

IMPROVE YOUR R.O.I. BY INCREASING YOUR R.O.O.

We have all heard about ROI — Return on Investment. It's a useful way to analyze whether you are receiving sufficient bang for your buck and effort. But have you ever considered your ROO — Return on Organization?

We all know that two critical factors for most small businesses are not enough time and not enough money, especially in the current economic environment. And time is money, so gaining time is actually earning money. It is estimated that increased ROO can yield up to an extra two hours of productive time a week and up to an additional 6% of revenue.

Being more organized means having more time to be effective and make money. It's as simple, and as important, as that. So here are some things you can do to increase your ROO:

Get your office or workspace organized. No matter what kind of business you are running, having the right work environment saves you time and money every day. This means your furniture is comfortable and functional, your files and office supplies are easily accessible, and you process your mail, e-mail, and filing on a timely basis.

Plan your day at the start of each day. Before the craziness of the day sets in, begin by looking at what is coming up and then prioritize it. Make a list and try to follow it, whether you use a paper day planner or electronic tools such as Outlook. You want to control events rather than spending your day reacting to them.

Make sure you can respond quickly. No matter what business you are in, you are in the service business, especially in this economy. One of the best ways to do that is by being able to respond to customer needs wherever you happen to be. Laptops, Blackberries, iPhones - these tools ensure you are able to interact with your customers in a timely manner.

Get and learn the right software. There are so many time-saving productivity software tools out there that it is a mistake not to take advantage of them. Software makers spend an inordinate amount of time learning what it is small business people need and then creating powerful software applications to fill those needs. However, most people do not take the time to learn all their software can do so they don't get most of the benefits. Take the tutorials or a class; the time spent will yield a great ROI and ROO.

Don't be a slave to e-mail. Designate the amount of time and times of day you want to spend doing e-mail and stick to it. Checking it every time a new message arrives disrupts your work, diverts your attention, and often results in your answering non-important messages instead of concentrating on your current project.

If you spend too much time working in your business, you won't have enough time to work on your business. Use the tips above to be more entrepreneur than administrator, and your ROO will improve your ROI!

Organize! • www.organize-today.com