

Scaling High-Impact Execution

From high-volume stress to high-impact success — building systems that protect your leader's headspace and never let the engine stall.

PAULA GARZA
EA TO THE PRESIDENT
ST. PHILIP'S COLLEGE





We're Not Just Planning Events

We're translating our leader's vision into a physical, tangible experience — sometimes several times a week. The pressure isn't just about getting it right. It's about scaling that precision consistently, without burning out.

Every minute a leader spends worrying about a lectern height or the wrong chair is a minute stolen from the mission.

Protect the Most Valuable Asset



The Leader's Headspace

When we operate reactively — putting out fires as they spark — we aren't just tired. We are **tethering our assistants to the ground when they need to be at 30,000 feet.**

Today, we cut that tether.

Two Core Pillars

Institutional Knowledge

Our most valuable — and most forgotten — form of capital. The lessons, quirks, and hard-won wisdom that **must live in a system, not a skull.**



Smart Technology

Not expensive custom software — the platforms you already have. CRM, task management, collaborative docs — **used to automate the administrative busy work.**

If you can automate knowing what went wrong last time, you can dedicate your time to perfecting the impact this time.



The Yellow Dress Moment

My President was invited to a **Red Dress** panel. In a high-volume season, I forgot one step: looking her in the eye the day before and saying, "*Ma'am, tomorrow is the Red Dress panel.*"

She walked out in a vibrant, beautiful... bright yellow dress.



The Yellow Dress didn't happen because I'm not good at my job. It happened because I relied on my brain instead of my Event Binder.

The Invisible Fails

The ones the audience didn't catch — but you and your leader certainly did.

1

The Surprise VIP

A high-ranking official shows up unannounced — you pull a chair out of thin air while maintaining your poker face.

2

The Missing Brief

Your leader reaches for a speech or briefing note that simply wasn't there.

3

The Yellow Dress

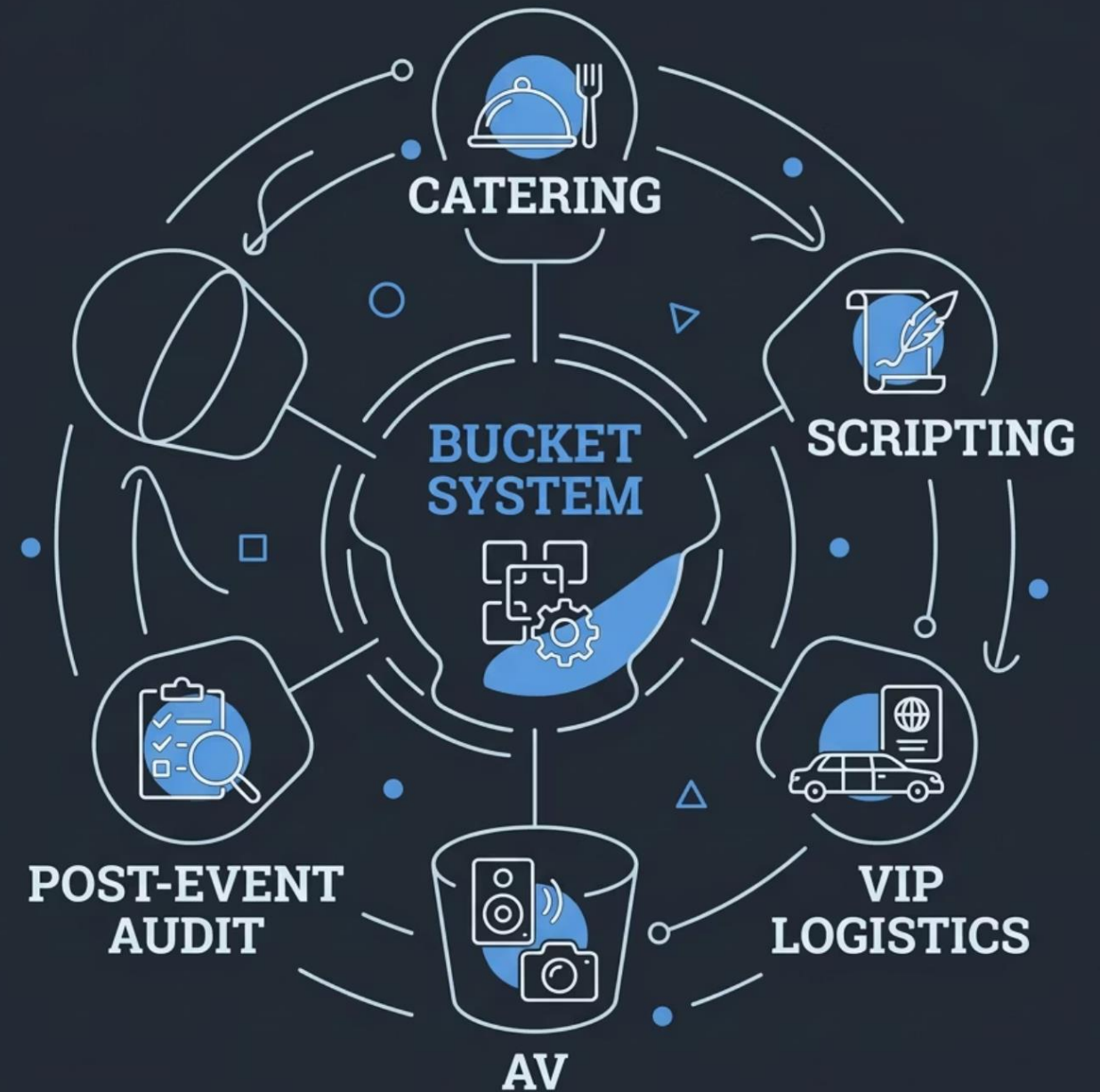
A simple verbal reminder or checklist item would have saved the day — but it wasn't in the system.

