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Week 13 Focus: Systems - Learning, Communication, Project Management
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Focus Question: What systems will help you scale and streamline?

Description

Systems help us scale things. They are what helps us magnify our presence, even if we are a small company. Systems may link into automation to reduce the time spent on tasks that are not a "value add".

In the remote space, systems also ensure consistency. This is critical if we are one of many people in a program. If I am offering something here in Toronto in a certain way, or with a certain promise, things are done the same way via my colleagues in another location.

In order to ensure systems don't just become a "thing" we will want to ensure that we are also having a discussion around the values that underpin a system. So, for example, if we have a value of being "high touch" our systems for client onboarding may also reflect that. There may be personalization and a human touch behind that part of the work. What might be automated instead are some of the financial pieces of the work.

In the remote space there may be several systems we are leaning into every day. These could include:

Learning Systems – How are we providing learning beyond the human touch? Are we leveraging the best of current practice by incorporating Zoom calls which do get recorded if people can't make them? Are we creating a Learning Management System where people can go to access information and on-demand learning modules?

Popular learning systems include Teachable, Kajabi, Thinkific to name a few. Corporations will have their own learning management systems.

Project Management Systems – Projects are at the heart of most small businesses. From courses we want to create to marketing initiatives, there are many different ways we can focus on scaling.

Popular project management systems include Trello, Asana, Monday.com.

Communication is at the heart of any remote team or business. What are you doing to ensure that you are leveraging all the communication elements you want? This may include: Chat based systems; video-based meeting platforms like Zoom; or voice related apps like WhatsApp and Voxerr (where you can leave a voice message), or LOOM (where you can leave a video message).

What are the systems you want to leverage so you can accelerate your work and take it to the next level?

> "Growth is never by mere chance; it is the result of forces working together."
> James Cash Penney

Did you know...

Six areas most virtual businesses will want to consider creating systems in:
1. Sales and Marketing
2. Product and Program
3. Client
4. Financial
5. Communication
6. Project Management

Activity
Think about these four areas of work – learning, project management, financial and communication. What new additions could you add to help amplify your efforts?

System Area	What's working?	What's not working?	Let's explore _____	It should help us to...
Learning Management				
Project Management				
Communication				
Financial				
Other				

For more on this topic check out: Section 3 of PlanDoTrack