

18 STRATEGIES TO BOOST WORKPLACE *Productivity*





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“*In the current business world, everyone is paid in two ways - cash and experience.”*

Ben Waters

GET PRODUCTIVE

There are two ways to improve productivity in your workplace; either work longer hours or be more deliberate about how you operate and what you do. We've owned multiple IT businesses over the years and have helped thousands of businesses embrace technology to get more done each day.

According to the Bureau of Statistics, five million of Australia's full-time workers already put in more than 40 hours a week, so it makes sense to find ways to work more cleverly instead. Here are some ideas:

1

LIMIT AND TRACK TIME SPENT ON TASKS

You may think you're good at gauging how much time you're spending on tasks. However, Inc.com suggests only about 17 percent of people can accurately estimate the passage of time. A tool like Rescue Time can help by letting you know how much time you spend on daily tasks, including social media, email, word processing and apps.

17%

only 17% of people can
accurately estimate the
passage of time

60%

only 60% or less of
work time is actually
spent productivity

2

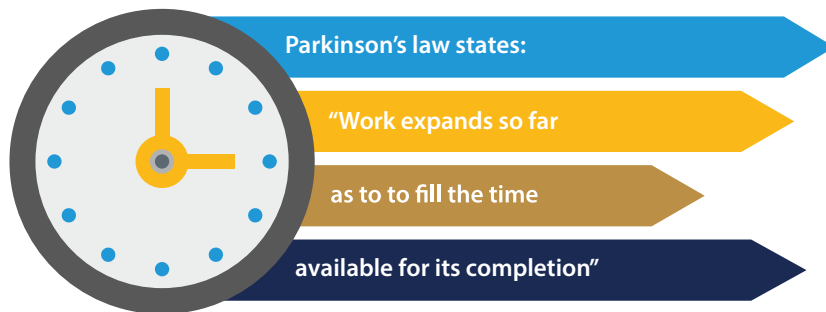
TAKE REGULAR BREAKS

It may sound counterintuitive, but taking scheduled breaks can actually help improve concentration. Some research has shown that taking short breaks during longer tasks helps you maintain a constant level of performance, while constantly working at a task without breaks leads to a steady decline in performance.

3

SET SELF IMPOSED DEADLINES

While we usually think of stress as a bad thing, a manageable level of self-imposed stress can actually be helpful in providing focus and helping us meet our goals. For open-ended tasks or projects, try giving yourself a deadline, then stick to it. You may be surprised to discover how focused and productive you can be when you're watching the clock.



4

FOLLOW THE "TWO MINUTE RULE"

Entrepreneur Steve Olenski recommends implementing the 'two-minute rule' to make the most of small windows of time that you have at work. The idea is this: If you see a task or action that you know can be done in two minutes or less, do it immediately. Completing the task right away actually takes less time than having to get back to it later.



The amount of time that one has to perform a task is the amount of time it will take to complete the task

GET A BUSINESS COACH



A COACH WORKS TO DEVELOP THE SKILLS YOU ALREADY HAVE AND IS THERE TO MOTIVATE AND GUIDE YOU TO ACHIEVE YOUR GOALS.

You need strategies that will leapfrog you ahead of your competition.

Success means that you have the strategies and systems needed to stand out from the crowd. The problem is that the business world is growing exponentially in competitiveness and complexity, with a worryingly high percentage of businesses failing to make it past their first year. Simply working hard is not enough – you need strategies that will leapfrog you ahead of the rivals in your field.

Prioritise and invest your energy where it counts.

This is where business coaching has a critical role to play. Having a business coach means that you can prioritise and invest your energy where it counts, rather than spreading yourself too thin. It means having your own strategist, troubleshooter and support person all in one. And – most importantly – it will result in tangible, long-term benefits for your business.

Working harder is no longer enough. Work smarter, not harder.

Hours spent reading up on a topic can be condensed into a single conversation with the right person, who has already put in the hours of reading, study and work experience. Plus, unlike articles and books, coaching gives you the opportunity to ask questions, clarify points and get advice tailored specifically to your business needs.

So, work smarter, not harder. Invest in a business coach.

Contact Ben & Sam for your Free Consultation Valued at \$165

5

SAY NO TO MEETINGS

Meetings are one of the biggest time-sucks around, yet we continue to unquestioningly book and attend them. According to Atlassian, the average office worker spends more than 31 hours each month in unproductive meetings. Before booking your next meeting, ask yourself whether you can accomplish the same goals or tasks via email, phone, or a Web-based meeting (which may be slightly more productive).

