

Work less, achieve more

Business coach Fergus Ferguson offers his Top 10 tips for working less and achieving more



Conrad Hilton once said that success was connected with action. "Successful people keep moving. They make mistakes – but they don't quit," he was quoted as saying. In that spirit, here are my Top 10 tips to running a successful business in which you'll work less and achieve more...

1. Priorities versus lists and plans

Knowing what's important to succeed will help you to focus your energy and use your time on your business's most critical elements.

2. Fire bad customers

Eliminate time wasted by customers who tie up your energy and team with inconsequential interactions. You need to either get rid of them or transform them into customers who proactively feed the bottom line.

3. Double your conversion rate

Concentrate only on products and services that produce the most profit and invest in acquiring the loyalty of the perfect customer.

4. Pay for resources to buy time

Hand over any non-core areas of your business to a service provider who can do it quicker and more effectively than your team. Then you can use the time

saved to work on key business elements that will make more money than you're spending.

5. Tap into team

Everyone in your organisation has certain skills, so identify and use them. Not only don't you need to do everything yourself, but you might not be the best at it, and there is someone in your team who can do it efficiently and effectively, saving your time.

6. Check your systems

Where are the gaps? What can be streamlined, automated or handed over? There is an upfront time cost in getting systems in place, but the long-term savings are immense.

7. Measure what you do

Spend two weeks measuring what you do by the hour. You need to know what you spend time on before you can start finding more time. You may be surprised by where your time is actually going.


8. Set aside 'me' time

Focusing on time helps you stay as productive as possible while you're completing certain tasks. An open door policy is great, but set aside clearly demarcated times when your staff can walk into your office, and defined times when they cannot.

9. Spend time planning and evaluating

Even 15 minutes spent planning and evaluating each day can be hugely beneficial. When evaluating, assess which activities drove money to the bank and then use these insights to create your plans for the next day, week and month.

10. Manage e-mails

Unsubscribe from the e-mails that don't add value and don't read e-mails first thing in the morning. Set up an auto-reply that says you'll read mails and respond to voicemails at certain times. 

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