

Get streamlined: How to get time back in your business

Plenty of small business owners are time-poor, but it doesn't have to stay that way. Here's how to streamline your business and boost your efficiency.

Solve actual problems

Take time to understand what streamlining and efficiency mean to you, and what specific problems streamlining could fix. Consider what takes up your or your employees' time the most.

Involve everyone

If you have employees, don't make decisions about streamlining unilaterally. Asking them for input makes the transition process easier for everyone, and gives you insight across your whole operation.

Know where people add value

Evaluate which of your processes add value by taking time, and which you could automate. Customers have a better experience talking to a human than an AI chatbot, but using automated technology to book meetings is much more efficient than going back and forth on email.

Set SMART goals

Decide what success will look like for the change you're making. Set a SMART (specific, measurable, achievable, relevant and time-constrained) goal and track your progress against it.

Invest in your infrastructure

If you've got a laptop that's not powerful enough to run basic software or your server is slow, that will have a knock-on effect across your business. Know where you need to invest to unlock efficiencies.

Focus on continuous improvement

The best results come when streamlining is an ongoing priority. Make sure your business stays agile by choosing new technology or processes that slot seamlessly into your current setup, and keeping in touch with your teams to identify and fix efficiency problems as they emerge.