilyn have enjoyed a pleasant working relationship for many years. It's natural for each woman to serve as a "booster" for the other. Marilyn Pincus is an author and the President of Marilyn Pincus, Inc., Tucson, Arizona.