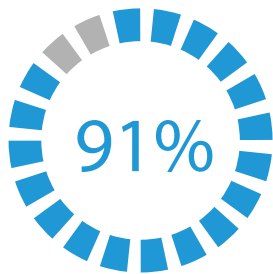


50% of all meetings are considered time wasted

6

HOLD STANDING MEETINGS

If you absolutely must have a meeting, there's some evidence that standing meetings (they're just what they sound like – everyone stands) can result in increased group engagement and performance.



91% daydreamed during meetings

7

STOP MULTITASKING

While we tend to think of the ability to multitask as an important skill for increasing efficiency, the opposite may in fact be true. Psychologists have found attempting to do several tasks at once can result in lost time and productivity. Instead, make a habit of committing to a single task before moving on to your next project.

8

TAKE ADVANTAGE OF YOUR COMMUTE

This applies to any unexpected 'bonus' time you may find on your hands. Instead of Candy-Crushing or Facebooking, use the time to knock out some emails, create your daily to-do list, listen to an audio book instead of top 40 radio while driving or do some brainstorming.

Successful people do what
unsuccessful people are
not willing to do

Jeff Olson



9

GIVE UP ON THE ILLUSION OF PERFECTION

It's common to get hung up on attempting to perfect a task – the reality is nothing is ever perfect. Rather than wasting time chasing after this illusion, do the task to the best of your ability and move on. It's better to complete the task and move it off your plate; you can always come back and adjust or improve it later.



Strive for continuous
improvement, instead
of perfection

Kim Collins

10

TAKE EXERCISE BREAKS

Using work time to exercise may actually help improve productivity, according to a study published in the Journal of Occupational and Environmental Medicine. If possible, build in set times during the week for taking a walk or going to the gym. Getting your blood pumping could help clear your head and get your focus back.



BEN & SAM
BUSINESS SMART SOLUTIONS



WE PROVIDE REAL SOLUTIONS FOR **YOUR BUSINESS**

ABOUT US

Ben & Sam are business coaches and digital consultants helping you to work smart, take control of your business, and find true purpose, productivity and profits. Combining their business backgrounds in IT, design, marketing, management, leadership and retail they work with individuals, start-ups and small businesses and love sharing their varied knowledge to help others succeed.

WHY **BEN & SAM** WORK WITH US?

- Build and consolidate business basics into workable systems, services and succession.
- Comprehensive online services, including website builds, SEO and digital marketing.
- Achieve peak business performance personally, for your team and for your profits via coaching.



WEBSITES

You've got 3 seconds to make an impact on your ideal client. Deliver the web experience your customers expect with a website from Ben & Sam.



GOOGLE BUSINESS

Start building your visibility in Google Maps and Google Search in your local area to get found first with a complete Google SEO Business Listing.



COACHING

Ben & Sam help you to work smart, take control of your business, and find true purpose, productivity and profits.



SYSTEMS

Connect with your clients on a whole new level. Ben & Sam have time proven systems and strategies to help you get more work done.



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BE PROACTIVE, NOT REACTIVE

Allowing incoming phone calls and emails to dictate how you spend your day will mean you do a great job of putting out fires – but that may be all you get accomplished. Set aside time for responding to emails, but don't let them determine what your day is going to look like. Also, during work hours, turn off your notifications, and instead build in time to check email and messages.



12

WORK IN 90-MINUTE INTERVALS

Researchers at Florida State University have found elite performers who work in intervals of no more than 90 minutes are more productive than those who work 90 minutes-plus. They also found that top performing subjects tend to work no more than 4.5 hours per day.

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MINIMISE INTERRUPTIONS

Having a colleague pop a head into your office to chat may seem innocuous, but even brief interruptions appear to produce a change in work pattern and a corresponding drop in productivity.

Minimising interruptions may mean setting office hours, keeping your door closed, or working from home for time-sensitive projects. Try putting a set of headphones on and ignoring everyone around you – even if sound is being produced.

People will think you are listening to something and attempt to find the solution themselves, or come back to you later. It works!