Beyond the Inbox

Email is where information goes to die.

Buried, siloed, impossible to track at a glance. To scale, we move to the **Bucket system** – Microsoft Teams Planner – with every moving part assigned to a specific bucket: Catering, Scripting, VIP Logistics, AV.

- Real-time transparency for leader and assistant
- Eliminates "I thought you were doing that"
- Post-event audit built in



Microsoft TEAMS Planning

The screenshot shows the Microsoft Teams interface with the 'Tasks' tab selected. The interface is divided into three columns: Sponsorships, Speaking Engagements, and Presidents Culinary Gala. Each column has an 'Add task' button and a list of tasks with progress indicators.

- Sponsorships:**
 - Task: National Council of Negro Women (NCNW) Red Shoe Gala
 - Progress: 4 / 12
 - Due date: 04/04
 - Assignee: TD
 - Task: SAC Centennial Gala
 - Progress: 5 / 10
- Speaking Engagements:**
 - Task: Master Teacher Ceremony
 - Progress: 1 / 4
 - Due date: 05/01
 - Assignees: TD, M
- Presidents Culinary Gala:**
 - Completed tasks: 4

Website: <https://www.ncnwrjm.org/events-1/red-shoe-roulette-20>

POC: Tanya Anderson, Fundraising Chair
Ph: 210-863-1769
email: tyanderson0726@gmail.com

