Blue Anchors LLC

BOOST OUTPUT THROUGH PROCESSES THAT OPTIMIZE DELEGATING, AUTOMATING, AND OUTSOURCING.

Scaling your company and achieving growth requires the ability to build a sustainable business that does not require your input for every decision. In a previous article, 'Define Your Processes', our experts shared their insights on identifying and optimizing value-adding activities to boost output through building process maps around them. In this article, our experts discuss how to most effectively use these mapped processes to scale your company and allow you to focus on the most important (rather than urgent) issues. Through delegation, automation, and outsourcing, process maps can be leveraged to increase the efficiency of activities, lower costs, and free up peoples' time, enabling associates to focus on what they need to so they can generate the greatest returns for your company.

DELEGATE

We have all tried to delegate activities only to be frustrated when the outcomes do not meet our goals and expectations. The best way to ensure success when delegating work is to leverage process maps because they provide team members with a clear outline of the work being done, who is doing it, the time to completion, and the frequency it occurs. Ask your team members to create process maps for the work they personally do throughout the day. This empowers you to identify the best types of tasks to delegate – repetitive and simple activities currently being performed by highly skilled associates who could generate more value by shifting their focus elsewhere. For example, where should your lead salespeople be focused; closing deals, or entering data to complete complex order forms? **Identify and delegate the processes that consume significant portions of the most valuable employees' schedules without generating considerable returns or requiring specialized skills.** You may be surprised to learn that certain tasks require fewer resources when process maps and expectations are clearly defined. Additionally, process maps can be used to improve onboarding and talent development programs by providing the needed information to build accurate job descriptions and pragmatic training tools that accelerate the time to proficiency.

AUTOMATE

One of the best uses of process maps is identifying activities that could be automated. Automation is the use of technology to complete repetitive tasks, freeing employees to do more engaging and valuable work. Implement technological solutions such as automation software or equipment that reduces the number of people and steps involved in the process. Great examples of automation to optimize processes and free employees' time include the use of OCR scanning tools to organize and invoice customer orders, CRM tools to track customer data, proposals, and marketing campaigns, as well as inventory management systems that manage costs and ensure consistent availability of resources. **Once you have identified a process or step you would like to automate, be sure to involve the teammates who will be using the automation tools in their design and implementation.** It is critical to ensure that the entire team embraces the use of these tools, and their involvement in the setup increases acceptance, ownership, and eagerness to use. While some are reluctant to try automation tools due to their initial time investment to design and implement, the subsequent payoffs will exceed the costs of the time and energy to set up.

OUTSOURCE

Another way to derive value from your process maps is through outsourcing. Outsourcing is the use of third-party talent to complete operations for one's own business. Some functions are better suited for outsourcing than others. **Moreover, knowing what not to outsource is as important as knowing what to outsource. For instance, never outsource an element of your business that is critical to your value proposition as doing so will adversely impact your revenue.** Outsourcing should be used to increase the scale of activities, improve efficiency, reduce costs, and/or account for internal capability gaps. Review your key processes and identify where other firms with specialized skills may be able to complete the task more efficiently, at a higher quality, or at a lower cost than your current method. Outsourcing works particularly well where the process requires unique skills that you do not have or cannot afford to hire and train. Look carefully at the tasks that tend to clutter the responsibilities of mid to lower-level employees but do not drive your primary value proposition. Commonly outsourced activities include sales and lead generation, IT maintenance and support, marketing support and campaign management, and HR operations. When aligned with your process maps, outsourcing can be a very effective strategy to improve your business's outcomes and enable your workforce to focus on revenue generating activities.

CONCLUSION: LET'S MAP A PROCESS SO YOU CAN DELEGATE, AUTOMATE, AND OUTSOURCE EFFICIENTLY

Building process maps is the first step to understanding your resources' needs. Tools such as delegation, automation, and outsourcing can be used to scale your company, allowing your team to focus on the most important tasks rather than what is urgent. **Strategically combine these three techniques so you can rapidly scale your business while retaining high quality standards and enabling valuable employees to focus their time and energy where it will generate the greatest returns for the firm.** If you are in the process of scaling a company and would like us to help you derive the most value from your process maps, reach out to our experts at www.BlueAnchors.com or email us directly at info@BlueAnchors.com today!