



TRICIA SCIORTINO ON MAXIMIZING VIRTUAL ASSISTANTS AND ALWAYS BEING READY FOR THE NEXT THING

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ABOUT TRICIA:

Born and raised in Long Island, she attended the University of Hartford and earned a degree in Business Administration and Management. For ten years, she served as District Manager for the retail chain Pacific Sunwear, however, when her first child was born, she – like many other parents – found herself struggling to balance her high-profile career with her new role as a mother. Enter: [BELAY](#). Joining a startup during the recession was risky, but she took a leap of faith. As BELAY's first employee and virtual assistant – and then onto serve as Director, Vice President, President, COO, and now CEO – Tricia's spent the last 10 years 'walking the walk' of what BELAY calls the Third Option: the ability to cultivate a balanced life with a successful career while making family and personal relationships a priority. As a leader, she's passionate about everyone owning and forging their own paths, careers, and professional development, putting each of BELAY's valued employees and contractors in the driver's seat to cultivate the balance of work and life that best suits them.

She's so committed to helping people realize this that, in 2020, she launched a podcast, [One Next Step](#), to show leaders that they can not only grow their business but also help them create more margin so that they can enjoy their life.

Tricia lives in Charlotte, NC with her husband, two daughters, stepson, and fur baby, Lola, and is seriously grateful – for the opportunity to live out her third option every day as a hands-on mom while supporting those she leads to live out theirs.

6 KEY TAKEAWAYS:

1. Tricia details her career leading up to Belay.
2. She discussed what she's learned about leadership since being CEO and how she applied what she knew about leadership prior to that role.
3. Tricia shares how goal setting propelled her forward in Belay.
4. She talks about why having an assistant can really take a business further.
5. She lists off the things that VA's do to help leaders.
6. She shares a general overview of what a week looks like as a VA.

**"Yes you can."
– Tricia Sciortino**

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