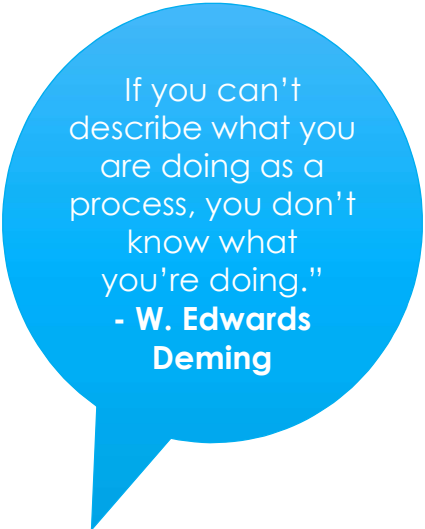


# Week 12 Focus – Systems

Focus Question: What are the tasks and activities which need to appear seamless in your work, like the same person is doing it, whether the task is completed in Toronto, Las Vegas, London, Auckland, or Shanghai?



If you can't describe what you are doing as a process, you don't know what you're doing."  
- W. Edwards Deming

## DESCRIPTION

Systems help us scale a business, reducing the time to do things, ensuring tasks are done consistently, and enabling us to accrue information so we can learn, and pass on to others as our team grows.

In growing a virtual or coaching business there are five key areas which can be important to focus on. This is an area we continue exploring at both the Teams365 Leadership Lab (for virtual and remote professionals) the Coaching Biz Growth Lab (an annual group focused on coaching business development).

If you are a remote or virtual worker, as the team context becomes more fluid with people becoming part of matrix teams where things may be one differently, systems create clarity and efficiency. They also help to capture key institutional learning as organizations grow, making it easier for people to step into roles that others once held.

As a business, systems help us automate and scale, reducing the time to complete tasks that may not require as much effort.

Common areas which entrepreneurial businesses or virtual workers may find a focus on are:

- Sales and Marketing – Promotion
- Customer and Client Supports
- Registration and Onboarding
- Financial – Budgeting
- Communication

## ACTIVITY

Review the systems you have available to you in your business or work. What helps streamline? Ensure consistency? Allow you to scale?

What are the areas you want to focus more around?

Who can help you build your toolkit in these areas?

## CONNECTION TO THE WORKBOOK AND PLANNER

Refer to Section 3 in the Coaching Business Builder and PlanDoTrack for more on systems.