

SYSTEMISE YOUR BUSINESS

Most entrepreneurs have so much to do and so little time to do it, which is why creating systems within a business is crucial. By streamlining your operations and creating automated workflows, you'll have more time to work on your business, rather than working on the nitty gritty of daily operations.

A system is a step-by-step process, from beginning to end, that you can use to ensure consistency and dependable performance in every area. When it comes to systemising your business, it's all about being able to work smarter, not harder.

At the beginning, systemising your business can look like a very large chore, but once you have them up and running correctly it will be the most efficient and effective way of creating space, freedom and total organisation that anyone in your team can pick up and run with.

Some reasons we need to think about systemising our business.

Reduces stress:

1. No matter the size, most businesses can become chaotic and caught up by the details. Systems allow you to break a process down to its smallest tasks. When you take the time to sit down with your team and define processes down to their most detailed parts, you ensure that the big picture runs smoothly. A smoothly running business is a stress-free business.

Allows you to lead effectively by delegating:

2. To lead effectively and ensure the success of the team, team members must understand their roles. Creating a systemised process of tasks means that staff members can efficiently execute responsibilities without constant supervisor referral. It also means that tasks are delegated to team members with the most fitting skill set. Additionally, those doing the tasks can avail management of what is needed to ensure due process.

Ensures a consistent product and customer experience:

3. As with any worthy product, consistency is key. A systemised business ensures that you will be able to deliver a reliable experience to your customers. In turn, a dependable product helps you build a strong customer base who knows exactly what to expect. Consistency shows through everything and will also be beneficial for record keeping, archiving and utilising your data in the best possible way.

It becomes the infrastructure for the best work environment:

4. Once you systemise your business, you will have a better understanding of the skill sets you need in place. You will be better equipped to recruit, motivate and keep quality employees when you can offer a desirable work environment. When you effectively organise your business and have a system in place, you will be able to hire or fire better and your team will be able to focus on execution of their roles and how they can also support the business better. Additionally, this will allow for efficiency and speed. If you don't get the results you want, change the system.

Allows the business owner the freedom to focus on business growth:

5. When your team knows their roles, they can get on with the day-to-day running of the business; the owner/ leader / management team can subsequently focus on the desired and strategic direction of the business. This is where you can see and achieve exponential growth.

The first step in systemising your business is to determine what tasks or problems need to be streamlined through an efficient process. It's important to take a step back and review your business from a bird's eye perspective.

Some ideal processes to systemise or possibly automate.

- Lead generation
- Sales and lead nurturing
- Quotes and proposals
- Customer service and retention
- Onboarding new clients
- Managing sales funnels
- Staff training
- Managing calendars or booking appointments
- Billing customers
- Surveying customers
- Marketing content
- Administration
- Scheduling social media
- Email marketing
- Updating a website

It's time to make a list of what might be systemised in your business. Consider at the next team meeting creating a list of possibilities.

Once you've made a list, determine what the benefits to your business will be once you systemise each task—these can include generating revenue, saving time or reducing stress. Next, decide which of these is your top priority, and start working to develop systems in line with it.

We support businesses to amplify growth

