

PRIVATE LIFESTYLE OFFICE · MAYFAIR, LONDON

10 AHEAD

PRIVATE LIFESTYLE OFFICE

10+

Years in operation

100%

Client retention across five years

5 to 10

Hours reclaimed each week

Global

Team, remote, on call across time zones



Your Chief of Life

What a private lifestyle office actually does, who tends to end up needing one, and what changes when somebody senior finally owns the whole of your personal life instead of pieces of it.



The people who look after everyone else usually have nobody looking after them.

For most of my career I looked after people who were extremely good at looking after everybody else. Founders, chief executives, families running their lives across three time zones and a school calendar. Capable, organised, and several steps ahead of everyone in the room.

And then, somewhere in most of those relationships, it would come out almost in passing that the thing they had been meaning to sort out for a year was still sitting there, and that the holiday was in 5 weeks and nobody had booked anything.

The professional world was immaculate. Properly staffed, properly run, reviewed quarterly. The personal one was held together by memory, by late evenings, and by a list that never got shorter.

It was never a question of capability. Of course it wasn't. Every one of them could have organised any of it, and for years had, in the gaps between other things.

What had run out was capacity. No amount of competence creates more of that.

A working life has a chief of staff, a chief operating officer, a chief financial officer. Every part of it has somebody senior who owns it, reports on it and is expected to have seen the problem coming. The personal side, which is the part that decides whether any of the rest is sustainable, usually has nobody at all.

So we built the role. We call it a Chief of Life.

This guide answers the questions I'm asked most before a first conversation: what we actually do, who we do it for, how it works, and where we stop. It's deliberately specific, because the specifics are the persuasive part and the adjectives aren't.

If something here raises a question it doesn't answer, do ask me. Every enquiry that reaches us is read by me.



Georgie Williamson

Almost nobody arrives here in a crisis.

They arrive at the point where the arithmetic stops working, where the personal side of life has grown considerably past the hours available to it, and where the cost of that has started turning up somewhere that matters: at home, at dinner, and in whatever attention is left by nine in the evening.

The people we work with are, without exception, the ones who remember, anticipate and join the dots. They know which child needs what on Thursday, what has to happen before the next trip, and the thing nobody else has noticed yet. Excellent qualities in a leader. Rather less charming at 10.47pm, when the brain suddenly remembers the dog's vaccination certificate.

It tends to sound like one of these.

- A calendar at work that would impress anyone, and a mental to-do list at home that never gets shorter.
- Decisions made in minutes professionally, sitting unresolved for weeks because they belong to nobody.
- Holidays that need so much organising you need a rest afterwards.
- Present in every meeting, distracted at every dinner.
- "Fine, just busy" having been the honest answer for years.

This is simply what happens when a life gets large enough to need running and nobody has been given the job. The organisation was never the problem.

A private lifestyle office

Ten Ahead is the central point of coordination for a client's entire personal life, and a replacement for nobody. Some of our clients have a great deal of help in place already: an assistant at work, an estate manager, a family office, somebody who comes on Tuesdays. Others have almost none, either because they have never much fancied a house full of people, or because finding somebody good enough turned out to be another job in itself. It makes remarkably little difference to what we do.

Because the difficulty is rarely the doing. Whether 6 competent people each hold a piece of it, or the whole thing is being carried by one person in the gaps between everything else, somebody still has to know that the passport expires in March, that Thursday is not negotiable, and that the boiler engineer never rang back. That person is still the client, usually at about a quarter to eleven at night.

Every client works with a dedicated Lifestyle Manager, their Chief of Life. One senior partner who runs the personal world the way a chief of staff runs a business: carrying the full context, seeing what is coming, deciding inside an agreed remit, and coordinating whoever else is involved so that the client is no longer the coordinator.

There is no queue to join and no form to fill in. A good deal of the work happens before anybody would have thought to ask for it, which is rather the point.

THE ROLE	WHAT IT DOES
Concierge	Fulfil requests. You ask, they book. Transactional, and it starts again from zero each time.
Personal Assistant	Works to your instruction. The thinking, the prioritising and the remembering all stay with you.
Lifestyle Manager	Runs defined areas: travel, the household, events.
Chief of Life	Owns the whole. Carries the full context, anticipates, coordinates the other professionals, and takes responsibility for the outcome.

