



MAG

Executive Assistants

Why Churches Turn to MAG

MAG is the leader in Church Outsourcing. Through flexible and creative outsourcing solutions, **MAG** enables churches to focus on their ministry with greater clarity, further excelling their effectiveness and purpose, for the real reason why they exist. **MAG** focuses on streamlining the church by helping them face challenges/opportunities tied to rapid growth, organizational or budget constraints, limited resource skills, or resource gaps.

"If I can pass off things that someone else can do, I am going to be more successful and have more time to focus on the needs of the organization."

- Charlie Carroll, Pastor

The Solution: A Money Saving Model

God has not necessarily called church leaders to be great in the area of administration, but instead to cast vision and to lead people. Virtual (working remote) executive assistants have been used in the business arena for quite some time, and for good reason. Merely from a money saving perspective, you would have to give the idea some credence.

The Dilemma

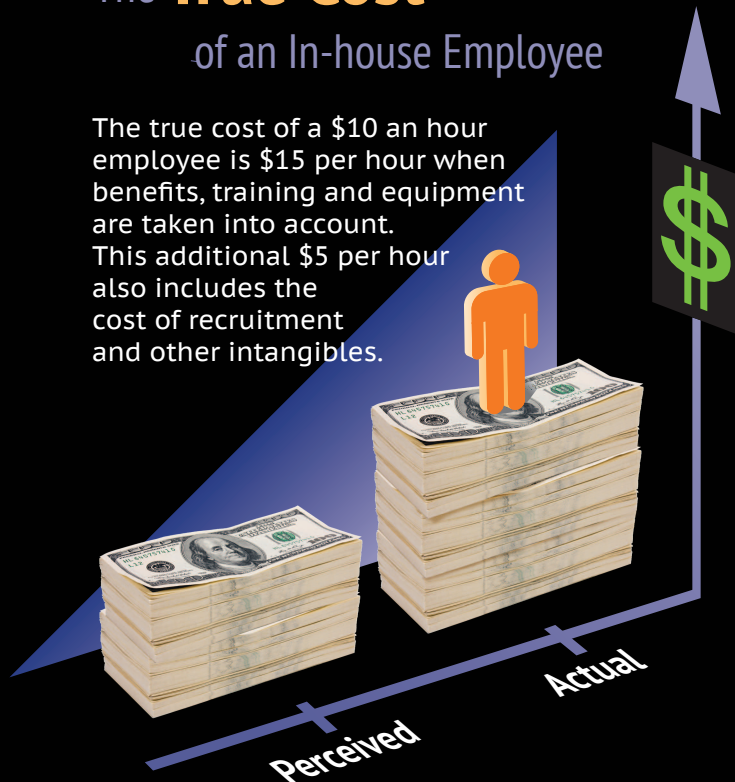
Charlie Carroll's proverbial plate was full. Not only was he pastor of a church plant, he was also working part-time at his family business. There were meetings to be scheduled, travel arrangements to be made for out-of-town conferences, a blog post was due and his emails and voicemails were piling up. And what about the research for Sunday's sermon? He realized he needed help.

This pastor's situation is all too common. Church leaders everywhere face this very challenge and are in need of help. However, a full-time assistant is not always financially feasible, for a small church especially with the downturn in the economy.

Bryan Miles, co-founder of **Miles Advisory Group (MAG)** understands the quandary of today's church leaders who want to be good managers of the money their attendees have entrusted to them as well as be visionaries and leaders of their church. "We see a number of larger churches, that as the economy has decreased, so have their tithes," he says. Typically, the budget of a church in the States allows for 49 percent or less of its income to go to staff salaries. Miles explains, "As income decreases and staffing remains the same, their budgetary numbers get skewed. In general, people don't want to give to a church where over half the money that's given doesn't end up in ministry."

The True Cost of an In-house Employee

The true cost of a \$10 an hour employee is \$15 per hour when benefits, training and equipment are taken into account. This additional \$5 per hour also includes the cost of recruitment and other intangibles.



