



# BUILDING BLOCKS

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***Courtesy: Ginger Jenks, PCC***

***Magellan Enterprises  
Business and Life Coaching  
Extraordinary Exploring***

## Streamlining

Often when we examine our business practices, we focus on, "what do I need to add to get my business running more smoothly, profitably or efficiently?" We create systems, forms, and procedures. Deciding exactly how we want to operate is an important element in running a business, as opposed to indulging a hobby, or "flying by the seat of the pants."

So, when is it time to re-evaluate how you do things? How often do you take a look at not only what could be done differently, but what could be done ***without?*** Streamlining is about making your life simpler and easier. What can you cross off the list right now? What do you do simply because "we've always done it this way?" Is there not only a good reason, but a good ***enough*** reason for every thing you do?

If you perform this task vigorously, you'll likely come up with four categories:

1. Things I want to keep the same
2. Things I can modify to improve the flow
3. Things I can delegate or outsource
4. Things I can eliminate

After you see where the many facets of your business fall, go through this exercise again with the first three categories. Ask yourself, "what can I eliminate? If this weren't done, what would happen? How much time, energy and other resources could streamlining this given item free up? Where could I invest those resources to provide a greater return?"

How often should you streamline? I recommend to my clients that they do it twice a year. This provides enough time to evaluate how the new system is working, without letting too much time pass on a system that could be improved or eliminated. As you adopt a streamlining mindset, you'll probably find that you do it on a continuous basis throughout the year.

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If you work in a corporate environment, how can you bring the concept of streamlining into the company kitchen? In a large company with lots of structure, you'll most likely have to go through the appropriate channels to create change. But you **can**, within the confines of your job description, often find ways to streamline how you do your job, and make recommendations to your supervisor as to what's working well for you and might work well for others, too.

And you can certainly apply streamlining to your personal life. What tasks do you do out of habit, or out of obligation? What would life look like if you didn't serve on that committee? Or if you limited your commitment to six months, or said "my plate is too full right now, but I'd like to revisit whether to serve or not next year?" What about something really simple, like cleaning your house every other week instead of every week?

Imagine you're hiking with a backpack for a 5-day trip. If you knew that the fifty pounds you'd stuffed into your backpack would exhaust you within the first two hours, what could you eliminate? It's amazing what you'd find you could make do with! Things that seemed essential, like a candle or extra food, can be jettisoned easily in light of a larger picture. Take the same approach with your business, your job and your personal life. Lighten the load so that you have the energy to enjoy what you're doing and to focus on the big picture.

**Survival Skills for Entrepreneurs and Other Self-Employed Types**

I will be offering the first module of this workshop in Durango this coming October. The material presented will be helpful to anyone who has, or is thinking of having, their own business. Topics will include marketing, systems, networking, writing a business plan and more. Clients of Magellan Enterprises may attend at half-price. For more information, contact me at the email address noted below. For those in other locales, let me know if you'd be interested in this offering via teleclass format or in person in your area.

**COACHING CALENDAR**

I will be in Florida August 23-29. Please contact me ASAP to schedule alternate times or double sessions to substitute for those dates.

	<u>August</u>	<u>September</u>
Monday clients	2, 9, 16, 30	6, 13, 20, 27
Tuesday clients	3, 10, 17, 31	7, 14, 21, 28
Wednesday clients	4, 11, 18,	8, 15, 22, 29
Thursday clients	5, 12, 19	9, 16, 23, 30

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