01 Capacity, not capability

Of course our clients could organise all of it. They could also run the business, chair the board, do the school run and spend an evening comparing family travel insurance. Most of them have. Capability was never the issue.

02 The doing gets distributed, the knowing does not

Employ 6 people to do 6 things and you are still the only one who knows that the passport expires in March, the boiler service is overdue and Thursday is not negotiable. Employ nobody at all and you are also the only one. Holding that is the job.

03 Partnership, not service

A service waits to be used. Infrastructure is simply there, holding things up, noticed mainly when it fails. We are aiming at the second one.



04 Discretion is a working condition

Non-disclosure agreements as standard, information shared strictly on a need to know basis, and a team entirely comfortable being invisible. Most people in our clients' lives have no idea we exist, which is exactly right.

05 Life does not keep office hours

A global team working remotely means a Sunday morning in one country is somebody's Tuesday afternoon in another. Nothing sits overnight waiting for London to wake up.

06 Nobody should carry it alone

The people who look after everybody else, in a business or in a family, are usually the ones with no equivalent help of their own. Correcting that is the whole point.



Which is, we suspect, how a great
many extremely capable people end up
with a Chief of Life.

Members and clients, with rather more in common than their job titles suggest.

They arrive from different directions and describe the same problem, usually in the same faintly apologetic tone. The titles vary enormously and tell you remarkably little about who needs this. What the people behind them have in common is a pace that does not let up, a standard they are not willing to drop, and a personal life that has grown well past the hours available to it.

Founders and chief executives

People running very large companies, travelling constantly, whose personal life has had nobody owning it for a decade. We manage the join between the two, which mostly means booking the trip around the school play instead of the other way round.

The person running the household

Sometimes the most complicated operation in a family is not the one with a company attached to it. Several diaries, several schools, a house that constantly needs things, ageing parents 200 miles away, and a partner whose working week rather assumes somebody else is holding all of it. There is no job title for this one, which is a good part of the problem.

Public figures

Where being recognised is part of the job, discretion is a working condition. We never discuss who we work with, in any setting, including this one.

Power couples

Two demanding careers, one household, and nobody with the bandwidth to be its chief operating officer. We take that seat.

Families living across more than one country

Schools, staff, properties, seasons and paperwork in several jurisdictions, held as one picture. Somebody has to notice that the visa renewal and the exam timetable both land in April.

Anyone in a heavy season

A relocation, a new baby, ageing parents, an exit. Some partnerships begin for a defined chapter and then simply continue.

Senior leaders, placed by their organisation

Companies retain us for their leadership teams. We describe it, among ourselves, as a chief of staff for life beyond the office.

For organisations placing us with a leadership team

The corporate case is not complicated. Personal load is a performance issue. A leader whose personal life is being properly run travels better, is present in the room, does not lose a quarter to a house move, and is considerably less likely to hand in their notice in the spring.

The relationship sits with the executive and not with the business. We report to the organisation against the terms agreed at the outset, and never on the content of anybody's personal life. That is usually the first question a thoughtful HR director asks, and the right one.



Lifestyle Management

The centre of it. The diary behind the diary, and the errands that keep getting pushed to next week: the passport that expires in March, the boiler service, the form the school wants by Friday, the standing order nobody has cancelled.

The Thinking Partner

A confidential hour to think properly about the decisions that do not fit anywhere else, with somebody who already has the context.

Household & Estate

Properties, works, suppliers, the standing order of a home, and the staff where there are any, across one country or several.

Events & Dining

Parties, housewarmings and the birthdays that matter, planned and run. Tables held in advance. And the working knowledge that Saturday lunch is never at 12.30, that 8.30pm is acceptable but 7.45pm is better, and that offering 3 options is helpful while offering 6 is an act of hostility.

Travel & Escape

Booked end to end. The flights, the houses, the childcare handover at both ends, and the restaurant that suits a four year old and a father-in-law at the same time.

Health & Wellbeing

Appointments, specialists, second opinions, and the ordinary rhythm around them held as a standing arrangement, so that none of it is ever remembered in a panic.

Learning & Growth

School applications from shortlist to offer, tutors, university planning, and the longer arc of a family's education.



On The Thinking Partner

This is the part clients do not anticipate and then value most. Some decisions are not logistical. Whether to take the role. How to handle a parent's care. What to say to a child about a move. Whether the next 12 months should look anything like the last 12.

