

## 7 Tips for Improving Productivity – Business Growth - It's A Piece of Cake!



### 1. Cake Baking

Personally, I see things very visually. In addition, I love baking, and then, of course, eating what I have produced!

For that reason, I regularly give advice relating to business growth based on being the same concept as 'cake baking'.

Like cake baking, you need to ensure that you have the right 1) ingredients, 2) utensils and 3) temperature to successfully bake your cake. Your ingredients can mean your proposition, utensils - your people/products/services, and temperature - having the right approach for your market.

### 2. Using the Right Ingredients

The 'recipe for success' that you use will be different depending on your type of business, the business growth stage it has currently reached, and the next level to which you wish to take this. As with cake baking, there may be setbacks along the way, and it is therefore essential to have contingency plans in place for when your business growth efforts do not result in the outcomes, or turn out as successfully, as you had hoped, anticipated, or planned, so that you can adapt quickly and smoothly.



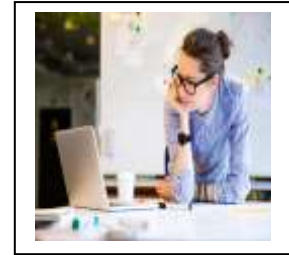
### 3. Successful Business Growth

In my experience, the businesses which have grown the most successfully, have effectively managed that growth at each stage, as well as the transition from the previous stage to the next, and have also focussed their efforts on the following: **Team, Tools, Time.**

**Team** – surrounded by experts, with strong beliefs in, and a clear understanding of, their objectives and rewards, they developed collaborative approaches resulting in the desired outcomes. **Tools** – they equipped employees with the tools for the job - appropriate software and continuous training. **Time** – they took time to reflect upon reasons for success, have open discussions with all stakeholders, and as a result, continuously share and implement best practice moving forward.

#### 4. How can you improve these 3 aspects in your own organisation?

For example, write down 3 areas that you will work on today to transition more effectively to the next stage of growth. Examples include: 1. Short-term: ask your mentor for advice to help you to solve a current problem; 2. Medium-term – ensure that your LinkedIn profile has a clear message about your product or services offering to gain more attention from the right customers; 3. Long-term: start to research a new market opportunity.



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



#### 5. Short-term Gains

It could be clearing some 'bottom of your intray' jobs which keep getting delayed, won't actually take long to do, and could result in new business. Send that follow-up email!

Add 3 short-term gains action plans for today below.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



#### 6. Medium-term Gains

Add 3 medium-term gains action plans for today below. This could be writing your next blog, follow-up with a potential client, or gaining a better understanding of your finances.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**7. Long-term Gains** Add 3 long-term gains action plans for today. For example, investing in your own and/or employee 'back to basics', 'best practice rollout' or 'train the trainer' training to increase productivity and grow your business.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

