



THE E A H I R I N G G U I D E

How to Find the Right Person
(Not Just Any Person)

Values over skills. Always.

Lauren Apple

Scaling Strategist for CEO Parents
Profit & Presence Co.

Why Most EA Hires Fail

CEO parent is drowning. So they hire an EA. Great resume. And for about three weeks, it feels like relief. Then reality hits:

- The EA schedules a call during your protected family time
- They push back on your 4 PM boundary
- They create urgency where none exists
- They can't figure things out without asking 47 questions

You hired for skills instead of values. And that's backwards.

THE SINGLE MOST IMPORTANT PRINCIPLE: Values matter more than skills.

Before You Hire: The Readiness Check

- Can you articulate what you're protecting? If you can't answer → Zone 1 (Clarity).
- Do you have margin to train someone? If maxed out → Zone 2 (Capacity).
- Is anything documented? If no → Zone 3 (Systems).
- Do you know what to hand off? The first 5-10 tasks they'll own.

If you passed all four? Keep reading.

What to Look For: VALUES

The Family-First Gut Check

QUESTION 1: "How do you feel about working with someone who has firm boundaries around family time?"

WANT: Enthusiasm. RED FLAG: Hesitation.

QUESTION 2: "If a client asked for a call during my protected hours, how would you handle it?"

WANT: "I'd offer the next available time." RED FLAG: "I'd probably try to make it work."

QUESTION 3: "What does work-life integration look like for you?"

WANT: They have their own boundaries. RED FLAG: 'I'm available whenever.'

What to Look For: PERSONALITY

THE FEEDBACK QUESTION

"Tell me about a time you received critical feedback. How did you handle it?"

WANT: A real example. RED FLAG: Defensiveness.

THE PROBLEM-SOLVING TEST

"Tell me about a time you figured something out without being told what to do."

WANT: Specific initiative. RED FLAG: Vague answers.

PERSONALITY ASSESSMENTS:

DISC: DC or CS profiles often thrive. Enneagram: Type 1s and 3s tend to excel.

The Reference Check

Most people ask useless questions. Ask these instead:

- "On a scale of 1-10, how reliable was [Candidate]? Give me an example."
- "Tell me about a time you gave them critical feedback."
- "How did month 6 compare to month 1?"
- "What type of executive should NOT hire [Candidate]?"

Red Flags to Watch For

IN THE INTERVIEW:

- Can't give specific examples
- Overly agreeable
- Can't articulate their own boundaries
- Gets defensive when you probe

IN REFERENCES:

- Hesitation before answering
- 'They were great... but...'
- Vague praise with no specifics

IN YOUR GUT:

- You're not excited — just 'they'll do'
- You're settling because you're tired of searching
- Something feels off but you can't name it

Trust your gut. If you're not excited, keep looking.

YOUR HIRING CHECKLIST

BEFORE YOU POST THE JOB:

- I can clearly articulate what I'm protecting
- I have margin to invest 5-10 hours in training
- I have the basics documented
- I can list the first 5-10 tasks

BEFORE YOU MAKE AN OFFER:

- VALUES: They genuinely share family-first priorities
- PERSONALITY: They handle feedback well
- REFERENCES: I asked the right questions
- GUT CHECK: I'm excited, not settling

WHAT ARE YOU PROTECTING?

My non-negotiable boundaries are:

Your Next Steps

TAKE THE DIAGNOSTIC

5 minutes to discover your primary zone and get personalized insights. Free.

[TAKE THE FREE DIAGNOSTIC →](#)

BOOK A STRATEGY SESSION

90 minutes to get crystal clear on your zone, your roadmap, and your next 90 days.

[BOOK YOUR SESSION →](#)



Hi, I'm Lauren!

Three years ago, my daughter asked her dad 'why is mom always working?' — and I was standing right there. That moment changed everything. Today I close my laptop at 4 PM every day, never miss Friday pickleball with my daughter, and help other CEO parents do the same. You can have profit AND presence. I'm proof.

profitandpresence.com

[@scalewithlauren](https://www.instagram.com/scalewithlauren)

[YouTube: @ProfitandPresenceCo](https://www.youtube.com/@ProfitandPresenceCo)

I've placed hundreds of EAs for CEO parents who refuse to choose between profit and presence. Values alignment is everything.