Professional Development Request: The Joy-First Framework™

Prepared by: [Your Name], [Your Title]
For: [Manager Name]
Date: [Date]

What it is

The Joy-First Framework™ is a self-paced personal and professional development program for Executive Assistants and Virtual Assistants. It was created by Beth Biersdorf, founder of The Joyful Assistant™. Beth is a Certified Master Life Coach and longtime executive assistant with more than 35 years supporting executives, entrepreneurs, and growing businesses.

Why this program

The program is built on one idea: assistants do their best work when joy is part of the work, not something saved for after it. Beth calls an assistant who works this way a Human Connector™. That's someone whose value goes beyond the task list to the human strengths behind it: judgment, trust, calm, context, and reading the room. In an AI-supported workplace, those strengths matter more. The program helps me name them, build on them, and keep enough energy to use them every day.

What's covered: four pillars, six lessons each

1. Reset Your Energy & Boundaries. Where my energy goes during the week, and how to set clear, kind boundaries that protect focus time without letting anything slip.

2. Your Human Connector Identity. The heart of the program. Recognizing the human strengths that make an assistant hard to replace, and learning to describe that value clearly to the people I support.

3. Step Into Abundance. Making decisions from confidence rather than worry, including clear conversations about scope and priorities. (This pillar also covers clients and rates for freelance assistants.)

4. Stay in Joyful Flow. Daily and weekly routines that keep the work sustainable, quick ways to reset when a day gets disrupted, and the habit of noticing what's going well.

What I plan to bring back to [Executive Name / the team]

- More of the work that doesn't fit on a task list: anticipating what's needed, reading the room, and building trust with the people I support.
- Kind, clear language for hard moments, like pushback, last-minute changes, and competing requests.
- Earlier, calmer conversations about priorities and capacity.
- Steady energy across the week, with routines I can keep up.

Time

- 24 video lessons, about 10 hours in total, with 24 workbooks (291 pages)
- Self-paced. I can do it in short blocks around the workday.
- No travel and no days out of the office
- Works on a computer, tablet, or phone
- Lifetime access, including future updates to the course

Cost

Complete Joy-First Framework™: $597, one-time payment (saves $191 compared with buying the four pillars separately)
A single pillar: $197, if we'd rather start smaller.

For comparison, one national assistant conference:

APC 2026 Event Pass (Administrative Professionals Conference): $2,400
Travel, hotel, and meals (estimate): about $1,760
Total: about $4,160, plus three or more days away from the desk
The complete Joy-First Framework™ costs about 14% of that, with no time out of the office.
A conference and this program do different jobs. A conference is great for networking and industry updates. This is a practice I keep coming back to, with lessons and workbooks I can reuse whenever I need them.

Budget and payment

Budget lines that usually fit: Professional Development, Continuing Education, or Employee Wellness, whichever our company uses
Payment: one-time, by company card or by reimbursement. After purchase, The Joyful Assistant LLC emails an itemized receipt and a PDF listing the program name, price, date, order number, and Houston business address, which I can attach for reimbursement.
What it is not: not a certification program, no required live sessions, and not a subscription.

Beth's 14-Day Joy-First Promise

Complete a pillar by watching the lessons and working through the workbook. If, within 14 days, it isn't the right fit, email Beth and she'll make it right.

Program details: thejoyfulassistant.com/joy-first-framework
Questions for Beth: beth@thejoyfulassistant.com