TECH PRODUCTIVITY

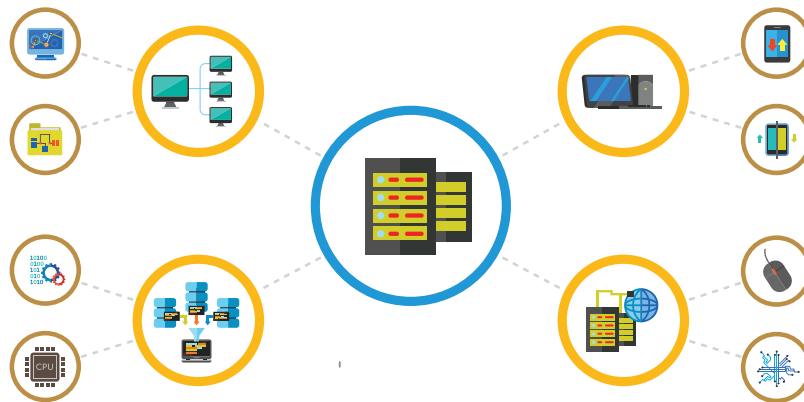
Streamlining your technology can also make life a lot easier for everyone in your business. We all recognise the manual processes in our businesses that should have been killed off a long time ago, but, like most things, it sometimes seems more difficult to get rid of them than to just put up with them. Don't be discouraged – here are 5 quick and easy wins to begin with:

1

SERVE IT UP

Entrepreneur.com recommends using a server, which can act as a digital filing cabinet for your growing piles of documentation. Servers give you a lot more reliability and improve your business.

Also, by keeping important documents on a central server, it's easier to back up all your important documents daily. For small businesses, the alternative to a server, is a Network Attached Storage device or NAS Box for short.



2

PHONE IT IN

Are you wasting time running between voice mail on your mobile and office phones? VoIP systems offer a great deal of personalisation and high end professional features for very reasonable pricing. These systems are fairly new to small businesses, but they're getting more popular and more reliable every day. Now that the NBN has arrived, look into cloud based PABX. We have used a PABX for years and we now couldn't do without it.

CASE STUDY

“ IT’S GREAT TO BE HELD ACCOUNTABLE



Thanks Ben & Sam for all your fabulous insight and wisdom to grow my business.

It's great to be held accountable through your business coaching for getting things done and having support along the way.

What a journey - wouldn't have grown my business so quickly without you both!

Amanda Larkin
Your Mini CFO

HOW WE HELPED AMANDA



Amanda is a true entrepreneur that has identified a niche in her industry that allowed her to step out of full time employment and into the role of full time business owner. Amanda acts as the “glue” between businesses and their accountants - a Mini CFO!



- Business Coaching
- Business Planning
- Business Structure
- Marketing Training
- Creating Business Systems
- Policies & Procedures Creation
- Employee Recruitment & Training
- Website Build
- Video Production
- Graphic Design
- Blog Article Copy writing

3

TAKE IT ONLINE

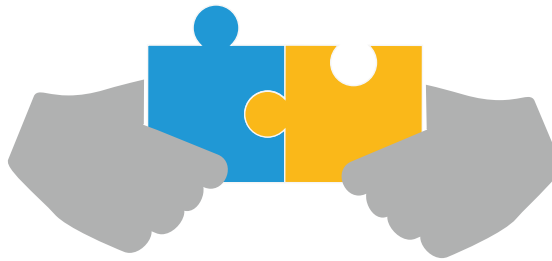
If you've taken the leap of setting up an accounting package to handle your bills, take the extra step of automating the process.

See if your cloud accounting software can automatically generate invoices as well as e-mail reminders for late payments. Setup bank feeds to automatically import all your bank accounts into your accounting package.

We also use and recommend T-Sheets for staff time sheets, which automatically feed into your accounting program. Sick of keeping paper receipts, bank statements and tax invoices for 7 years? Get Hubdoc, or if you have MYOB, Receipt Bank.

These programs will automatically import and store your phone bills, utilities etc. When you buy something and get given a paper receipt or tax invoice, just take a photo through the app, it uploads to the accounting program – then you simply throw the paper copy in the bin. It's definitely the way of the future.

Online accounting packages also have an app store where you can purchase additional apps to plug into the software, allowing you to extend the capabilities of the software and automate even further.