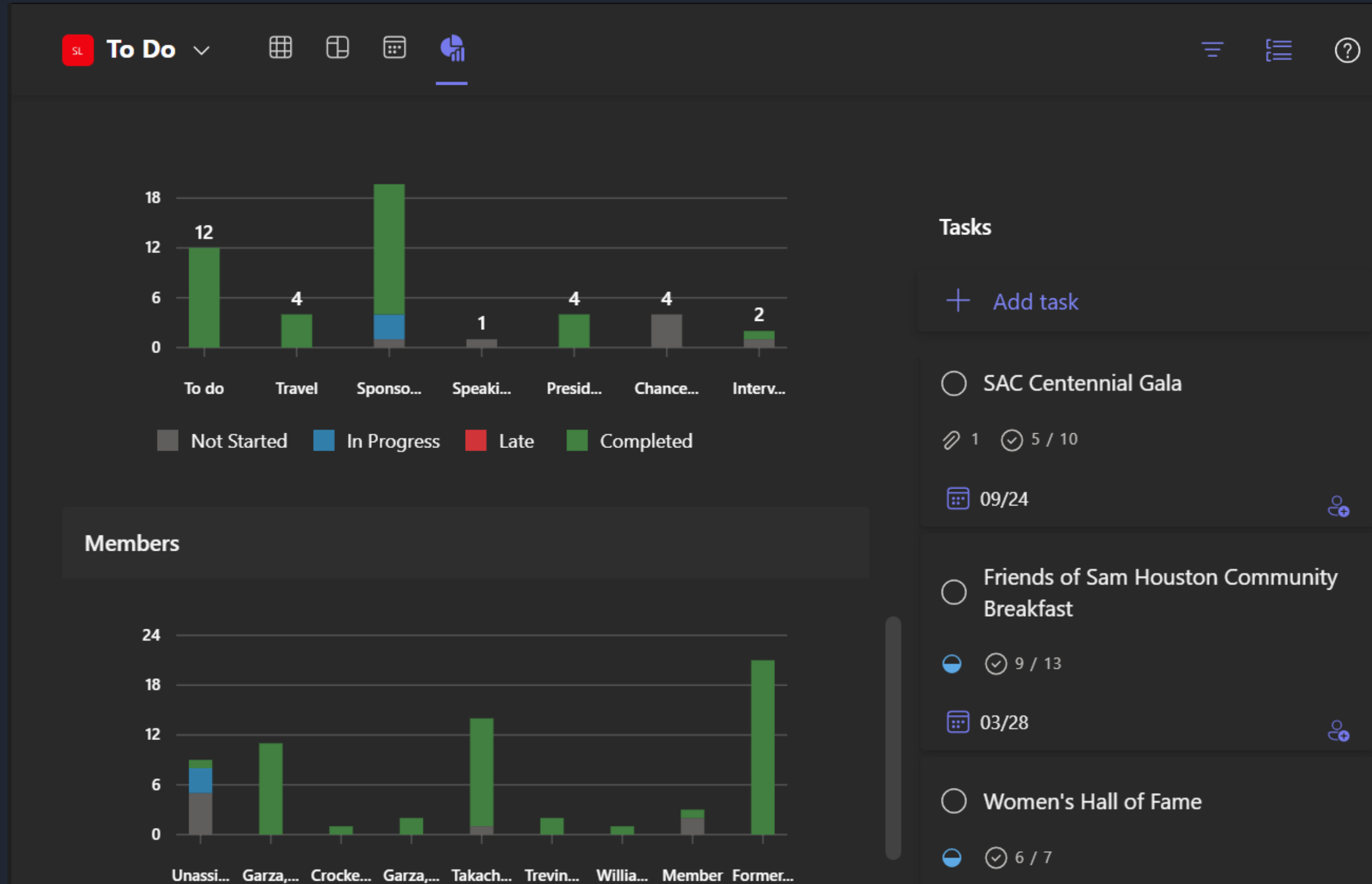
Attendees:

- 1.VACANT
- 2.VACANT
- 3.VACANT
- 4.VACANT
- 5.VACANT
- 6.VACANT
- 7.VACANT
- 8.VACANT

Checklist 4 / 12

- Receive request
- Gather information to submit ERF
- Complete ERF in Adobe Sign and route to Dr. Loston and Jorge
- Receive approval to make purchase - 2/24 pending link to pay
- Purchase table
- Send "save the date" calendar invite to attendees

Microsoft TEAMS Planning





The Nervous System of the Event

One person cannot be everywhere. The walkie-talkie & iPads aren't just gadgets —they are the **nervous system** that lets information move faster than you can run.

