



# SHE Business

## Danita Needleman

## In the Beginning

### WHAT WAS YOUR MOTIVATION?

Danita Needleman was the first franchisee of the SHE Business brand in Australia and has since joined Founder Suzy Jacobs at Head Office as General Manager. What motivated SHE Business to seek out the support of a Virtual Assistant?

**Danita:** *Too much of my time was being taken up with lower value (yet important) tasks, meaning other more valuable responsibilities were not being addressed. Rapid growth this year has also meant continual pressure on a very small Head office team given we aim to deliver the best service and customer experience for our members, guests and franchisees.*

## Starting Out

### DID YOU HAVE ANY INITIAL FEARS?

Initially Danita experienced some very common reservations when it comes to outsourcing overseas, such as dealing with language differences and quality of work, but after an initial conversation with Virtual Elves Founder and Director Kristy Smith her initial fears were dispelled.

**Danita:** *After speaking with Kristy and writing a detailed candidate and work brief I found the process of hiring a VA went quite smoothly.*



## On Reflection

### WHAT HAVE YOU LEARNT WORKING WITH YOUR VA?

- Have your processes outlined already.
- Be prepared to answer questions and exhibit patience - it may seem obvious to you and may not be to someone else.
- Be open to see another way of doing something.
- Plan to hand over tasks sequentially so the person grows into the role step by step and with confidence as they master each task.

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