Miles stresses the importance of looking at a side-by-side comparison of the true cost of an employee. "There are always more costs, both tangible and intangible, that go with the wages of an employee such as the costs of benefits, training and equipment. In fact, a person who earns \$10 an hour actually costs the organization approximately \$15 per hour." Other costs are intangibles, such as the cost of recruitment or making a bad hire, or the knowledge that leaves when that person leaves the organization. Those are things that you can't net out because they are somewhat vague, but there's a cost associated with them. "So a business minded church leader who looks at a true employee cost, versus a virtual **Executive Assistant (EA)** cost, sees that not only are we likely less expensive, we're also highly efficient," offers Miles.

Across the country, churches and other Christian organizations have signed contracts with **MAG** for their EA services. The **Miles Advisory Group** takes very seriously their commitment to helping clients operate in an efficient manner. Miles elaborates, "If we are able to alleviate the distractions and provide time so that they can focus on what they do best, then we've done our job."

How MAG Works

Jessica O'Neill's degrees in marketing and management information systems had afforded her jobs in the banking industry and with a Fortune 15 company. Even after she made the decision to become a stay-at-home mom, she had a desire to work part time. **MAG's** virtual **Executive Assistant** service was a perfect fit. Jessica quickly became Charlie's main point-of-contact as she managed his calendar, contacts, and to-do lists. Today's technology enables her to be both responsive to him, and still meet the needs of her family.

MAG's management team is very pleased with the quality of **EA** talent pool they attract. "I tell pastors, these are people who probably have a better professional resume than you. They will challenge you and make you stronger in terms of how you manage your time," Miles says. In his words, leaders are "blown away when they see this professional person who's up to speed, multi tasking, and getting things done."

MAG has a very organized system of checks and balances in place to ensure the success of both the client and the **EA**. "The bottom line is we want to know that things are getting done, and that both the client and **EA** are satisfied with the partnership" states Miles. **MAG** wants to ensure that their **EA's** are being proactive. It's not always easy for pastors to relinquish responsibilities, especially when it comes to interactions with people in their attendees. Carroll concedes that it was initially a challenge to "let go" of things, and

"I do a lot of my work during the day while my kids are in preschool, and I can even answer the phone or check emails while I'm waiting in the carpool line. I love the flexibility of being able to work at different times of the day. During my children's naps or in the evenings, I can make phone calls or do projects."

- Jessica O'Neill, MAG Executive Assistant

give Jessica, his **EA**, some new tasks that he had originally been doing. However, he began to realize the importance of letting someone else "learn who you are and how you see things, and how you like to communicate, in order for them to start doing those things in a way that is consistent with the DNA of the organization. If I can pass off things that someone else can do, I am going to be more successful and have more time to focus on the needs of the organization," he acknowledges.

"I cannot tell you how much value it has added to me personally in this ministry to be able to say to someone, 'If you'd like to schedule an appointment, call Jessica.'"

- Charlie Carroll, Pastor

Benefits

"Having an **EA** forces me to think about what's critical and what's not critical. It's constantly providing an opportunity for me to reevaluate myself" says Carroll. He adds, "I think the goal of every pastor is to narrow down what is most beneficial and what is going to produce more results versus everything else."

Something that isn't always called to light, but is also a strong driver for having a virtual assistant, is the alarming increase of sexual affairs between pastors and their assistants. Miles readily admits, "if you can put some distance between a pastor and their assistant, we're not only helping them and their marriage, we're also helping protect their church and their career."

A Scalable Model

One of the greatest things about hiring a virtual **EA** through **MAG** is the ability to change the number of contracted hours as the size of your organization grows. It's a perfect scenario for a growing church.

Get Ready for the Perfect EA

There are a few things you can do to make things easier for your **MAG Executive Assistant**.

- Prepare your team to welcome a new player
- Delegate specific tasks to your **EA**.
- Ask for help! Don't worry, that's our job.



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Or give us a call at: 404.889.6241