# Productivity for Small Businesses:
## Optimizing Your Communication, Workflow, and Performance

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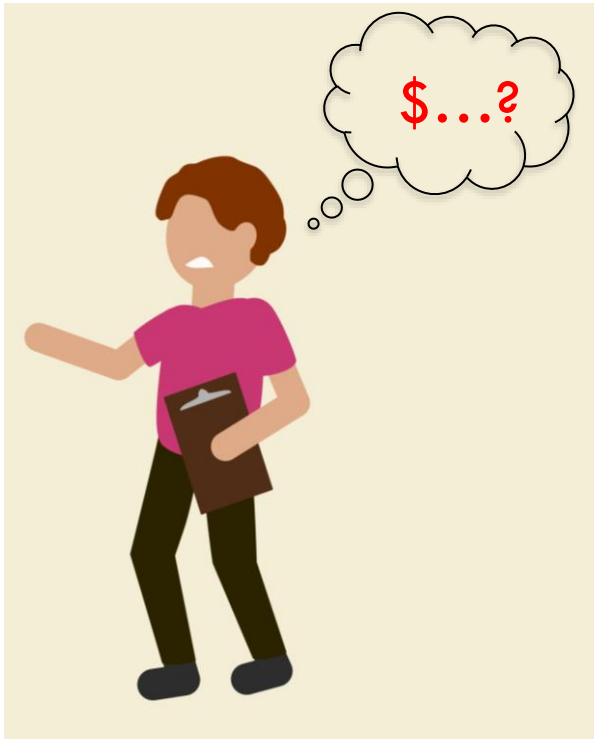
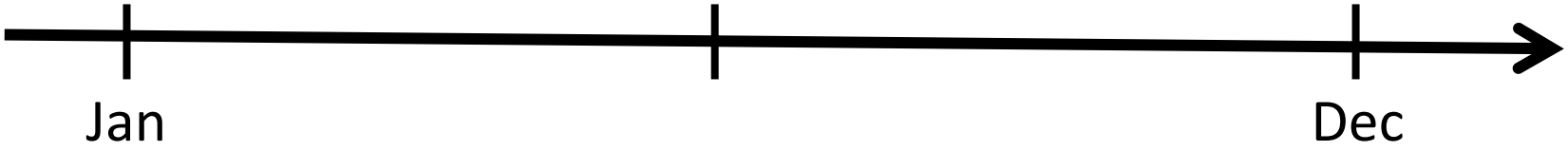
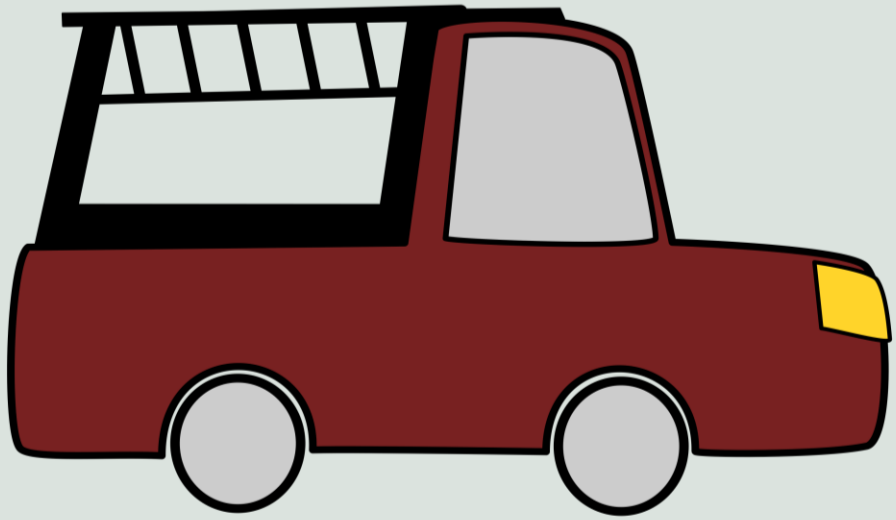
# Problems in the industry





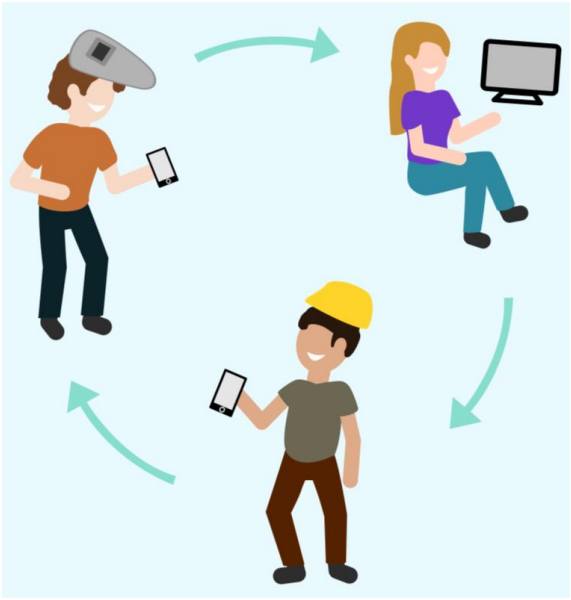
# Mistakes cost you

$$$

... $

# Mistakes come from failures in…

Communication



Workflow

Teamwork

# Problem: Communication

Most important factor in any relationship!

How do you communicate

- Within the company?
- With customers?

# Communication in the company

# Communication in the company

- Interruptions
- Deep work
- No social media
- Who knows what?

