

Keeping your business operating effectively in the new normal.

Ramon Ray: Author of “Celebrity CEO,”
Owner of SmartHustle Media

Rieva Lesonsky: Author and CEO of GrowBiz Media

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Ramon Ray



Rieva Lesonsky

Craft your own “New Normal”



What will businesses look like when we resume “normal” business operations?

- What “normal” will be itself is unknown.

Now is an opportunity to create your “New Normal”

- Start by evaluating your business’s current performance.
- Focus on your back-office operations.
- Apply “Lessons Learned” that can help you save time, money, and increase productivity.

Are you overlooking your back office?

- **Back-office roles differ from customer-facing roles like marketing, sales, and customer service.**
- **Back-office efficiency is harder to quantify and many SMBs overlook these critical roles:**
 - Accounting/bookkeeping
 - Administrative
 - Compliance
 - IT services & support
 - Record management
 - Support Services
- **But these roles are critical, as they keep businesses operational**
 - They enable front office employees to perform effectively and productively.



Why is it called the back office?

The "back office" got its name back in the day when business offices were designed to have the people who interacted with customers sitting in the front of the office and those who had no customer interaction sitting in the back.



Is your business operating at peak efficiency?



Assess Your Operations

1. Prioritize tasks.
2. How is the work actually handled?
3. How long does it take to do these jobs? Track productivity.
4. Are your employees up to the task?
5. How much space do they take up in the office?
6. What are your costs? Include salary, benefits, overhead.
7. Is it worth the cost?
8. What are the alternatives?

Pivots SMBs can explore to adapt operations

- **Outsourcing**
 - Weigh F/T employees vs. individual contractors or outside entities doing the work
 - Need to know rules of working with individual contractors, e.g., IRS regulations
 - Assess how you feel about control, sharing information, collaboration and security.
- **Remote Workers/Employees**
 - New possibility put upon SMBs vs. how this has been viewed in the past
 - May open up wider labor pool
 - May increase employee satisfaction
- **Remote “Back-Office” Operations**
 - Much back-office work is not customer-facing
 - Technology is critical for successful deployment.



Key Focus:
**Remote workers
and back-office
operations**

Advantages of working remote for SMBs and employees



SMBs

- Saves money. Less physical space can save on rent and utilities and other “office extras.”
- Expanded labor pool
 - Talent in other geographies comes into play
 - Workers who prefer flexible arrangements vs. standard 40-hour weeks now a possibility
- Increased productivity with happier or more satisfied workers

Employees

Many past studies have shown employees want:

- Flexible work arrangements and believe it would boost morale
- The ability to choose their location if they could
- Save on commuting and other costs help increase satisfaction

Transforming your back office



- **Start with a tech-check-up**
 - Age of hardware and software
 - Survey staff about issues or downtime experiences
 - Assess tech budget



- **Research collaboration and communications tools**
 - Many choices and support apps are critical for key functions like payment processing, and accounting.



- **Broadband is key**
 - Your business will need to be “cloud ready”



- **Security**
 - Develop security policies and protocols; communicate them clearly and follow them
 - Have the necessary tools, such as VPNs, and anti-virus and malware programs

What's next? Are you ready for the New Normal?



Now is a great time to assess and strengthen your back office so you can leverage the assets you already have.

This will enable you to, “Craft Your New Normal.”

Q&A



Thank you.

Rieva Lesonsky

Author and CEO of GrowBiz Media & SmallBizDaily

SmallBizDaily.com

@Rieva on Twitter

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