

The YEBDC Small Business Information Column

by Sue Gingerich, Business Advisor

"Implementing New Ideas"

Most businesses strive to perfect what they do. This is often accomplished by implementing new policies and procedures with the hopes of making all involved more efficient and increasing revenues for the business. Unfortunately, what often happens is a new procedure is added to an already too hectic work schedule. Often this results in workers feeling overloaded and stressed. Now they are being asked to do even more.

So how should you implement new ideas into an already busy work schedule? First you should take a look at what can be eliminated:

- What are you currently doing that doesn't produce the results that you want?
- Is there something that you do that really doesn't tell you anything?
- Are you duplicating work in some way?

Some examples of the above are:

- Reports that no one reads, yet take hours to compile.
- Two employees assigned to complete the same task, to see who can do it better. (Have them work together instead.)
- Under-performing services or products that take time to monitor and to sell, yet don't produce much in profits AND do not bring customers through the door. (Under producers should always be kept IF it is a necessity for the customer and it is one of the reasons he/she seeks your company out. Eliminating it will eliminate his/her reason for coming to see you all at.)

As your employees, what could we do less of? They may see things you might not. Of course, always weigh out the repercussions of eliminating this item or task. It is imperative that you look at what can be eliminated; because ultimately, something is going to give. Most people cannot do more with less. It is better that you review what should be eliminated, not just let mother nature take its course. (You may not like what gets eliminated!)

Doing this kind of assessment on a yearly basis will also help to keep employees feeling fresh and like they CAN tackle the assignments they are given. Even if nothing new is added, but redundant tasks are eliminated, your employees may produce better results and have time to come up with new ways to serve the customer better, reduce costs or increase the bottom line.

You know the old saying, "Out with the old and in with the new!" So take a look at what you can reduce, to make way for the new, and bring your organization another notch closer to perfection!

If you have a small business and have a question that you think The Y.E.B.D.C. could help you with, please call or write to: The Yellowhead East Business Development Corporation, Box 249, Sangudo, AB T0E 2A0
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