



## THE RAY HODGE TOP 10 EFFICIENCY TIPS



**Efficiency** – *“the ability to do something or produce something without wasting materials, time, or energy.” (Merriam Webster dictionary)*

In most areas of life, focusing on doing a few things well will create the success you are looking for. Using health as an example, if you rest well, eat well, exercise and limit alcohol, you are on your way to success. Here are my top ten tips for gaining efficiency and the resulting success in the following areas.

1. People – Management, Employees, Customers
  - a. Understand what others expectations are and seek to meet them (if they are reasonable)
  - b. Take an interest in others
  - c. Learn to be personable and accessible
  - d. Listen more than you talk
  
2. Selling
  - a. What does the prospect want?
  - b. Match their behavioural style ie. If they are fast paced then keep up with them
  - c. Direct the buyer with questions
  - d. Provide the solution **their** want/need
  
3. Marketing
  - a. Understand what your core business is, what you excel at and where your most profitable areas are
  - b. Who are the prospective customers that will want/need these products and services?
  - c. Create strategies and marketing mediums to meet these buyers
  - d. Continue to test and measure your efforts
  
4. Personnel Performance
  - a. Ensure that each person knows exactly what they are responsible for
  - b. Create a performance based culture (not time), based wherever possible on *team* outcomes
  - c. Keep people accountable for results and help the wrong people exit the bus
  - d. Incentivise but not necessarily with money - then celebrate achievement
  
5. Processes
  - a. Map processes
  - b. Identify waste
  - c. Get rid of waste
  - d. Manage the new process ; rinse and repeat
  
6. Finance
  - a. Growth happens through front end sales not by back end cost cutting
  - b. Keep a watchful eye on costs limiting overheads wherever possible
  - c. Ensure you have maximised personnel efficiencies prior to employing anyone further
  - d. Review finances monthly enlisting professional assistance as required

7. Time
  - a. Use a diary
  - b. Plan the use of your time. If you don't, everyone else has plans for your time.
  - c. Follow your plan
  - d. Review your day and week, adjusting as you proceed
  
8. Travel
  - a. If you travel often, maximise the memberships to avoid wasting time in lengthy queues
  - b. Only take carry on luggage
  - c. Book everything in advance
  - d. Use the same airline partners, hotel chains etc. You will save massive amounts of time when booking
  
9. Meetings
  - a. Create and follow an agenda. Send to attendees ahead of time
  - b. Confirm meetings the day prior
  - c. Keep them short and focused
  - d. Use 'stand up meetings' when agenda is small
  
10. Cashflow
  - a. Bill a portion of the job at its inception or provide a small discount for full payment upfront
  - b. Seek to get payment wherever possible at the immediate completion of a job
  - c. Create a systemised and disciplined debtor process
  - d. Manage cashflow tightly, not just based on cash in the bank



*Ray Hodge speaks and consults to businesses and organisations, a notable event being the Department of the Australian Prime Minister and Cabinet. His emphasis is on improving critical efficiencies to dramatically increase key results. He has coached and provided consulting services to leaders and teams for over 25 years.*