

Who Does What

Your High-Performing Leadership Triangle: CEO, CoS, EA.

As your business scales, so does the complexity of your role as CEO—and without the right support structure, you stay stuck in the weeds. Let's break down exactly who owns what, and where your focus *should* be—so you can gain the time, clarity, and strategic capacity to lead at your next level.

CEO	Chief of Staff	Executive Assistant
Vision, Strategy & Direction	Strategic Priorities Execution	Administrative & Operational Support
New Partnerships	Prepares agendas, briefs, and team alignment	Calendar, Scheduling & Meeting Logistics
Relationship Nurturing (External)	Ensures team execution stays aligned	Inbox Management
Team Mentorship & Culture Leadership	Follows up on action items and deliverables	Meeting Prep & Note Taking
Big-Picture Strategy & Vision Setting	Manages special projects & initiatives	Travel Planning & Coordination
Top-Level Decision Making	Tracks data, metrics & KPIs across teams	Handles “due-outs” (action item tracking)
Direction Setting & Prioritization	Owens internal accountability systems	Internal Communications Support
Inspires and Models the Culture	Protects and reinforces company culture	Task Management & Reminders

How They Work Together

- The CEO sets the vision and leads the company outward.
- The Chief of Staff ensures that vision gets translated into priorities, action, and momentum across the team.
- The Executive Assistant ensures the CEO's time and energy are protected, and all logistics are running smoothly.

Together, they form a high-functioning leadership triangle—each with clearly defined responsibilities that, when aligned, make scale and sustainability possible.

Ready to Build the Right Support Around You? [Book a free Org Chart Audit](#) to map out the structure you need, the gaps you're missing, and the way to build your high-functioning team from the top down.