

# DEFINE YOUR PROCESSES

## Scale with Consistent Quality

Meeting increasing demand while maintaining high production standards can be quite the challenge for a developing business. At the onset, delegation of work across projects can be managed through direct communication between teammates. As the workload expands and additional members are introduced, more established systems are required. The business's processes must be defined. Defining processes is the act of identifying key activities the company is engaged in and optimizing these procedures from start to finish. Doing so also deepens one's understanding of the company and improves the efficiency of the organization. By having defined processes, outputs remain consistent as new members are integrated, meaning the company can expand without jeopardizing quality or reputation.

### IDENTIFY

The first step towards defining your processes is to understand your key functions. What does your company do to create value for clients? These value adding activities are what must be defined to effectively scale your business. Once you have identified the processes you'd like to define, map them from raw input to deliverable output. This map will serve as the foundation for optimization.



### UNDERSTAND

Consult the people who are involved in the activity. They have a pragmatic understanding of necessary procedures and can offer their insights on best practices towards completion. Consider the challenges faced by these employees and whether there are any tools or resources that could be introduced to improve the system. Use the information gathered at this step to optimize and refine the process in the most simple and efficient way possible.



# IMPLEMENT



Once the key processes have been defined, the required tools and resources identified, and the necessary people recognized, move towards implementation. Begin by selecting the metrics which will be used to determine the success of the new systems. Introduce these procedures to your team and confirm they are practical.

# OPTIMIZE

As the defined processes are applied, monitor the chosen metrics to ensure outcomes are aligned with expectations. Avoid temptation to return to previous practices and consider underlying reasons for any resistance to change. Adapt the systems based on evidence gathered from application. With your now defined and optimized processes, you are ready to scale.



Expansion is an exciting time for a business. As more customers become interested in your offerings, it can be challenging to meet increased demand while upholding high standards. By identifying the activities conducted by your company that add value for your clients and defining the processes taken to complete them, solid development and quality outcomes can be delivered. Additionally, one gains a deeper understanding of how their company works and what truly achieves the desired results in a communicable and applicable way. Once your processes are defined and you're ready to scale, reach out to our experts on our website at [www.BlueAnchors.com](http://www.BlueAnchors.com) or contact us through email at [info@blueanchors.com](mailto:info@blueanchors.com) to bring your business to the next level.

With Your Processes Defined, You're Ready to Scale!



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