



B A S E

Hierarchy of needs: A reflective guide to identifying the right EA support for you

At Base, we know that not every executive needs the same kind of support. The key to a successful EA match starts with clarity: What do you love doing? What's draining your time and energy? Where do you need the most leverage?

Use this quick guide to reflect on your needs and help us match you with the right kind of EA talent.

Step 1: Self-assessment

① Instructions

Review each support **Category** and its corresponding **Examples**. Reflect on how each category aligns with your current needs, preferences, or priorities. Then, complete the **How you feel about it** column to capture your perspective.

Category	Examples	How you feel about it
Strategic Support & Planning	<i>Goal-setting, quarterly/annual planning, aligning time with priorities, and keeping big-picture goals in focus</i>	Neutral ▾
Time & Workflow Optimization	<i>Managing calendars, protecting focus time, structuring meeting cadences, and minimizing context switching</i>	Neutral ▾
Communication Management	<i>Managing inboxes, drafting communications, prepping materials, and sending follow-up emails</i>	Neutral ▾
Project Management	<i>Driving tasks and projects forward, tracking progress, coordinating with stakeholders, and keeping priorities on track</i>	Neutral ▾
Event & Travel Planning	<i>Coordinating logistics, ensuring smooth travel experiences, and supporting offsites, speaking engagements, or team events</i>	Neutral ▾
Social Media Support	<i>Assisting with social media, thought leadership, presentations, and personal brand management to amplify executive presence</i>	Neutral ▾
Stakeholder Management	<i>Building systems to stay connected with key people (from investors to team leads to customers) and keeping relationships warm.</i>	Neutral ▾
Team Operations & Culture	<i>Supporting onboarding, recognition, team rituals, and internal communication that fosters engagement and trust</i>	Neutral ▾

Personal Logistics	<i>Managing personal admin, life logistics, and routines that protect energy and prevent burnout</i>	Neutral ▾
Decision Support	<i>Synthesizing information, preparing decision-ready summaries, and helping reduce cognitive load</i>	Neutral ▾
Visual & Digital Media Support	<i>Coordinating the end-to-end process for visual content, organizing assets, supporting light editing or CMS updates, and ensuring brand consistency across platforms.</i>	Neutral ▾
Editorial & Messaging Support	<i>Providing support with copyediting, proofreading, and light copywriting across internal and external documents, emails, presentations, and memos</i>	Neutral ▾
Process Documentation & SOP Creation	<i>Capturing workflows, creating step-by-step guides, and building clear documentation that supports repeatability, delegation, and team alignment</i>	Neutral ▾

Step 2: Define your support priorities

Instructions

Based on your answers above, use the checklist below to identify the top 2-3 types of EA support you need the most.

- ☐ **Calendar Pro:** Skilled at protecting your time, managing complex schedules, and keeping you focused.
- ☐ **Inbox Whiz:** A proactive communicator who manages and triages your email like a second brain.
- ☐ **Communication Strategist:** Strong writer and communicator who helps polish your presence on LinkedIn, newsletters, and more.
- ☐ **Project Management Mastermind:** Keeps the wheels turning across multiple priorities and keeps everyone accountable.
- ☐ **Operational Organizer:** Loves systems, structure, and making your operations smooth and scalable.
- ☐ **Logistics Champion:** Takes care of everything from booking flights to managing itineraries and last-minute changes.

- ☐ **Team Liaison:** Keeps your team aligned and supports internal communication with clarity and consistency.
- ☐ **Lifestyle Manager:** Helps balance your work and personal life with thoughtful, discreet support.
- ☐ **Visual Media Coordinator:** Supports graphic design, web updates, and photo editing projects by managing creative workflows and ensuring brand consistency.
- ☐ **Proofreading Prodigy:** Provides copyediting, proofreading, and light copywriting across documents, decks, emails, and executive communications.
- ☐ **Process Architect:** Leads or supports creation of SOPs and workflow documentation to reduce ambiguity and scale best practices across teams.

Step 3: Final thoughts

- On a typical day, what are the 2-3 things you do that drain your energy the most?
- What do you wish someone else could “just take off your plate”?
- What could great EA support allow you to spend more time doing?

Ready to find your EA match?

Let's turn your reflections into action. When you're ready, we are here to walk you through the next steps or answer any questions about how Base can support your search.

[Book a call](#) to get started.