

PROCEDURES

PROCEDURES INTRODUCTION



VIDEO
TRANSCRIPT
ONE



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript One

Procedures Introduction

We're now going to talk about principle number two, which is Procedures.

And there's not a business I've come across that do not have systems and procedures in place. But what defines the greatest successful businesses is when they have them not just in place, but they're clearly understood by everybody and there's conformity to the systems and procedures in that they're documented and maintained.

And whilst this might seem painful to a small businessman or indeed to some large business people who think, "Why do I need to document them if people are already doing them," well, the reason you need to document them is people are doing them, but they're not all working to the same system or the same procedure. And that is what makes a mammoth difference.

Every business I go to, I'll find the business owner will have systems and procedures in his head and that's where they are. And he will share them with the staff and they will execute them to the best of their knowledge and understanding of what was relayed to them. But what really brings the business to another level is when we take the trouble to clearly define these systems and procedures.

You see, the successful business is about getting the staff to manage the systems because staff, you see, don't want to be managed. You rarely come across a member of staff who, leaving home in the morning, will turn to their loved ones and say, "I'm off to work and I look forward to being managed all day." It's not the real world. People do not want to be managed.

And if staff don't want to be managed, what are they going to do? We get the staff to manage the systems. But to do that, you must have them clearly defined, you must have them well documented. We must have a system in place for everything in your business from a system for marketing, a system for selling, systems for production, systems for finance, systems for management, systems for hiring staff, systems for maintaining staff, systems for developing the staff, systems for firing the staff, systems for making a profit, systems for coping when there's a loss.

All of these – you will have a plan in place so that the staff will have something to rely on that they can turn to as they work through the business.

Video Transcript One

Procedures Introduction/Continued....

In simple terms, we would say that every member of staff needs to understand the system. It needs to be clearly explained to them not once, twice, but a number of times until they understand it, to the point where they can relay it back to the person who just trained them and so they can pass it on to other people, and that they get Locally Held Work Instructions to refer to when you've gone away.

So they must be able to understand it. Not only do they understand the system; once they understand it, we then have to ensure that they sustain it, that they don't divert and start improving on that system and doing it to their fashion, to their style.

Next thing is we want to, once they sustain it, we need them to practice it, practice to perfection, practice it so it becomes automatic so that they're on autopilot. And then having got people to understand it and sustain it and practice it, we then need every now and again, to get management to come and improve on that system because there's always ways of improving on it. And having got them to improve on it, at a less regular basis we will go and look at the system completely and transform it and start all over again.

So we would say what's critically important for every business is that you will have systems and procedures, but you take the trouble to document them, you take the trouble to ensure that all of the staff maintain them, and we don't have people sitting in the corner, "Well, this works best for me."

Because what we need to do is have a look at the different people, how they're doing it, and if it's good for one person, well, then it should be good for everybody else. So that is crucially important that we have systems in place that people understand and comply with.

**DON'T FORGET TO WATCH THE
"PROCEDURES INTRODUCTION " VIDEO.**