**Examples of cloud based apps that plug into your accounting software:**

- Advanced inventory and order management
- Payroll timesheets - track internal and external employee hours
- Online credit card payments
- Team KPI dashboards - put a large screen on the wall with real time metrics
- Automatic emails to customers after sale - keep you in front of mind
- Website ecommerce store integration - automate your sales flow
- CRM- Integrate your Customer Relationship Manager so there is no double data entry
- Document management - link documents to your customers
- POS - integrate a Point Of Sale so no double data entry

4

HIT THE WEB

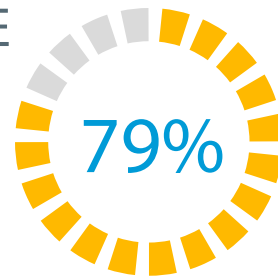
Your website is a potential client's main access point to your business. Having a functional website that fulfils a need and gets found by Google is paramount.

Don't worry as much about fancy graphics as making sure visitors can quickly get the information they need. Websites we build can even be integrated into your online software and systems to cut down in manual, repetitive tasks.

An online FAQ list can cut down on the time clients spend calling with basic questions and prevent a frustrated client from going elsewhere.

Let your clients find all the information they need, so when they do pick up the phone to call you – they are already at the buying stage where you simply help them buy your product or service.

**79% OF PEOPLE WHO DON'T LIKE
WHAT THEY FIND ON ONE SITE
WILL GO BACK AND SEARCH
FOR ON ANOTHER SITE**



5

STAY ON SCHEDULE

Creating a schedule for employees is a time-consuming nightmare for every employer, especially in retail. But there are software packages that let you scan for scheduling errors and track employee hours and earnings in real time.

Again, think T-sheets – a great online tool that connects directly to your accounting package. Employees log their time like a time clock via an app on their phone or computer.

We've helped thousands of individuals, teams and businesses of all sizes boost confidence, find customers, generate leads, increase sales and exceed their goals using technology, accountability and profit-proven coaching.



Are you ready to take your business to the next level, but don't know where to begin? If so, we can help. Invest in yourself, your future and your legacy with expert coaching and customised business smart solutions. We specialise in helping you:

Specialising in helping you:

- Build and consolidate business basics into workable systems, services and succession.
- Achieve peak business performance personally, for your team and for your profits.
- Build productive next-level networking to attract, sustain and grow business effortlessly.
- Develop excellent speaking skills, including sharing insider speaking secrets to master for millions.
- Comprehensive online marketing services, including website builds, renovations, eCommerce, SEO and digital marketing.

Why choose Ben & Sam?

We are a multiple award winning couple who specialise in business and personal coaching.

We have a thirst for learning and have invested years and hundreds of thousands of dollars in self-education, professional coaching and business development so we can share it with our diverse portfolio of clients, who are based all over the world.

We combine our business backgrounds in IT, design, art, marketing, training, management, leadership and retail with our passion for personal development, Neuro-linguistic Programming (NLP) and soul searching. This gives us a multi-disciplinary toolkit that's packed with an interesting and exciting array of tools to share with you.

A true professional partnership

Learn and thrive with us! We love partnering with our clients to build successful, rewarding and profitable businesses. Our goal is to discover and implement real-world solutions for your problems that are workable and inspirational.

We're ready to help take your business to the next level.

Give us a call or send us a message:

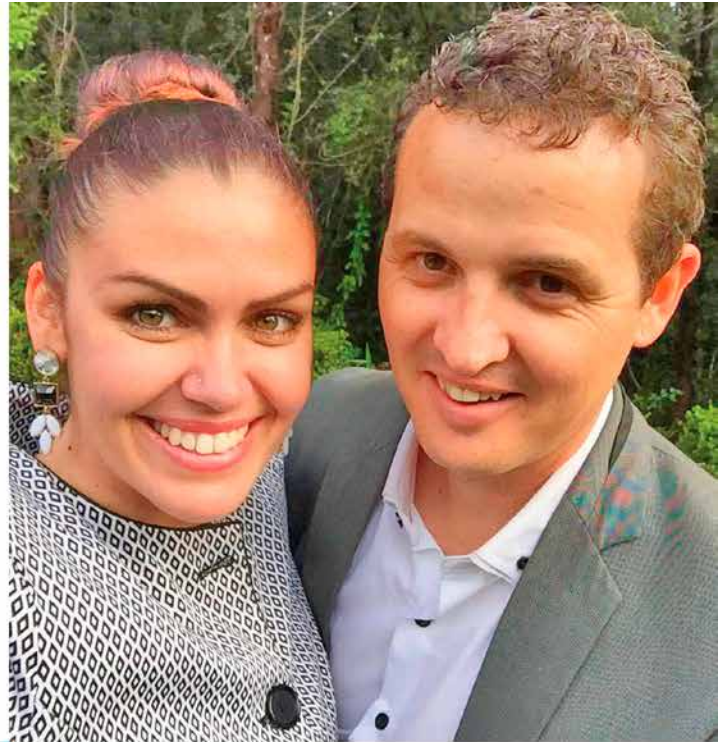
– we'll be in touch with you to talk about what's on your mind. We love to answer your questions, hear your success stories and brainstorm your ideas!

