

Hello there. I hope you are doing great today. My name is Theresa Cantley and I am a business growth strategist and resilience specialist, and I help small businesses and local business owners to grow their business by developing processes. And that's what we're going to talk about today. Most people don't like processes. So if you're listening to this and you're thinking, "Ew," I'm telling you, the more you can put processes into your business, the more you are going to be able to do more. You're going to have more freedom and you're going to be able to scale your business faster. And here's why, and we're going to talk about it because I don't look at processes. Some people will say, a lot of business consultants will say, "Okay, here's how you have to do processes." I mean, back in the day when I was in the laboratory equipment industry, we always heard about Lean Six Sigma, black belts and operating lean.

And that's not how I look at. It's important, yes, but I teach it a little differently. So I wanted to give you five reasons or five things, if you're looking at your business and you're thinking to yourself, "I don't really know if I need to put processes in." I mean, one of the things I hear a lot from people about is, "I'm a small business, I don't need processes." Or, "I'm creative, processes are only for corporate America. I'm a creative, I don't need processes because of the more processes I have, the more I won't be able to be creative." I have heard it all. And by the way, this sweatshirt great, great, great place. Virtue Restaurants, check them out on Instagram. Love it, so anyway, just a little plug in there. So I wanted to talk today again about processes because I've been talking about this a lot with people.

It is something that is near and dear to my heart because the way that I teach processes is to help you to streamline your business so that you can scale faster. But it's also a way to really make you in an industry of one, to really bring out what makes you different. So here's the thing with processes. So, when we talk about one of the big things that I teach is building a resilient business. So there are what I call six pillars of business resilience. And when you are a resilient business, that is when you have built certain things into your business so that you can thrive in any market. You can get back up, you can bounce back from any impact that comes into your business. So the six pillars that I talk about are your people, protecting your people.

Your infrastructure, your products, you can't just have brick and mortar and not digital or I mean, a lot of times vice versa. Your systems, your software, your brand, who you are, what you're about. You want to make sure that you have your resilience built around your brand and your processes. The reason why processes is in there, since we're talking about processes, is because the more you can have these things set up in your business, the more you can, I like to say, simplify to amplify, but also it enables you to pivot, positively pivot and shift when things happen. So during COVID, or if you have a flood, or if you have some kind of other natural disaster, tornadoes or hurricanes or anything like that, the more you have these processes in place, the more you're able to be more agile and you're able to shift so that you can make changes really quick and continue on and keep your business moving forward.

So I wanted to talk a little bit about five ways, or five things that you really, if you're looking at your business, you're saying, "Well, how do I know? What do I need to create a processing?" So there's five ways to determine if you need to create a process. So number one is automate. You need to automate something in your business. If you're doing something repeatedly over and over and over again and it's manual, or it's just something that you just do constantly, you might want to think about, do I need to automate that? Is it something that I can automate? One of the easiest things to think about is, I've talked a lot to people about email sequences, and sending out welcome emails, figure out instead of manually sending it out. Sending out a nice thank you note for when somebody buys something is great, but if you can automate email sequences to say, the person bought, then we're going to send them an email, perfect.

Second thing is if you would need to delegate something. So again, especially if you're a business owner, you are a leader, looking at what you're doing and saying, is this the best use of my time? Am I required to do this, me personally, in order to move my vision forward? The answer is no, it might be something that you need to delegate. Third thing is educate. Do you need to create a process so that you can educate your team on something? One of the things that I talk about is there's three different types of processes that we create for customer experience. One of them is an educate. So teaching your customers what is it about you that makes you different? Or what is it something that you do that you can teach people about? Number four is connect, connecting with people on a deeper level, connecting with people on a greater level.

How can you create some kind of a process? The connection thing has to do a lot with how can you connect with your employees, or even how can you build that customer experience that allows you to connect with people on a deeper level and make a greater impact. And the last one is collaborate. And I deal with a lot of people who have vendor relationships, they deal with people overseas. How can you collaborate with them even better? We talk about supply chain management to create a sustainable agile supply chain, so that if something happens to one of your vendors, you're not going to be stuck. You have other vendors that you can go to, but how can you make that supply chain healthy? How can you collaborate with people? So coming up with a process of how that works and when I teach processes, I always like to tell people, no matter if it's automating, delegating, connecting, educating, collaborating, I always tell people think about where the person's starting, the person that you're creating this process for, where are they starting?

Where are they ending up? And how are you going to get them from point A to point B? And a lot of people, again, shy away from processes because everybody thinks it's like this. And like I said, I even used to think this because I came from an environment where all that you ever heard about when it came to process development was how to make your business lean and how to have manufacturing be streamlined. And I always thought of it in this. And it seems very like mystical and it's not. In my mind, I think creating these processes is a very creative way, again, to really infuse your brand into everything that you do. To create those deeper connections with your employees, your vendors, your leadership team if you have a team of managers, your customers, your community, so that when things happen, you can all kind of connect and collaborate with each other.

So think about it for your business. What can you do to simplify so that you can amplify and really start to move your self forward? In our business and in our life, our biggest capital that we have is our energy. And if we're feeling depleted because we're working crazy and we're trying to do everything ourselves, never going to be able to make the impact that we want to make. So the more we can reserve our energy by reserving for our time, our spending our time on what is needed the most and how we can do that is by creating these processes in our business. So anyway, have a great rest of your day. I hope this helped you. Stay tuned for more information on processes and the method to how I do this and get ready to learn. All right. Take care.