

# Powered Up Processes

Supercharge Your Business and Simplify Your Life  
by Streamlining Your Systems and Processes



**Course Book**

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# Introduction and Overview

*"If you can't describe what you're doing as a process, you don't know what you're doing."*

- **W. Edwards Deming**

To get things done effectively, we use processes frequently in our everyday life. They're a set of linked tasks or activities that produce a result. Even our morning routine may consist of a whole series of processes, starting with something as simple as taking a shower:



## POWERED UP PROCESSES

- Turn on shower
- Get into shower
- Wash hair with shampoo
- Wash face
- Wash body
- Wash feet
- Rinse off well
- Get out of shower
- Dry off with towel

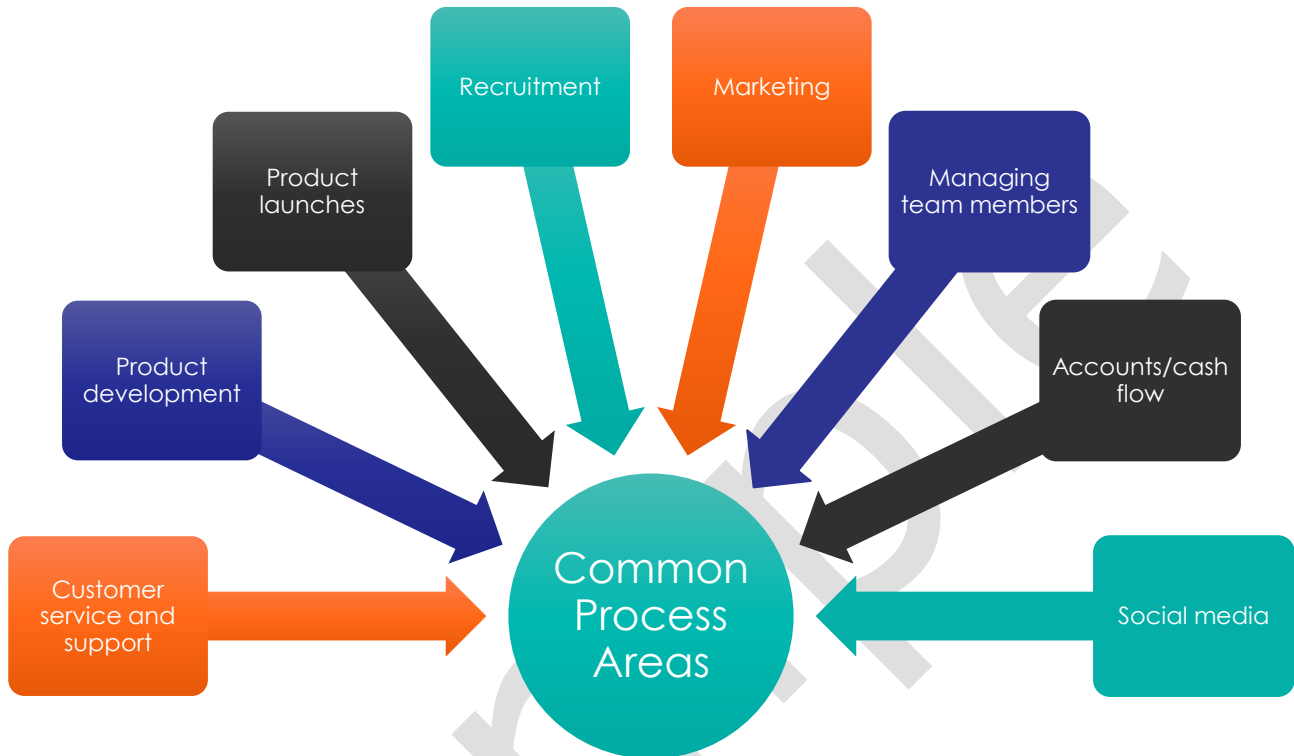
And after your shower, you'll have a process for getting dressed. Unless you want to channel your inner Superman, that will involve putting your clothes on in the correct order.

