

Systemise and Put Your Business on Auto Pilot

by Andrew Pearson



unique business strategies
making good businesses even better

Systemise – and Put Your Business on Autopilot!

THERE ARE 3 ways that work should be done inside your business: by PROJECTS, SYSTEMS and PROCESSES.

Earlier we said that if your business depends on YOU, you don't have a business you have a job! Well the solution is to be found in setting up systems and processes

The **3** ways work should be done in your business
Projects, Systems & Processes.

(1) PROJECT MANAGEMENT is a very important skill for the entrepreneur. Yet, most if not all the entrepreneurs I meet are untrained project managers, managing projects. Think about how illogical that is.

Project management offers the means to achieve your goals in a controlled way. It offers you the means to organise, co-ordinate and communicate with your team whether they are outsourced or employed – all essential factors to the success of any customized project.

If you are managing projects, it would be a very good idea to develop your project management

skills. That's why I teach project management to every client I have because it's that important.

Even though each project is unique in terms of scope and challenge, a systematic approach using best practice is key to managing product development, product launches, research, marketing campaigns, customer expectation and of course managing outsourcing relationships.

(2) SYSTEMS take the form of manuals, written scripts, standard forms, checklists, and standard letters and so on. For instance do you have systems for such things as identifying prospects, persistently chasing every prospect in a way that they are made to feel welcome, generating a continuous stream of referrals, recording and following up every single sales lead and much, much more?

Systems are so vitally important because.....anyone can ...

- Operate them – so you can step away from working IN the business and concentrate more of your time working ON the business, and the other things that are important to you too.
- Run the system so the business is less dependent on any individual or group which means that you'll never need to fear staff illnesses, retirements, defections and industrial disputes again.
- Replicate past success using the system.

The great thing about systems is that what you do, how you do it and the results you get all become more consistent and predictable – and you can achieve more – in less time!

Let's move on...

(3) PROCESSES. One of the keys to making business more successful is to identify your most important processes, decide how they work and

what they deliver and do everything possible to make improvements where necessary.

Processes are so vitally important because...they help to...

- Optimise the way you do things inside your business.
- Pin down the activities and responsibilities of your team, the links between team members and you, as well as the deliverables and timescales involved.
- Appreciate and understand the flow, the interactions, and the sub-processes and sub-activities that are constraining your performance.

It's impossible to achieve optimum performance in your business with flawed processes. Most problems in business are due to faulty processes, not human problems, nor anything else. That's why having a tool as powerful as a process is crucial to streamlining your business operation.

Read more about strategies to grow your business [click here](#)

Best wishes,



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