

Week 14 Focus – Automation

Focus Question: What can you automate in your business?

DESCRIPTION

There are many tasks in a small business which can be automated. Automation brings the benefits of scaling, duplication maximizing your resources. Think about these items:

- Invoicing (particularly installment payments and other)
- Subscriptions
- Newsletter distribution
- Content creation and distribution
- Video production

What else can get automated in your business?

RESEARCH/STORY

As much as AI (Artificial Intelligence) is feared, it's also something which can be leveraged to further level the playing field for small business.

Here's a quick story. Flashback to 2014 and the introduction of offering on-demand video-based programs. Filming, voice over, selecting the graphics could take hours. In 2017, I found Lumen5, a video program which harnesses AI to provide quick creation and rendering of short videos. That platform now enables me to import content I've already created (think blog posts and articles) and then have the system convert it to a short video. Total timesaver and a creative tool!

Check out the Fall 2018 quarterly planning video at: <https://www.youtube.com/watch?v=Vz2Tnst8UOY>

Check out the Vision video at <https://www.youtube.com/watch?v=qnhtECCVO2A> (3 minutes)

ACTIVITY

Consider some of the tasks that could be automated in service to your work and business

- Who can help you do this?
- What will it take them to set it up?
- What will automation look like?

CONNECTION TO THE WORKBOOK AND PLANNER

Include any automation tasks in your workbook. Consider the systems you might want to automate (section 2).



"Warp speed developments in technology - automation, artificial intelligence, and the arrival of the sharing economy - are transforming how we work. Beyond technology, traditional working patterns are also being disrupted by changes in society, organizations and workforce management, leading to the rise of a more independent and dispersed workforce."
-Alain Dehaze