Of course, these are very simple examples from daily life, but the principle is the same for business processes.

A business process shows the relevant people in your business exactly how to do something and how to do it as efficiently as possible. It's a well-defined and structured step-by-step process that ends with the achievement of a business objective such as the delivery of a service or product for your clients.

A well-designed business process will simplify and streamline the way that you and your team work together.

**Common areas for processes in small businesses include:**



- Customer service and support
- Product development
- Product launches
- Recruitment
- Marketing
- Managing team members
- Accounts/cash flow
- Social media

Business processes in specific areas of your business combine to create a system. So, your marketing system may be made up of multiple processes, each designed to achieve one objective that contributes to achieving your marketing goals.

For example, one aspect of your content marketing might define the process for writing a blog post. The result, depending on your preferred way of doing things, could look something like this:

1. You start with your idea for a topic
2. You research your topic/keyword(s) and take notes
3. Then you create the structure of your post with headings, subheadings, and key points
4. Next, you write the main content of your blog post, filling in the details surrounding your headings and key points
5. Proofread and edit
6. Add images/screenshots and any other visuals to the body of the post
7. Optimize for SEO – including title, categories, tags, internal links, meta description, snippet preview, images, etc.
8. Schedule the post for publishing

Your content marketing system may also include a separate process for reviewing, accepting, and editing guest posts. You may have another system for promoting and sharing blog posts, and yet another for gathering and recording analytics information on your blog posts. You need whatever is relevant to you and necessary for achieving your business goals.

Inefficient business processes are at the heart of many problems facing small business owners. Documenting and optimizing them is the key to remedying those problems.

How efficiently, or otherwise, you run different parts of your business has an enormous impact on things such as:



- Your team's levels of frustration, fatigue, and overwhelm
- The way others perceive your business
- The loyalty of your customers to you
- How you spend your time in your business (e.g., putting out fires vs. strategy)
- The consistency of your marketing messages
- The overall cost of doing business
- Your sanity!

When you find ways to simplify, speed up, and streamline processes that you do over and over, you'll have happy team members, delighted customers, lower costs and higher revenue. You'll finally end up with the breathing room needed to focus on moving your business forward.

Your business will have a professional image that helps you gain and maintain a competitive edge. You'll provide world-class customer service experiences, and grow stronger relationships with customers and clients as you spend more quality time with them.

You and your business will be flexible and able to react quickly and efficiently to change or emergencies. You'll reliably and consistently meet deadlines. Profitability, productivity, and quality of work produced will increase exponentially.

Best of all, you'll be able to enjoy the time you spend on your business and have more freedom to spend time outside of your business too. Your business will run smoothly and efficiently without your constant involvement in all its aspects. Your stress levels will plummet as you create a better work-life balance.

### **Learning Objectives:**

By the time you complete this course, you'll be able to:

- Identify where you have processes in your business that you perform on a regular basis, so that you can see which ones make sense to focus on
- Document or draw out a current, frequent business process that you want to improve, so that you'll know exactly what you're doing now and where it impacts your business and your team



## POWERED UP PROCESSES

- Analyze the process you mapped out, using best practices and input from team members, to identify where the inefficiencies lie and where there's room for improvement
- Decide how you will change, outsource, or automate elements of your selected process, so that things run more smoothly and reliably
- Map out and document the details of your redesigned process, so that you know exactly how it will work and who will be involved in implementing it
- Test your new process to ensure any team members involved can easily and efficiently carry out each step
- Communicate and roll out your new process to everyone who is affected by it, so that it becomes part of your regular business operations

### **Action Steps:**

Think about the way you currently run your business and then answer the following questions:

1. Which areas do you feel could benefit most from some focused attention?
2. If you could dramatically improve the way those specific areas run, what impact would that have?

**ATTENTION:**

This is only an excerpt from our full course Powered Up Processes. The full, customizable course contains 5 modules plus an introduction and conclusion module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, tweets, and other resources.

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