

Financial training For non financial staff



The financial training specialists

Is it the right process (Budgeting, Profit)

In my last blog I looked at how we can make our processes more efficient, and that's always an important question to ask.

But sometimes we need to ask whether we even have the right process in the first place. Sometimes the answer isn't to make the process more efficient, but to just junk it and find a better process.

My biggest challenge in my business is marketing.

I've always found direct mail, in envelopes, with a telephone follow-up to be effective. But with everyone working from home during Covid, it's much less effective. So I've tried email marketing, which I can then automate to make it more efficient. But it just isn't very effective: it's the wrong process. So I need to find a different process to achieve the same objective.

And I can apply this thinking to many of the things I do & As we progress

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