Those decisions tend to have no natural home. A spouse is too close to them, a colleague is entirely the wrong person, and an adviser is paid to answer a narrower question. Georgie trained in psychology before any of this, which is where the instinct comes from: a confidential conversation with somebody who holds the whole picture and has no stake in the answer except yours.

A sense of what has actually been managed

- A house move run start to finish while the client was on the other side of the world, from the survey and the solicitors to the day the beds were made.
- A specialist appointment found and confirmed in 4 hours.
- School applications carried from shortlist to offer, with the tutors and the timelines behind them.
- A family holiday booked around two sets of school terms and a board calendar, including the childcare handover at both ends.
- Personal appointments held as a standing rhythm through a year of almost constant travel, so that not one of them was ever remembered in a panic.
- A significant birthday planned and run, with the client arriving as a guest at their own party.
- Restaurants chosen for being sensory friendly, which took one phone call and saved an evening.
- The errands that keep getting pushed to next week, cleared every week instead: the passports, the renewals, the forms, and the small decisions that would otherwise have turned into large ones.



On Access

We hold working partnerships across wellness, security, travel and retail, which means the bag with a waiting list and the tickets that went in 4 minutes. Lovely, all of it. It is also the thing clients mention least when they explain why they have stayed.

Structure, coverage, and where we stop.

How it begins

A private conversation with Georgie about how life currently runs and what that is costing. Out of it comes a remit: what we take responsibility for, what we decide without asking, and what we always bring back to you. It is written down, which spares everybody a certain amount of guessing later.

How it is structured

Ten Ahead is retained, rather than billed piece by piece, because ownership cannot sensibly be bought in 15 minute increments. Scope sets the level, and it is reviewed openly as life changes. Third party costs, suppliers and travel are always yours and always visible.

The first weeks

Onboarding is mostly listening. The households, the people, the preferences, the standing arrangements, and the 3 things that have been half done since 2023. The aim is that within a month you are no longer the person holding the information.

Your Lifestyle Manager

One senior partner, consistently. Not a rota, not a duty desk, and never a fresh briefing because somebody new has picked it up.

Coverage

We are reachable however suits you. Urgent is treated as urgent. Everything else is handled at the right moment, which is not always immediately and is occasionally a relief.

Information and discretion

Non-disclosure agreements as standard, need to know sharing inside the team, and vetted people throughout. No anecdotes, ever, including the good ones.

What we do not do

We are not regulated advisers, so no financial, legal, tax or medical advice. We find the people who give it, brief them properly and hold them to the date. We do not replace your assistant at work, if you have one. We are not a booking line you ring at midnight for a table. And where something falls outside the remit we will say so, and tell you who ought to be holding it.



FAQ

Is this the same as a concierge?

No. A concierge fulfils the requests you bring, which means the thinking, the prioritising and the remembering all stay with you. A Chief of Life owns the whole. The measure of the role is how seldom you have to ask.

I already have a personal assistant and a family office. Where does this sit?

Alongside them, and usually to their considerable relief. Most of our work is coordinating people who are already in place and good at their jobs. What tends to be missing is somebody holding the whole picture.

I haven't got any help at all. Is that unusual?

Not in the least. A good many of our clients arrive with nothing in place. Some have never much wanted a house full of people, some have been meaning to sort it out for the best part of 3 years, and some have simply never found anybody they trusted enough to hand it to. We are often the first, and occasionally the only.

What does it cost?

Engagements are retained and priced against scope, so an honest answer needs a conversation about what you want owned. We will tell you plainly what a given remit involves before anything is agreed.

How much of my life do I have to hand over?

As much or as little as the remit says. Some partnerships start with travel and the household and widen over a year. Others start with everything. Nothing moves into the remit without your agreement.

Who will actually know that we work together?

Only the people you decide should. Non-disclosure agreements are standard, information is shared on a need to know basis, and we are well practised at being invisible.

How do we know if it is working?

Clients typically get 5 to 10 hours a week back. The measure we actually use is less quantitative than that: the moment somebody pauses and says they had not realised how much they needed it.

Because life was never meant to be
carried alone.

Start a Conversation

A first conversation is private, unhurried and without obligation. It is a discussion about how life currently runs, what that is costing, and whether this is the right structure for it. Not a pitch, and not a form to fill in.

Every enquiry is read by Georgie.

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