Powered–Up Processes – Part 3

Identify Where You Can Improve

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#1: Decide how you will change elements of your process

To help you decide which elements need changing, use the list of questions provided in the module and work through your process asking and answering relevant questions to identify where problems occur.

Are you willing or able to adopt or purchase new technologies for automation?	
Is the process unclear?	
Is it too complicated/has too many steps?	
Is it too time consuming?	
Is it too resource heavy?	
Are there any steps missing?	
Where and what are those missing steps?	
Are all the steps in the correct order?	
Is a particular step necessary, or can it be removed?	

What will happen if a step is removed?	
Where and why does this process slow down?	
When and why do errors occur?	
How many employee hours does the process take from start to finish?	
How many of those hours are spent on unessential work?	
How efficient is it regarding material resources used?	
Can you automate the process, or parts of it?	
Can you outsource the process of parts of it?	

#2: Automation

When you have located any problems in your process and removed any non-essential steps, consider which remaining steps could be automated.

The benefits of automation for your business include increased productivity, more efficient use of time and materials, better product or service quality, and reduced workload/work hours for you and employees.

However, before you decide whether to automate parts of your process, consider whether automation may complicate your business rather than simplify it. For example, new technology may increase the need for additional employee training to show them how to use it.

Choose software or tools that are easy to use. Some of your team members might not be technically minded, and intuitive and easy to use automation tools minimize the need for time-consuming or expensive training.

Automation is great when it's working efficiently, but have a backup plan in place if the technology fails!

Do not just automate and forget. Monitor your results to check the effectiveness of the automation in achieving its goal, and how well team members are using the tools.

There are many tools available for automating a wide range of tasks. For example, Zapier is a web automation app that automates your workflow. It can automate tasks that involve Twitter, Hubspot, MailChimp, Wufoo, etc.

Work through your process and identify and note any parts (or the whole) where automation will help things run more smoothly and reliably.

RESOURCE: I have a great Business-Building Action Kit: Top Types of Productivity Tools at https://virtualassistanttrainer.com/shop/top-types-of-productivity-tools/

Use **coupon code** kit50 at checkout for 50% off!

Where Automation Will Help

#3: Outsourcing

Consider whether you should outsource all or part of your existing process. Outsourcing aspects of your business will free up more of your time for business growth and give you more time to focus on core business activities.

You can maximize productivity and increase efficiency without the expense of a full-time employee, and the readily available technologies for communication and collaboration means you can locate and work with skilled professionals from anywhere.

Examples of commonly outsourced task types:

Email Marketing	*Customer support*	*Accounting*
Social media	*Blogging*	*SEO*
Calendar / Schedule	*Copywriting*	*Graphics*

To identify a process suitable for outsourcing, think about the tasks where your time is least valuable. Conversely, think about the valuable tasks you spend time on. Which tasks are you currently doing that can easily be delegated, freeing you up to work on areas that you either enjoy more or are a more valuable use of your time? What could someone else do just well as you, or even better than you?

Consider the potential drawbacks as well as the benefits of outsourcing for streamlining your business. Primarily, consider if outsourcing will add more work for you. You'll need to make sure team members do what you need them to. You may spend extra time answering questions, explaining things, and overseeing work. Of course, having excellent business processes in place avoids or at least reduces potential problems. Your team will know what they need to do to achieve the exact results you want.

You can find potential team members from your business network, professional groups, associations, word of mouth, etc.

Work through your process and identify and note any parts (or the whole) you can outsource.

Where Outsourcing Will Help