

ASSISTANT VS PRACTICE MANAGER

COMPARISON

Entrepreneurs often think they need an assistant.
 What they actually need depends on the level of ownership they're ready to delegate.
 An Assistant *supports* execution. A Practice Manager *owns* execution.

RESPONSIBILITY	ASSISTANT	PRACTICE MANAGER
Manages calendar & inbox	✓	✓
Books travel & logistics	✓	✓
Tracks to-dos	✓	✓
Handles administrative stack	✓	✓
Works from delegated task lists	✓	✓
Proactively looks 30-90 days ahead		✓
Manages contractors/vendors		✓
Oversees client experience		✓
Accountable for day-to-day operations		✓
Improves systems & processes		✓
Responsible for execution outcomes		✓

CORE DISTINCTION

Assistant = Reactive Support
Practice Manager = Proactive Operational Management

An Assistant takes work off your plate. A Practice Manager ensures the plate was designed correctly.

WHY THIS MATTERS

If you only delegate tasks, you stay responsible for thinking.
 When you delegate thinking, you create capacity.

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