iPads in Action: Registration & Surveys



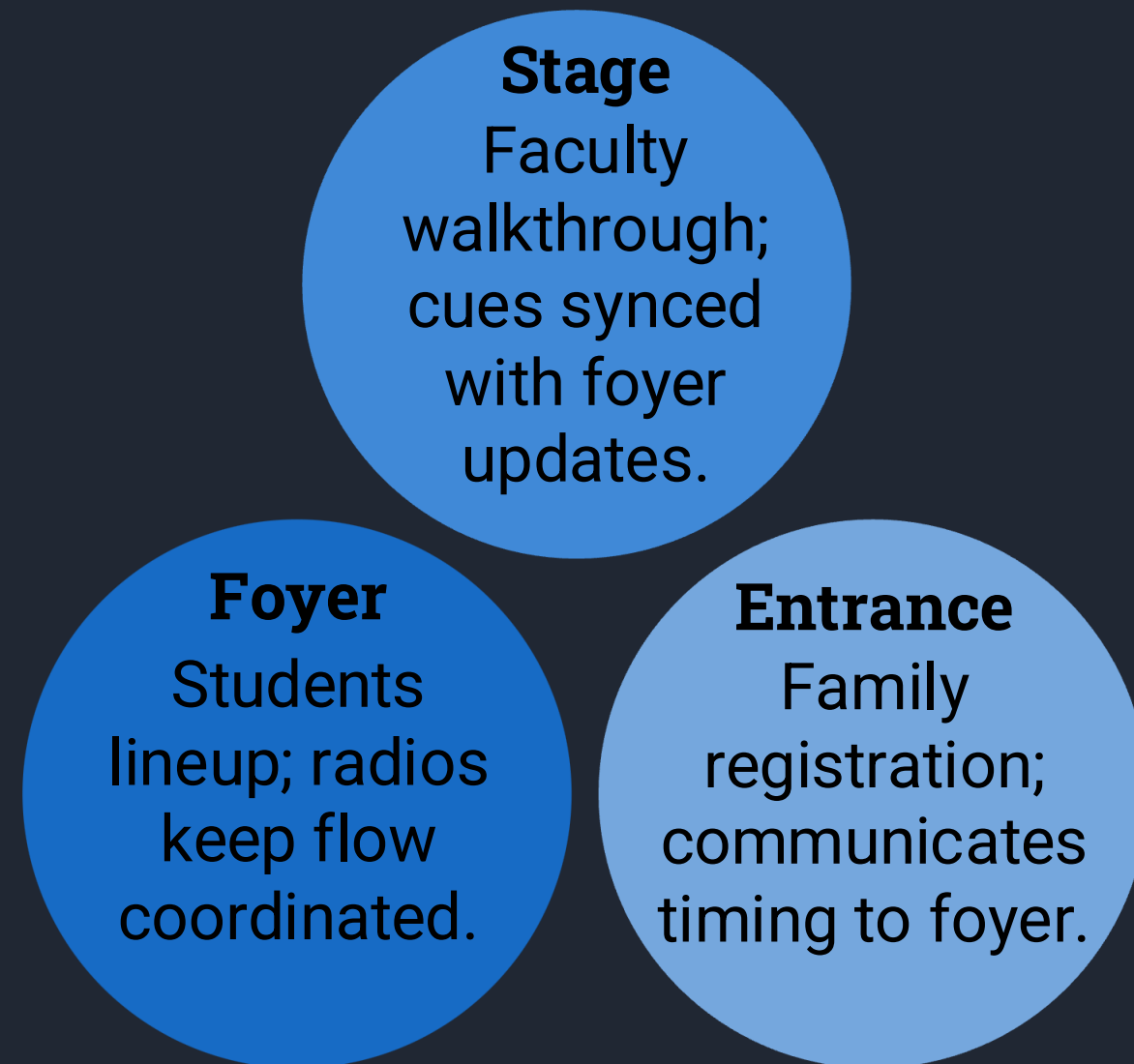
The Result

We look sleek and modern, we gather information with unmatched efficiency, and we ensure the data is accurate by only sending the survey to those who actually walked through the door – not the entire invite list.



