

CASE STUDY

Overwhelmed by the complexity of running your business remotely?

That was the challenge Jules faced before she started working with Strictly Savvy. Discover how our virtual assistant services transformed her operations and provided unexpected strategic benefits, proving that the investment was more than worth it.

Consistent support from a virtual assistant led to more sustainable business practices and growth.

A virtual assistant mastered the complexities of Jules's businesses for smooth daily operations.

Strategic growth planning became achievable as her virtual assistant took over both foundational and advanced business functions.



JULES
HARRISON-ANNEAR

Jules, originally from the UK, now a long-time resident of New Zealand, is an innovative entrepreneur at the head of two businesses.

Her first venture, [JHA Consulting](#), provides strategic change management consulting using nature-based models to enhance organisational sustainability and impact.

Her second business, [Humans at Work](#), operates globally, offering podcasts, blogs, and online courses designed to inspire through stories of diversity and moral courage.

Jules has worked with Strictly Savvy since 2022, relying on a dedicated virtual assistant to streamline operations and our creative team to amplify her business reach.

Before partnering with Strictly Savvy, Jules was single-handedly managing two remote businesses, quickly becoming overwhelmed by the complexity of backend operations.

Jules realised that underneath the surface, there were countless processes to manage — from insurance and compliance to invoicing and GST payments.

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Time management became an immense challenge for Jules. She found herself waking up early to teach herself how to set up SharePoint folders, create email addresses, and manage the backend operations of her businesses. This involved handling tasks she was not familiar with, as her previous experience in large organisations meant many processes were handled by others.

“I was getting up at 4:00 AM doing a couple of hours of foundational business development type tasks, actually developing the business rather than trying to find clients,”

This routine was not sustainable and took a toll on her personal life and health.

“There were lots of grumbles from the family as well, as you're knackered and exhausted.”

Realising the need for support, Jules began to consider hiring a virtual assistant. Her businesses operated entirely remotely, making the decision to go with a virtual assistant rather than a part-time employee an obvious choice.

She also noted the cyclical nature of her support needs, with busier periods at the end of the month for invoicing and payments, making a virtual assistant a flexible and efficient solution.

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We very quickly started having conversations every week about where the businesses were going.

“I was never sure how much of that support I would need, but I was sure that it would be cyclical and come in peaks and troughs.”

This flexibility and the online model of her businesses made a virtual assistant a perfect fit.

However, Jules had hesitations.

“I had reservations about whether I could find somebody who would fit in with the ethos and performance of the organisations as well as get to grips with the fact that they’re two different businesses.”

She recognised that deep integration was essential for success, and she decided to fully embed her virtual assistant into every facet of her business to ensure effective support.

“You can’t keep them separate from parts of your business. Otherwise, they can’t provide the help that they need. It’s not like, ‘Well, I’ve got five tasks for you to do. Here are those tasks. We won’t talk. You just deliver those tasks and you hand them back.’ That’s not the model that I needed.”

Initially focusing on essential tasks, her VA quickly became integral to daily operations. As their collaboration deepened, Jules and her virtual assistant began strategising together on future business initiatives. This partnership enabled Jules to shift her focus more towards strategic growth and less on the day-to-day operational demands.

“Most of the first couple of months were about payments, calendars, technology, those processes, finding suppliers, and getting all of that running really seamlessly. But we very quickly started having conversations every week about where the businesses were going.”

Their collaboration grew, with Jules increasingly leaning on her virtual assistant for strategic growth, significantly reducing her workload and mental load.

“I don’t get up at 4:30 in the morning now to do all of those other things.”



The support provided by her VA transformed not just her business operations, but her personal life.

No longer shouldering the burden of business challenges alone, Jules found a trusted partner in her VA.

“With my virtual assistant, I’m never alone with any of those challenges. They’re as much her challenges as they are mine.”

As Jules and her virtual assistant fine-tuned their working relationship, the handling of foundational tasks became increasingly seamless.

This evolution in efficiency freed Jules to dedicate more energy to strategic growth initiatives rather than getting bogged down by day-to-day tasks.

The trust they developed also empowered her to confidently delegate more complex responsibilities.

“Once you build that trusted relationship about the day-to-day stuff, then I very quickly moved into, okay, well, here’s five things that need to be done. Do you feel confident about having a go at any one of these five as a development opportunity?”

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Working with Strictly Savvy provided Jules with the much-needed support to manage her businesses effectively. The transition from handling everything herself to having reliable assistance allowed her to achieve greater efficiency at work, but more importantly, a better work-life balance.

“Mentally, the mental load as well as the physical responsibility for doing the work is a shared responsibility. And that is quantifiable but also not measurable.”

The journey with Strictly Savvy has not only streamlined Jules’s businesses but also restored balance to her life, providing a reliable foundation for continued growth and success.

“The surety and certainty that the foundational things that have to happen for businesses to run are just taken care of, most of the time you don’t have to think about them.”

Ready to discover how Strictly Savvy’s virtual assistant services can transform your business operations and improve your work life balance?