How do we implement these things?

We all have to understand that at home and at work, we all do tasks.

And these tasks make up processes. And these processes are all humans do each day to achieve something. Sure, the creative person would debate this. But even if they play music, they need to open their guitar case, check to make sure the guitar is tuned or not and adjust accordingly. That is still a process.

In seeking to help your audience and passing along your knowledge, what do you know how to do and can you document it? If you enjoy writing, can you take that information out of your mind and on to paper? A computer document? A mindmap? Can you speak to your phone audio recorder and have it transcribed? Put them down on index cards?

What are those steps, in detail? Can you break it down into categories and sub-categories?

**Whether your audience is a visual learner or not,
we can all learn visually.**

Making a process chart or map helps everyone understand how something works. Just like in Egypt with hieroglyphics. We learn by seeing or hearing first. Then we can practice what we have experienced and make it repetitive.

HOW DO WE IMPLEMENT THESE THINGS?

In the last video and download I gave an example of what the process could be for basket weaving.

But think about what you do now and how you would drill down into your area of expertise and be as detailed and descriptive as possible. **Getting organized is the key to freeing yourself and your future clients from the mundane and allow them (and you) to focus on more creative to strategic pursuits.**

This concept is not only helpful for clients but for ourselves. It allows us to reflect on what we do each day and block out the time do to things.

As an example, from my business, often a client will need help knowing if they're profitable. As we drill down into their company's activities, I will ask for a process map or operations manual or anything that gives the people in a particular role, the steps to perform their jobs. In addition, I ask about the other people that this person's role will impact. Where are there overlaps? Is it crystal clear to do and understand?

When we start this process it often becomes very clear that things are not very structured at their organization. When this happens, often we see leaks in the company and its profitability. They do many things over and over again. Every day is like the first day on the job for the employees. And heaven forbid someone is absent from work the next day, as the whole company comes to a grinding halt.

Companies are in business to serve their clients. And companies also need to remain profitable if they are to continue their mission to serve their clients. Without systems and processes in place that are easy to follow and understand, companies will often be not operating at their full potential.

This is bad for many reasons. First, the suffer at the company level. People feel less inspired and demotivated. This hurts morale and will always impact their relationship with their clients. And for clients, they often know when a process breaks down and this usually happens when there is a problem. People don't know how to respond to issues. We see this everywhere in companies. Hotels to restaurants to contractors and software companies. Actually no company is immune to the issues of not having a cohesive and easy to follow process for their companies.

HOW DO WE IMPLEMENT THESE THINGS?

Every person or company needs to do this. From the video I shared Marie Kondo's book and how she has a multi-million-dollar business keeping people organized. And this started in a country known for being organized.

This is why every company or person needs your help in sharing your knowledge on how to do something and can use your talents to get them there faster and with fewer mistakes.

Here is my way of doing process maps for people. I always start off by asking questions. If I am given the go-ahead to talk to other people in the company (which I'm usually granted), I dig deeper into the other departments in the company. There you learn many things, beyond company politics, but a sense of how things are run, day in and day out. You also get a sense of how people are empowered to make decisions and handle things as a group. You will also be a "shoulder to cry on" as often people will share things that aren't working at their company.

Let them talk. This is where the greatest invitation is. You will learn what is frustrating to them. Sometimes its people, sometimes it's the process. Sometimes it's both. Often, we can distill things down to those two categories. Just remember, people will leave companies and processes usually stay. This is even more of a reason to curate your processes for yourself and have them ready for the clients you intend to serve.

Take the example and apply it to your business.

Tell me about your company

How do you sell your products and services? → Who is your ideal client? → How much do they buy from you daily/weekly/monthly?

Do you have a sales process?

NO → Then you need one → Do you want help creating one?

YES → Walk me through it

- How does this work with your operational people that execute on the sales teams efforts?
- Do you have a process in place that is easy to follow?
- Is it in a manual or online for anyone to see, understand and do?