SMARTer Entrepreneurs

Quality depends on who does the work

Five places to look, and how to choose where to start

Every business has the person clients ask for by name. It is a compliment to them, and a quiet warning about everyone else.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Write down how the main work is done. Two people would do the same job two different ways.			
2. Check work before the client sees it. Problems are found by clients, not by you.			
3. See who really does the work. You are not sure who did what on the last few jobs.			
4. Have the conversation about the gap. Everyone knows whose work needs fixing, but nobody says so.			
5. Develop people, rather than hope they learn. Your good people taught themselves.			

An example

An architectural practice noticed its best-reviewed projects were all led by one associate. She wrote down the checks she made at each design stage, and they became how every project in the practice was run.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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