Pro Tip: The real power happens behind the screen.


Radios in Action: Hooding Ceremony



The Result

Ana to Paula – five minutes to doors, but 20 students still pending at check-in.

I didn't panic. I stayed at the center of the engine, wrapped up the faculty briefing, and directed the student overseer – all without moving an inch.

 We didn't just start.
We started with *precision*.

Three zones. One coordinator. Zero chaos – because each staff member had their position and their radio.

Radio Protocol

1

Headsets Are Non-Negotiable

No one — especially not your leader — should hear radio chatter. Preserve the Executive Headspace.

2

The 5-Minute Lock

Five minutes before the leader moves, call Clear Air. No talking unless it's an emergency. Every gear hears: **Leader is mobile.**

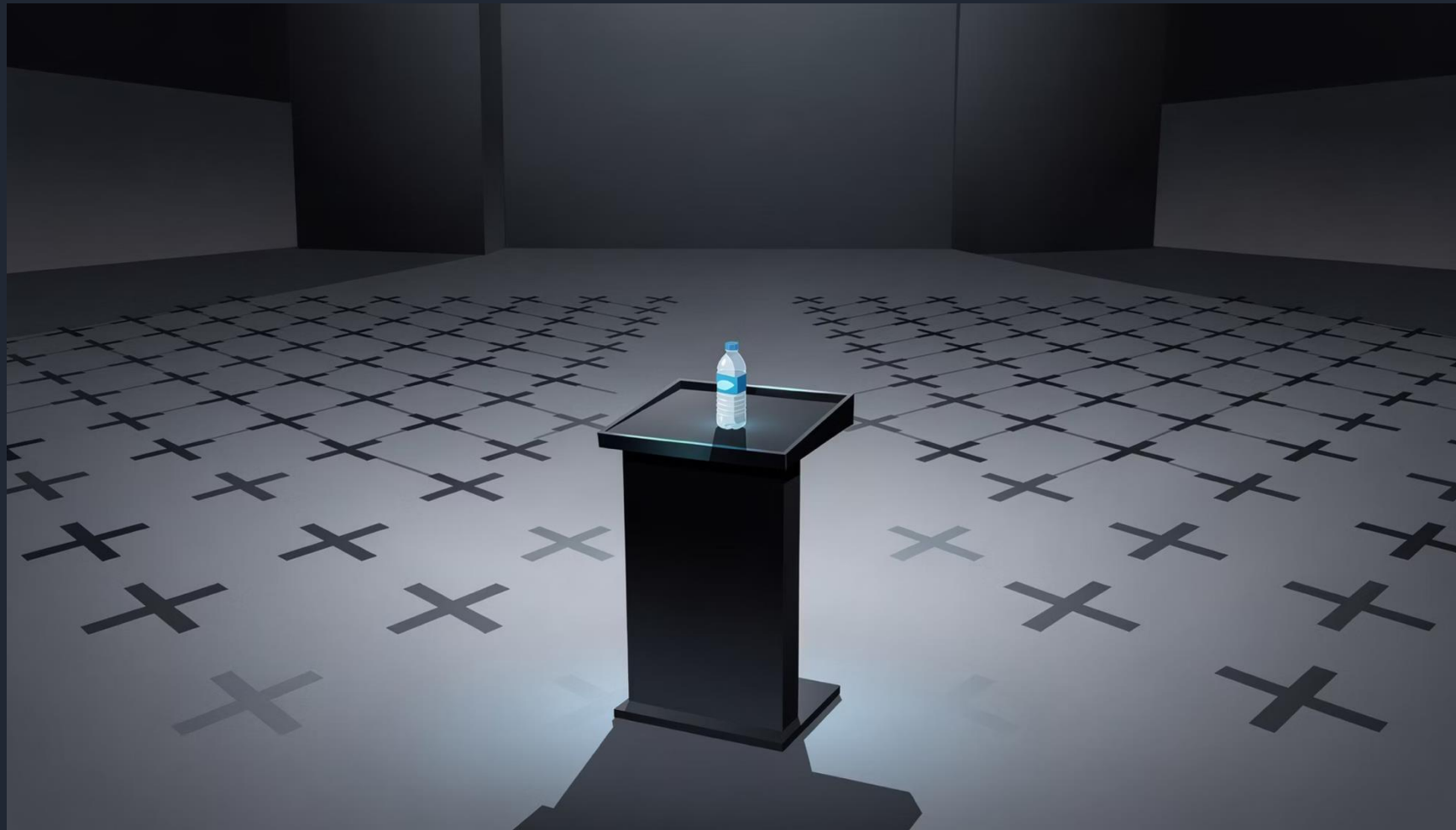
3

Text vs. Radio

Personal/sensitive issues → text. Time-critical movement → radio. Keep the channel clean and professional.

We don't say "Uh, hey Paula, are you there?" We say: **Betty to Paula, Paula...**
Short, professional, precise.

VIP Setup Validation



A Description Is a Risk. A Photo Is a Requirement.

If your leader wants room-temperature water at 65° on the left side of the lectern — **photograph it**. Zero room for interpretation. We move from *"I think this is right"* to *"I know this is the standard."*

