



Paige McPheely

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Biography

Through a passion for bringing people together, meticulous attention to detail, and the ability to organize chaos, Paige McPheely co-founded 33Vincent, a remote executive assistant agency, with her long-time friend, Casey Putschoegl. Together, they recruited top talent and attracted high-profile clients, growing the company organically and sustainably to employ over 50 contract executive assistants who serve busy executives across the country.

Years of experience with Executive Assistants outlined common pain points and needs in their workflow; EAs lacked software of their own, a strong community, and a trusted source for training and resources. With a genuine desire to serve the executive assistant community, Paige turned her attention to creating a solution: Base, the first-ever tool built for assistants.

With its release in 2019, Base's elite suite of tools helps assistants to succeed in supporting executive – from anywhere. No interrupted workflows, simply faster, more efficient ways to do your job.

Paige is CEO of Base and remains an advising partner for 33Vincent. She lives in Greenville, SC with her husband Matt and their three sons, Jones, Sam, and Bennett.

Session: How technology helps you to do more with less and prove yourself as a strategic partner

Join Paige McPheely, founder and CEO of Base, the first-ever tool built for assistants, as she discusses how leading assistants are up-skilling and evolving in their role, proving themselves more than ever as a strategic partner to the executives they support.

Metrics are the key to future-proofing the ever-evolving role of an assistant. Paige and her team built Base to help tie clear ROI to the role of an assistant. Base has helped put 20% more productivity back into assistants' work weeks, and it's the company's belief that automation is crucial to assistants' having the ability – and time – to upscale and evolve in their role.

Learning Objectives:

In this session, Paige will outline how technology can help you succeed in the following:

- Set explicit goals and expectations - clearly align yourself with the goals and expectations of your executive and her role.
- Define clear and predictable communication pathways - you and your executive(s) should know how and where to communicate with one another
- Position yourself as a trustworthy source - your executive (and the rest of the company) will come to you for information, confidential and otherwise.
- Determine “the next question”, anticipate its response, and then take action - always think ahead to what your executive may need next, or what may happen unexpectedly, and plan for it.
- Embrace and own growth - your role will never be fully learned, nor will it ever stop evolving.
- Let technology make you better - tech-enhanced assistants are irreplaceable. Instead of competing with technology, leverage it to amplify your outputs.

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