LEADERS

GLOBAL LEADERS TO FOLLOW · BY XRAISED

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SHORT OF TIME

Why founders rarely lack ideas, only hours

LEARN TO LET GO

Selma Kadiric on the signs it is time to delegate

AI, KEPT HUMAN

Why trust and judgement still cannot be automated

COVER STORY · P. 4

Short of Time, Not of Ideas

Selma Kadiric

VAgency

FOUNDER

THE CURATED INTERVIEW MAGAZINE FOR INDUSTRY LEADERS

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EDITOR'S LETTER

A word *before we begin*

Sooner or later, almost every founder we meet says the same thing: there are not enough hours. Selma Kadiric has built a business around doing something about it.

Drawing on more than 14 years as an executive assistant to CEOs and business owners, she founded VAgency to act as a trusted extension of the businesses it supports. What drew us to her story is her clear-eyed position on AI. She sees it as one of the biggest opportunities for small businesses, yet insists that trust, relationships and emotional intelligence cannot be automated.

Her central advice is simple and, for many readers, overdue: do not wait until you are overwhelmed to ask for help. We hope this profile serves as a nudge in that direction.

— The Xraised editors

Contents

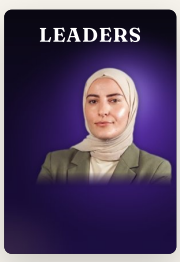
2 EDITOR'S LETTER
Why time is the scarcest resource a founder has

3 COMPANY PROFILE
About VAgency

4 COVER STORY
Short of Time, Not of Ideas

6 THE FEATURE
Selma Kadiric on learning what to let go of

8 YOUR STORY
Get featured in Xraised Magazine



ON THE COVER

Selma Kadiric
Founder, VAgency

About *VAgency*

VAgency

WHAT THEY DO

VAgency is a UK-based virtual assistance business offering senior-level, long-term support to founders, consultants, creatives and small businesses, from diaries and inboxes to operations, research and travel, increasingly combined with practical AI tools.

14+ years as an executive assistant
FOUNDER'S BACKGROUND

Founders, creatives, small businesses
CLIENTS

Long-term, dedicated support
MODEL

Personal support plus AI tools
APPROACH



SELMA KADIRIC · FOUNDER, VAGENCY

COVER STORY

Short of Time, Not of Ideas

SELMA KADIRIC · FOUNDER, VAGENCY

Selma Kadiric brings more than 14 years of executive assistant experience to VAgency, and one observation: the business owners she supported were rarely short of ambition, only of hours.



Throughout my career, I noticed that many business owners weren't short of ideas or ambition—they were simply short of time.

— SELMA KADIRIC

Short of Time, Not of Ideas

SELMA KADIRIC · FOUNDER, VAGENCY

Selma Kadiric has spent more than 14 years with a close view of how capable people spend their days. As an executive assistant supporting CEOs, entrepreneurs and business owners across a variety of industries, she watched hours disappear into emails, diaries and administration that had little to do with growing a business. The pattern was consistent enough to become a conviction. “Throughout my career, I noticed that many business owners weren’t short of ideas or ambition—they were simply short of time.”

That conviction became VAgency, the UK-based virtual assistance business she founded and leads. Her grounding is broad: a career that includes contracts with global organisations such as Bank of America, Citi and GlaxoSmithKline, and spans executive and personal assistant work, operations management, calendar and inbox management, bookkeeping and travel arrangements. She is fluent in English, Bosnian and Croatian, has been featured in Business Insider and is a recipient of the Global Recognition Award.

From the start, Kadiric wanted to offer more than administrative support. “My vision was to become a trusted extension of my clients’ businesses, helping them stay organised, save valuable time and operate more efficiently.” In practice, that means long-term partnership rather than a revolving door of freelancers. VAgency works with founders, consultants, creatives and small business owners who have a steady flow of work but limited time, who value trust and clear communication, and who are ready to delegate even when it feels uncomfortable. Confidentiality is treated as part of the job: the business operates with strict GDPR compliance and professional indemnity insurance.

A senior-level virtual assistant, in her view, is a different proposition from traditional admin support. Her team manages executive diaries, inboxes, client communications, projects, research, travel arrangements and day-to-day operations, so that the people they support can concentrate on strategy and growth.

Many owners, in her experience, spend valuable hours on tasks that could easily be delegated, caught up in day-to-day operations instead of growing the business. There are, she always says, a few clear signs that it is time to let go. “If you’re constantly working late just to keep on top of emails, missing opportunities because you’re buried in admin, or feeling like your to-do list never gets any shorter, it’s probably time to ask for support.” Kadiric frames delegation as an investment rather than a cost: the right support gives back time, reduces stress and lets owners focus on the areas where they make the biggest difference.

Technology is now a central part of how she thinks about that support. She describes AI as one of the biggest opportunities available to small businesses today, “but only when it’s used in the right way.” VAgency helps clients introduce practical tools and automations that cut repetitive admin and improve workflows. She is careful about the purpose. “The goal isn’t to replace people—it’s to give business owners more time to focus on what they do best.”

She is equally clear about where the machines stop. Technology is brilliant, she says, at repetitive tasks and efficiency. But “things like trust, relationships, emotional intelligence and understanding a client’s unique way of working simply can’t be automated.” Her

> *Many entrepreneurs believe they need to do everything themselves, but real business growth comes from learning what to let go of.*
>
> — SELMA KADIRIC

answer is to combine the two. "I see AI as something that enhances what we do rather than replaces it." Paired with experienced, personalised support, she believes, it creates a better experience for clients, and that is the direction she is taking VAgency.

Her advice to business owners is as direct as her diagnosis: "don't wait until you're overwhelmed before asking for support." The belief that a founder must personally do everything is, in her view, exactly what holds growth back. "Many entrepreneurs believe they need to do everything themselves, but real business growth comes from learning what to let go of." Whether the help comes from a virtual assistant, better systems or AI, every hour saved is a chance to grow the business, serve clients better and build a healthier balance between work and life. For Kadiric, handing those hours back is the work itself.

AT A GLANCE

- More than 14 years of executive assistant experience
- Past contracts include Bank of America, Citi and GlaxoSmithKline
- Fluent in English, Bosnian and Croatian
- Featured in Business Insider; recipient of the Global Recognition Award
- Urges owners to delegate before they are overwhelmed

LEADERS

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