# Communication with customers

# Communication with customers

- Do you have to call them back?
- Information storage
- Instant gratification
- Digital search
- Don't make them wait

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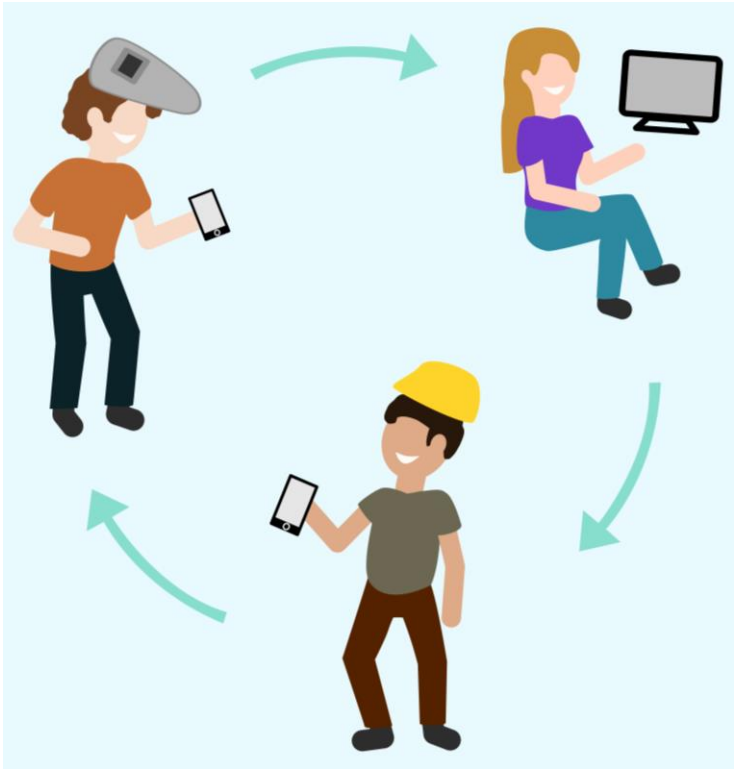
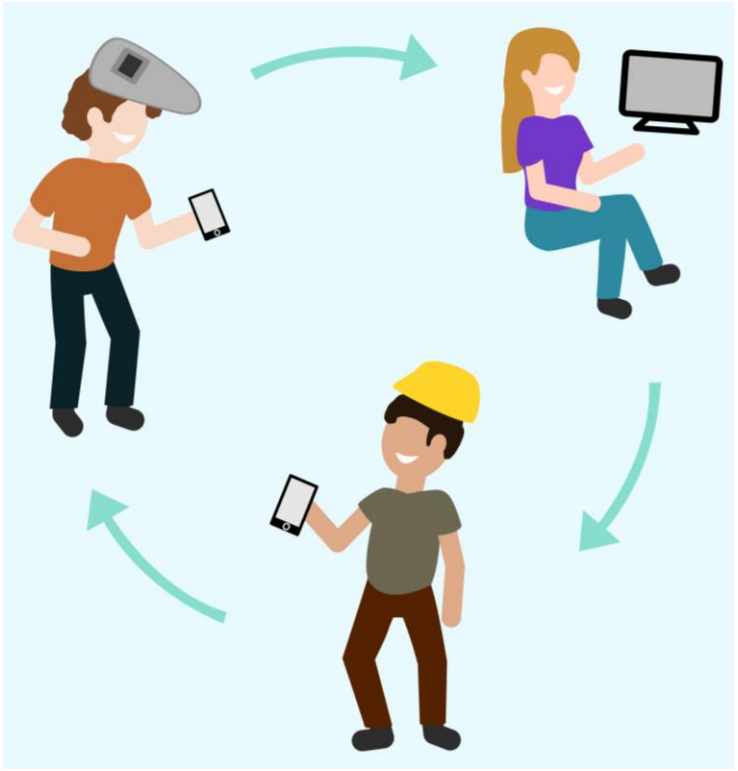
# Problem: Workflow



- Change orders
- Lost work orders
- Double data entry

# Managing your workflow



- Software
- Track job status
- Weekly meetings
- Digital records
- Reduce double data entry

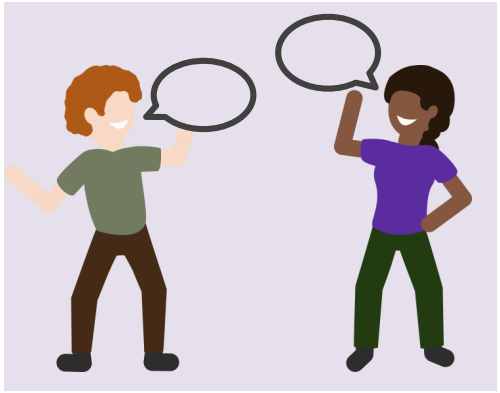
# Problem: Teamwork

# Being a team

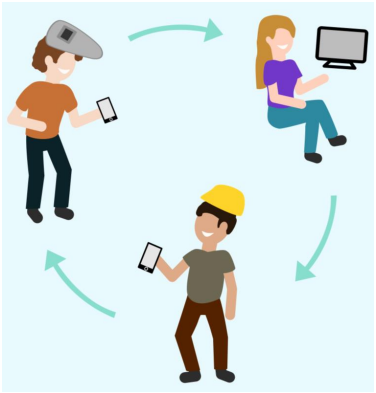
- Mission
- Acknowledge achievements
- Address issues
- Employee buy-in

# Takeaways

- Strive to thrive, not just survive
- Little mistakes add up and cost you – fix the leaks!
- Mistakes are a symptom
- Identify problems & implement solutions:



Communication



Workflow

Teamwork

# More resources

- Online quiz:
  - www.AwningTracker.com/productivity

- Books:
  - *Never Split the Difference,* Chris Voss
  - *Deep Work*, Cal Newport
  - *Rich Dad Poor Dad*, Robert Kiyosaki

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