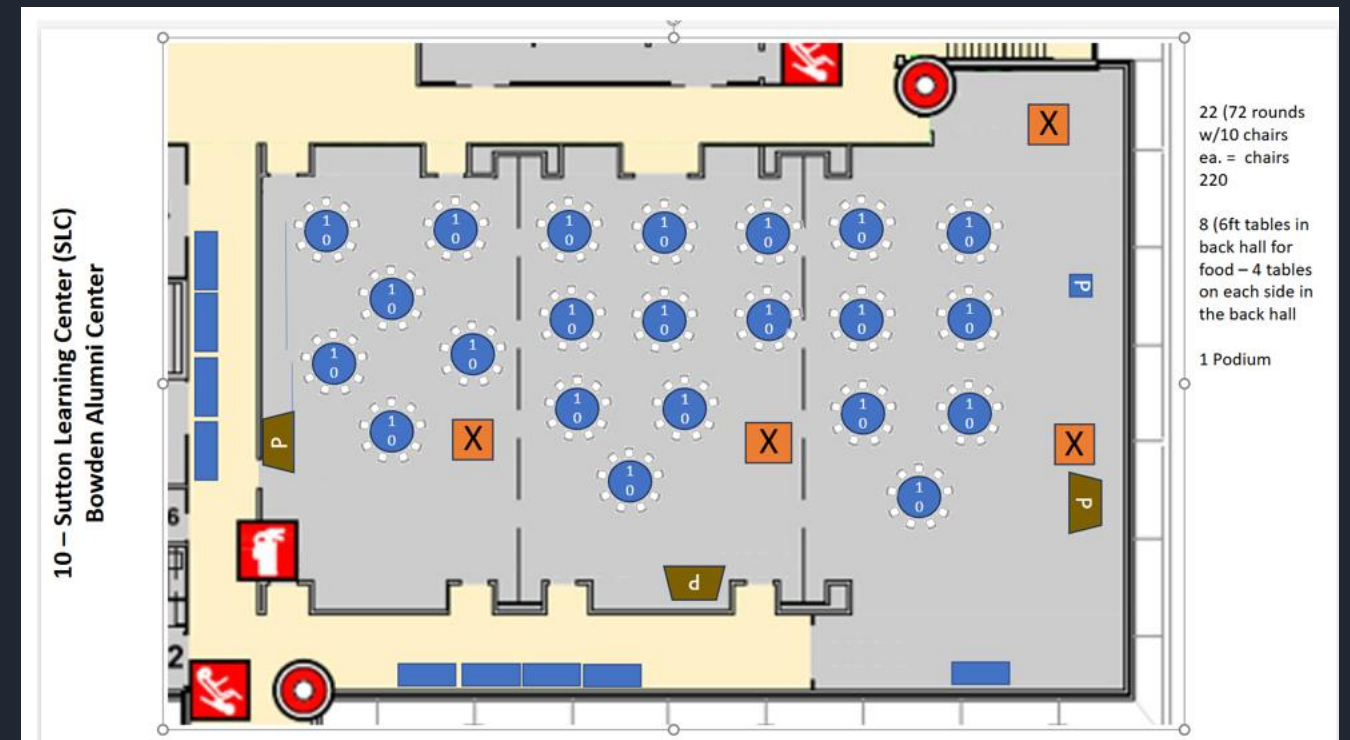
Share the Blueprint, Not the Secret

The Gatekeeper Trap

In this industry, there's a fear that sharing information means losing power. But our goal isn't to be needed because we hold secrets — our goal is to be professional because we hold systems.

The Outcome

The event was flawless — because the vision was **captured, not just discussed.**





The Continuity Bible

Not just a binder — the **physical manifestation of your institutional memory**. A staff transition shouldn't be a crisis. If your Lead Coordinator leaves Monday and Graduation is Friday, the institution shouldn't skip a beat.

What's Inside the Bible



Run of Show

Minute-by-minute. Not 6 PM: Event Starts — but **6:02 PM: Leader moves to Stage Left. Coordinator confirms clear air.**



Who's Who

VIP headshots, bios, and **direct contact for their handlers.** "I didn't recognize them" is not acceptable.



Emergency Protocols

AED location. Weather Plan B. Safe exit routes. **Pre-made decisions executed in the moment** — not improvised in the rain.

Neighbor Huddle: Sprint Scenarios

Scenario 1: The Multi-Facet Campus Tour

Three Deans, three buildings, 90 minutes, closing lunch. How do the Deans know who's walking in? How does the seating maximize the work match?

Scenario 2: The 1,000-Person Commencement

Massive movement, multiple stages, outdoor element. What is the one emergency or flow-chart asset you cannot go without?

 Institutional Knowledge is just a collection of Aha! moments. Identify the gap – then document the fix before the fail.

The Executive Briefing Memo

Your leader should **never walk into a room cold**. The memo is a curated cheat sheet – a 5-minute read that makes them look like they've been planning for months.

1

The Goal

Why are we here?
To secure a \$50k scholarship match.

2

The Who's Who

Three bullet points on the key people they will meet. Photos are always a plus.

3

The Landmines

What to avoid.
Don't mention the 2018 rainstorm.

The Briefing Memo Builds Trust

More Than Polish

When you hand over a perfectly executed briefing, you are **showing** — **not just telling** — the immense silent work behind the scenes.

When your leader sees the system catches the small things (*65° water*) and the big things (*weather call tree*), they stop micromanaging and start focusing on the mission.





The Golden Cage Trap

If you are the only person who can do your job, you have pigeon-holed yourself. If you're irreplaceable in your current seat, you are un-promotable.

Strategic Architect

You haven't just worked a job — you've built a department. That is leadership.

The Office Is Secure

The standard you set is strong enough to survive your departure.

Work Currency

A system that runs with precision gives your leader the confidence to be your **first and loudest advocate**.

