SURVIVE&
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AD:VENTURE

TOP 8 TIPS
Guide For Harnessing Technology

Here are our Top 8 Tips for ensuring technology works harder for you:

No. 1 How good is your current use of technology?

Map your workflow, and assess how well you utilise technology to perform your key tasks. Are you letting your tech take the strain, or is there still a lot of manual input into your everyday tasks?

No. 2 Could you streamline your individual business processes by adopting new technology?

Think about tasks such as CRM, marketing automation, sales management, inventory, manufacturing, accounting, HR and shipping. Research what new plug-ins, software and apps are available to support your current systems, and see if there is a cost or time benefit to installing them.

No.3 Are your business processes fully joined up?

Consider where the gaps are in your everyday processes. For instance, are there elements where you have to manually intervene that could potentially be automated, or where notifications could be sent at the push of a button?

Create a list of the most time-consuming, or manually intensive, areas of your business, and research how other people are solving these challenges.

No. 4 Think about different versions of your business model, or new services you could offer in a different way.

Covid has forced us all to re-evaluate how we do business, from getting used to Zoom, Teams and Google Chat, to managing our internal and customer relationships remotely. One massive trend is the move to online delivery, from e-commerce to virtual training, and digital transactions to home-based working.

Yes, it can be hard to adapt, but often the best ideas come out of desperation to make things work.

No. 5 Make sure your key metrics are still visible in your virtual business

With our usual notice boards, screens, team progress meetings and other tools harder to access at the moment, spend some time working out how to keep your important business metrics to hand.

Staying on top of the figures has never been more important, and there is a wealth of app and online tools that mean your performance dashboard can still be to hand, no matter where you're working.

No. 6 Take a Leap of Faith

There are literally hundreds of videos, chat groups and vendor help platforms that support people to embrace and teach themselves different technology Apps.

If you map out what type of technologies could streamline or improve your business or even help you to change your model, simply from researching via Google, Youtube or Vendor websites. There is tonnes of help available and you don't have to be tech savvy.

No.7 Try Six Degrees of Separation

We all know someone, who knows someone. If you're looking for practical help in learning and adopting tech, there's a great chance that a call out to friends live or via social media can get you a result. Remember, these are tough times, but human beings want to help each other.

No. 8 Join an On-line Group

In the UK there are many 'on-line' communities providing advice and guidance on digital skills, technologies and support. Some are government supported like INNOVATE UK or the KTN, others are independent such as 'Digital Leaders'.

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