

Video Transcript

Business Process Improvement by Grow by Joe

Every single business is different. Even if you're in the same industry, your business is different from the next. So, processes that work for one business might not work for yours. In this video, I'm going to share three simple ideas that will help you make it much easier to streamline your business processes.

1. Number 1. This will really help you understand where you need the areas of improvement. Walk through your business as a customer and as an employee. So, what do I mean by that? First off, as a customer, what are the step by steps that your customers have to take in order to interact with you and to get to a completed sale? Walk through that entire process, break it out. Where are the areas that you can focus on and bring more convenience and make it easier for your customers to do business with you? The second part of this, on the employee side, on the inside of your business, what are all the steps that your employees are doing to run the day-to-day operations of your business and to assist in getting a sale completed with one of your customers? You break all those out step by step. It'll make it a lot clearer and easier for you to understand where there needs to be improvement, what needs to be faster and what can be even eliminated. I'm sure if you've been in business for some time, there's a lot of different areas and unnecessary steps that have piled up over time that you can remove for your customer side and on the inside for your employee side. Look at the process of how a new employee comes into your business as well. That is extremely important and there's probably some areas that you can simplify and make it easier to onboard people.
2. Number 2. So, the second part of this is break out these 6 different areas of your business. Every single business is made up of all these areas. You can break these down and then focus on each one of these areas and decide who in your company is going to be responsible for managing these areas then documenting a job description and a how-to for each one of these positions that are a part of all 6 of these areas.

So, the first areas is HR. And that's not just HR like challenges or an issue or something that pops up. That's hiring, firing and training. Who's going to be responsible for that in your organization? This one is really, really key. If you can nail your hiring process and your training process, it'll be a lot easier to bring on new employees and get them up and running a lot faster.

The second area is marketing. How are you going to bring and attract new customers into the business? Who's going to be responsible for this and how exactly is that going to get done?

The third area is operations. Who's going to handle the daily operations of your business? Who's work with you on implementing these process changes that you're working through right now? The functions of operations will be completely different from one business to the next. So, focus on what's needed to run the day-to-day operations and who's going to head that up is going to be a person or a team.

The fourth area is accounting. Who's going to handle the accounting? The bookkeeping, the receivables collection, the payments, the bills. Accounting is such an important area and you need to break out who's going to be running it the processes that need to happen in order to collect your payments and pay your bills.

And the fifth and sixth area in a way go hand-in-hand. So, it's customer service and sales. Not every single business is in sales, like a restaurant, but you still have to have customer service and it's really important that you focus on that. If you don't have great customer service, your customers aren't going to come back. That customer service would fall on anyone who answers the phone, to the hostess, to the waiter or waitress. Focusing on sales, who's going to head that up? How is that going to be run and all the processes that need to happen in order to complete a sale for your customers? But then, more importantly, what's going to happen when there's an issue? And who's going to handle those customer service challenges or issues that come up? It's very important to be excellent in both of these areas. If you're really great at the sales process but you're not good at the customer service process then you're not going to bring customers back in. All 6 of these areas are extremely important in your business. It's really important that you look at each one of these processes individually and break out all the processes that need to happen in order to run a better business.

What's more important is determining who's going to be accountable in each one of these areas in your company. I'd recommend putting an accountability chart together. Not an org chart, an accountability chart which basically, lists out all these areas in your company and who's responsible for handling each one. You should also be sharing this accountability chart with the whole organization. It'll make it clear and concise on who they need to go to and who's responsible any of the other typical things that happen in the day-to-day.

3. Number 3. Lastly, I'll leave you with this. It's extremely important to make all of these processes as simple and easy as possible. I really recommend and consider looking into different technologies that can help make some of these different processes in your business quicker, easier and faster. Not only for your customers but for your employees as well too.

I hope this video made some light bulbs go off in your head. If you enjoyed it, I also have some other videos specifically for delegation people and processes in your business. So, make sure you check out those videos as well too. And if you're getting value out of these videos, which I hope you are because that's exactly why I do them and it's all to help you grow a better business and get there faster. Make sure that you subscribe to my channel. I put videos out like this just about every single day. If you have any questions, if you need any clarity on anything that I mentioned this video, please make sure to comment below. I really appreciate and enjoy those comments. Thanks for tuning in to Grow by Joe. I wish you nothing but success at implementing the best business processes in your business. Take care and we'll talk soon.