Your Event Success Toolkit

Scan & Start Building Monday

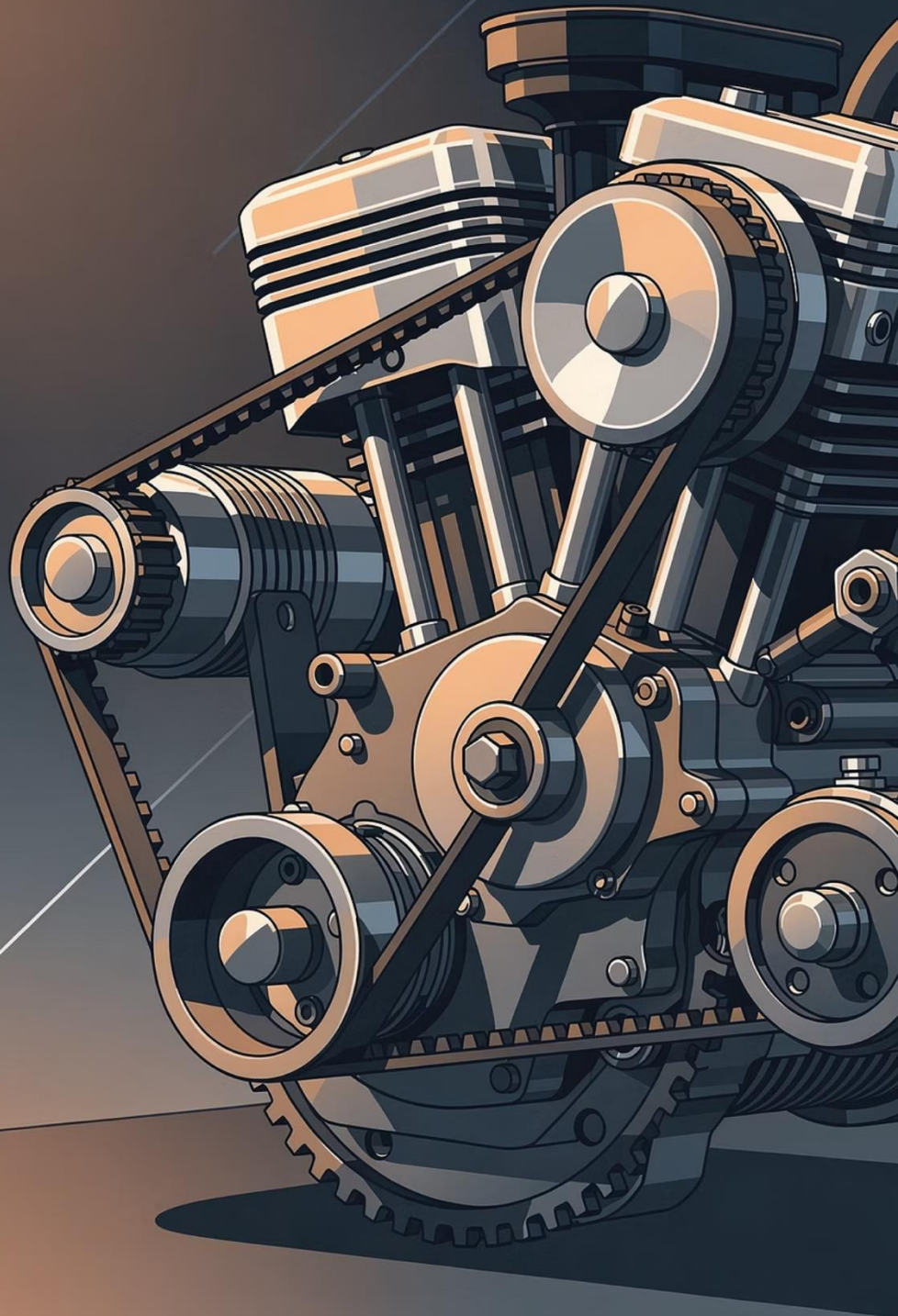
The **Event Success Toolkit** folder includes:

- Attire Protocol
- Minute-by-Minute Run of Show template
- Visual Verification photo-log for VIP setups
- Radio Lingo cheat sheet
- Executive Briefing Memo template



The second QR code links to **LinkedIn** – reach out when you hit a Ketchup and Mustard moment or need a thought partner on your next career move.





Protect the Headspace. Build the System.

Don't be the gatekeeper of a desk. Be the architect of a legacy. That is how you move up the ladder while keeping the engine — and your reputation — running perfectly.

We are the architects of our institutions. Together, we ensure every office runs with the precision of a well-tuned engine.

THANK YOU.