Ben & Sam

GET A BETTER WEBSITE

Deliver the web experience your customers expect with a Ben & Sam better built website that works.

We work with you to develop an intuitive online presence that allows consumers to engage with your business easily & consistently.



HOW WE'LL GET YOU ONLINE

- ☒ **Tell us about your business**
We send you a survey that asks what you do, how you do it & what you'd like to see.
- ☒ **We build your site**
We help write the content, design it, build it, add all the SEO & refine it for you to review.
- ☒ **Approval and go live!**
Once you're truly happy with your new website, we'll hand over the keys & launch it to the world!
- ☒ **The support continues**
We're here to scale your investment as you grow & supply all ongoing maintenance & updates.

ABOUT US

Hi, we're Ben & Sam, a multiple award winning couple who specialise in creating easy to use business websites that not only look great, but get found first by Google. We build websites from just a few pages to entire platforms that integrate with all your existing systems.

Combining our business backgrounds in IT, design, art, marketing, training, management, leadership and retail to deliver you a product that helps generates a constant stream of new leads and get's your phone & till ringing.



Express

A variety of predesigned templates ensures a customised look with minimal cost.



Enhanced

More flexible & additional design options & enhancements allow for a more advanced web presence.



Ecommerce

Launch your product line to the masses. Full integrated shopping cart & online payment platforms.



Custom

A fully customised web solution designed for top Google rankings & to deliver on the promise of your brand.

**GREAT
VALUED
PACKAGES**



POWERFUL WEBSITE FEATURES WE PROVIDE



WE GET YOUR PHONE & TILL RINGING

We offer various methods to help you acquire customers and profit from your website investment.



WEBSITE FEATURES

We know that small business is the engine room of the economy. We want to provide you the tools for the best possible chance for success.



Reach Customers

Your customers are searching online and your website allows you to have up to date information about your products and services available to be found 24/7.



Professional Copy & Design

We take the points about your business you provide to create engaging copy writing and an over design that puts your businesses best foot forward.



Credibility

Your website represents the brand and service your business provides. and your customers will trust. You often only get one chance to secure a potential customer. A lack of presence or poor experience will turn customers away.



Google My Business

Start building your visibility in Google Maps and Google Search in your local community to get found first with our free listing on Google My Business.



Marketing

Your website allows you to promote your business, products and services with the use of features such as blogs, buttons, prompts etc. Use your website to grow your business and reach new markets.



Mobile Phone Call Button

We add a click to call button on every website. A small green button hovers on your mobile phone version of your website, prompting for direct phone calls from your visitors to your site so they act faster.



Easily Updateable

If you can use Microsoft Word, you can update your new website. We help and show you how to use this optional feature.



REPORTING & MONITORING

Receive monthly notifications and reports on the performance of your site. Dive into our advanced reports that are loaded with visitor data and strong visual charts. All explained in plain English to help you continually measure and improve.



Automated Email Campaigns

We provide and teach you how to market using effective email campaigns from your website.



WEBSITE MAINTENANCE

We help you support and maintain your new website investment with regular backups, software updates, security scanning, tweaks and content updates.



Online Reviews

We provide the system to automate and encourage happy customers to review your business on Google. Adding social proof to your listing.



SERVER HOSTING + GOOGLE MAIL

Secure website hosting on our servers in Sydney. Take advantage of the world's most secure and versatile email platform - Google's G-Suite.



Mobile Friendly

All our websites are responsive ensuring a mobile friendly experience for your customers accessing your site on the go.



SEO

We utilise smart Search Engine Optimisation throughout your whole site to generate business leads and sales enquiries. Use SEO to capture your widest audience in Google and across the internet.



Scalable

Built on WordPress, our platform can manage a few pages to tens of thousands of pages, meaning flexible growth for your business.

What are You Waiting for?
**GIVE BEN & SAM
A CALL TODAY**



BEN & SAM

BEN & SAM BUSINESS SMART SOLUTIONS

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