



6 Ways for Business Leaders to Improve Productivity Over the Summer



Summer is a wonderful opportunity to take a breath and celebrate what we have accomplished during the first 6 months of the year. Summer is also a great time to assess, reevaluate, and tweak processes that lead to greater profitability.

What should business managers look at right now to improve over the summer??

1. **Start at the bottom.** Look at what the lowest paid people in your organization are doing, how they are doing it, and how they are compensated and cared for by their supervisors.

You can tell a great deal about a hotel by interacting with the housekeeping staff. Are they happy? Are they cheerful? Do they seem glad to help?

Many leaders work mostly with their direct reporting managers, and they sometimes ignore the contributions and perspectives of the people at the lower levels. For an organization to be supremely successful, every member of the team must be valued and cultivated.

2. **Go behind the scenes.** If you've ever watched a restaurant show, they always show you what's going on in the kitchen, because that is where the real work happens.

If a news crew came into the actual workspace of your business, would you be proud or horrified? Look at operations in the warehouse, in the employee spaces, and your own space. Are you news-crew ready? Can you be proud of the processes of your organization? Are your operations smooth? Does everyone know what he or she is supposed to do, even during slow times?

Mary's Updates

Mary's Video of the Month ~ Why You Need to Act Like an Athlete ~



This month's featured video is "Why You Need to Act Like an Athlete." Business owners and leaders can be more productive by learning what professional athletes do to improve. [Watch this video.](#)

Mary and Her *Money Smart* Hit Hollywood

Earlier this month, Mary was invited to Hallmark Channel's [Home and Family Show](#) to talk about *Money Smart!*



On this popular show, Mary offered some important tips on teaching young people to live money smart and plan for retirement and beyond. She also took some money questions from the younger members of the Home & Family team. It was a fabulous opportunity for Mary to talk about why it's so important for young people to become money smart.

Mary's book *Money Smart* is now available at Amazon ([paperback](#) and [Kindle](#)) and also on [Mary's website](#).

Mary's Book of the Month

3. Look at the cracks. In every organization, great ideas fall through the cracks. Do you have a way to capture those ideas?

People at all levels of an organization know how to save time, money, and resources. What are you doing to make sure those great ideas are heard? Once they are heard, do you take action?

Note: Suggestion boxes are nowhere near enough. Improvements today are usually more complicated than a single index card. (Although simple solutions may be overlooked otherwise, such as "Open the doors when customers are standing outside.")

Do you have a way for all of your people to offer suggestions?

All employees need to be able to discuss money-saving ideas with the decision makers who can actually implement those initiatives. Workers need to know that their suggestions are carefully considered and that there is a benefit to making good suggestions that help the company.

Remember, small groups designed for brainstorming that include both employees and key leaders only works if there is a high level of mutual trust.

4. See what your customers see online. Google your company. What comes up? Is it an accurate picture of what you do? Are you proud of what people find online? Do you have newsworthy items that are not showing up? If not, consider increasing your public profile through press releases, news stories, and check the SEO (search engine optimization) of your web profiles.

5. Know your adwords. Google the words that people would use to find your company if they did not know your name. Do they find your competitors instead of you? Do you show up? If not, look at your keywords and tag lines. Go to [Google Adwords here](#) and type in the words you think people are searching for to get your product or service. You can see what people are searching for and you can align your keywords to match how customers search.

6. Management by Walking Around. Remember that? It is still true. Get up and walk around. Every day. See and be seen. Be approachable.

Lots of ideas are floating around that you may not know about if people don't see you and feel as though they can talk with you. There are issues that you will simply not know if you stay in your office.

What do you do if you have people working in alternate locations? Call or



[Built in Social: Essential Social Marketing Practices for Every Small Business](#)

by Jeff Korham

Finally! A social media guide for how small businesses can leverage social media marketing. Jeff Korham understands the needs of small businesses.

Jeff knows that small business owners would rather be doing their business than writing blog posts, and he gently walks people through what they can do to increase customer interaction and market share.

On page 47 he reminds us that we have to define our ideal customer. According to Jeff, the ideal customers are those who "reward you with repeat business, refer you, and especially, challenge you to grow, thereby helping you serve all of your customers better." Jeff then explains how to focus on those customers and best help them solve their problems.

I also appreciate Jeff's perspective on how business partnering is the new business model for the best growth in chapter 5. He says "Viewing competitors as potential partners starts with adopting a mindset of cooperation as opposed to competition." This certainly true in my world where my closest collaborators are also my closest competitors, but we view business as a partnership, and together we increase the market. Jeff shows readers how to establish these relationships and develop more business for everyone.

This book is perfect for businesses that just have a website or a Facebook page and want to do more to promote themselves.

Twitter and Social Media

From Jeff Korham's new book: Be relatable and likeable online. How? Have a current and friendly photo. Talk like a friend, not a business. Be useful. Add value. Look for ways to build emotional connections with your customers. Use social media to amplify your personal values.

Pet Tip

I took my dog to the vet this week, (and I LOVE my veterinarian team!) and I was so

email just to ask how things are going.
Then *listen*.

*Please share your feedback on this article
on [my blog](#).*

pre-occupied with the dog's issues that I forgot to wash her feet once I got her home. Yuck! Dogs' feet get dirty. They walk all over your house and they get on the furniture and in my house, in the bed. Wash your dog's feet often, especially if you have been for walk!



Thank You for Reading this Newsletter

Know anyone planning a conference who needs a motivational leadership speaker, or a business that needs a push forward? Please [contact me](#). I greatly appreciate your referrals!



Mary C. Kelly

Connect with Mary



Would you like to use any of these articles in your newsletter or website? You can, as long as you include this at the end: With over twenty years of leadership experience and a diverse background leading teams in the U.S. and abroad, Dr. Mary Kelly makes leadership a reality for all levels of an organization. Register for her free newsletters at www.ProductiveLeaders.com
