

Your Career Advocacy Guide: How to Speak Up and Advocate for Yourself as an EA or PA

As an EA or PA, you're likely brilliant at advocating for others, it's what you do best. But your own development and recognition hinge on your ability to advocate for yourself.

Speaking up about your contributions, your value, and your goals isn't boastful, it's essential. If you don't take ownership of your career, you risk letting others shape it for you.

This guide will help you develop the clarity and confidence to do just that.

1. Get Clear on What You Want

Before you speak up, you need to be clear on what you're actually asking for. Spend some time thinking about what progress looks like for you.

Consider:

- Where do I want my career to be in the next 6–12 months?
- What am I ready for that I'm not currently doing?
- What would 'better' look like for me day-to-day?

Write these thoughts down and use them as a basis for future conversations.

2. Practise Owning Your Voice

You don't need to be the loudest voice in the room to be clear and confident about what you bring. It's about speaking with purpose. Start with statements like:

- "I'd love to talk about opportunities for growth, here's where I see my career heading."

- “I’m really proud of the work I’ve done on [project], here’s the difference it made.”
- “I’d like to explore how I can develop further in this role.”

Try writing a short summary of what you’re proud of, where you want to go, and what support you need. Practise saying it aloud until it feels natural.

3. Spot the Right Moments

Speaking up doesn’t need to be saved for formal reviews.

The best career conversations often happen in passing, a quick 1:1, an informal chat with your manager, or just after you’ve delivered something big.

Look at your upcoming schedule, is there a natural moment to check in with your manager or executive about how you’re doing? Book it in, even if it’s only 15 minutes but don’t do it ‘on the fly’, no one likes to be put on the spot!

4. Track and Share Your Impact

If you don’t talk about your achievements, they risk going unnoticed.

Keep track of your wins using simple, measurable language:

- “Streamlined the scheduling process, saving 10+ hours per month.”
- “Managed logistics for three board meetings with zero issues.”
- “Introduced a new process that cut supplier response times by 30%.”

Keep a ‘Wins’ document and update it weekly.

It’s a brilliant confidence booster and a helpful tool when preparing for reviews. Trust us, when we say, you will forget what you have achieved!

5. Confidence Comes With Use

Confidence doesn’t arrive overnight; it builds every time you use it.

Try setting yourself a goal to speak up once a week, whether that’s sharing an idea in a meeting, asking for feedback, or suggesting a change.

Remember, advocating for yourself isn’t about ego (or arrogance) it’s about taking responsibility for your own career, and you’re more than worth that.

Your career deserves as much attention as the one you support. The first step is simple: speak up.