

**If Machines Can Be
Productive By Design**

Why Not Organizations?

Am I productive enough? Is he productive enough?

We often hear about employees' or individual's productivity; however, an organization's productivity is a lesser-used term since most of us focus on an individual's productivity. An organization's productivity is a collective effort by a group of people supported by processes and technology, which helps the organization achieve its goals efficiently and effectively. As a fact, people are the key assets who drive the organization's productivity; however, CXOs need to evaluate if their people are motivated enough, empowered enough, or talented enough to help them grow.

“Alone, you go faster; together, you go farther.”

As necessary, it is to be productive; there are many challenges faced by an organization:

- Less focus on internal productivity and more focus on client deliverables
- A mismatch of alignment between organization goals and employee roles
- Too much time spent on recurring tasks
- Undefined or vaguely outlined business processes
- Unidentified skill gaps among employees

Productivity by design is a concept to re-imagine the organization's key pillars people, process, technology, and knowledge. Fostering innovation culture, automating recurring processes, enabling knowledge culture, and bridging the talent gap will amplify organization's productivity - *by design*.

Let us look at the critical stages that enable the overall organization productivity:



- 1 Innovation Culture
- 2 People Upskilling
- 3 Knowledge Management
- 4 Process Automation

★ Innovation Culture

Building an entrepreneurial mindset in the employees will help the organization go a long way and generate ideas that influence process improvement, product innovation, operational excellence, and workforce satisfaction that increase efficiency and effectiveness and ensure productivity. Employees with an entrepreneurial mindset are the strength of an organization and help the company by adding value to evaluate risk and make better decisions.

According to insights from most innovative companies of 2020, companies pursuing a consistent, focused innovation strategy outperform over the long term than their competitors. Building the culture is the foundation of success for any business and creating an innovation culture is the first step towards organization productivity. It starts at the top; leaders who want to imbibe the innovation culture should consider that innovation is not just a department; it can occur anywhere within the organization.

According to an insight, innovation leader companies who invest 1.4 times than their peers achieve four times more output in terms of percentage of sales than their peers.

Few ways to strengthen the innovation culture to boost productivity in the workplace:

Communicate and Collaborate

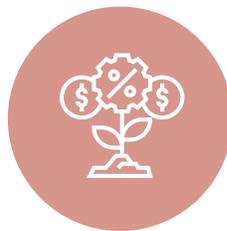
Communication is the most robust tool in an organization. Proper communication channels empower employees to contribute, collaborate, and coordinate. Ways to Improve coordination and communication:

- Open multiple communication channels
- Internal marketing activities like display graphics or videos on digital screen throughout the office to educate employees on the vision, mission, and goals of innovation
- Organize periodic events and open space sessions for collaboration among various teams and departments
- Implement collaborative tools for the employees to share their views, feedback, ideas
- Commit a day to innovation rather than business as usual; this is how Gmail came into existence.

Identify and Incentivize

Incentivizing the employees for their work helps in boosting morale among all and improves performance. It motivates them to go that extra mile, which is necessary to cultivate the innovation culture. Few initiatives to develop reward programs:

- Performance-based incentives emphasizing on innovation
- Acknowledging the awardee in front of the large gathering, especially by the leaders, boosts confidence and morale
- Reward the employee with the best idea
- Pitch presentation contests, where employee develop the ideas into a mockup product/service and present it to a jury
- Allocate budget based on the pitching contest, and winners get to pursue the idea into a business with the leaders and mentors



★ People Upskilling

Talent acquisition is the new battle zone. Those who will constantly upskill and re-skill will be able to retain more talent to survive and thrive in this digital world.

Upskilling your existing personnel is a smarter decision and a lesser investment than losing an employee and then hiring a new one. By upskilling, you create more efficient employees and a productive work environment.

A study by the National Center on the Educational Quality of the Workforce (EQW) of more than 3,100 U.S. workplaces found that increase in workforce education by a 10% lead increase in productivity by 8.6%.

But it not only saves an organization time and money, but it also helps in:

- Improves Retention Rate
- Enhance employee satisfaction, morale, and motivation
- Helps organization stay competitive in the market
- Build capability internally than hiring from outside

Here are a couple of ways in which businesses can upskill their personnel:

- Upskilling reward programs
- Encourage self-learning
- Allow learning time during the workday
- Creating mentorship programs
- Organize industry recognized credentialing programs internally



★ Knowledge Management

According to an International Data Corp. (IDC) survey, by failing to share knowledge, Fortune 500 companies loses at least \$31.5 billion a year. Knowledge sharing is an integral part of success as it enables decision-making, building a learning culture, and encourage innovation.

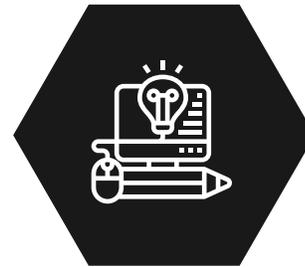
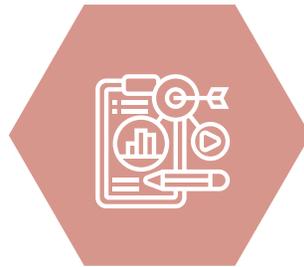
Having vast amounts of information and understanding how to manage it are two entirely different aspects. As per IDC, the high cost of not finding relevant information, the knowledge worker spends about 2.5 hours per day, or 30% of the workday, searching for information.

Here are a few benefits of Knowledge Management:

- Enables swifter decision making
- Quicker and easier knowledge accessibility
- Encourages innovation culture
- Facilitates learning and continuous self-evaluations
- Reduce redundant tasks
- Paces up the backlog

As we know, knowledge is a growth mine, let's figure out how to implement Knowledge Management in the organization:

- Identify and analyze the frequent problem areas
- Strategize the knowledge management (KM) initiative
- Automate the knowledge repository through web portal like Sharepoint
- Align the organization structure with the KM strategy
- Define the roadmap and implement the KM



★ Process Automation

According to the McKinsey Report, automation could raise productivity growth globally by 0.8 to 1.4 percent annually. In the fast-growing modern world, the recurring processes eat up most of the time, resulting in less focus on innovation, learning new skills, and other vital tasks.

Identifying recurring processes and automating these processes saves time, increases organization productivity, helps the workforce perform their job more efficiently, and allows them time to learn new skills and exciting tasks. It is also essential to educate the employees on the benefits of automation and train them on the new process, as automation still requires humans to operate. Employees can upskill themselves on new tasks that are not automated.



Process automation can help multiple business functions inside the organization:

- HR
- Finance
- Operations
- Marketing
- Management

Before automating the business processes, one should address the following questions:

- What is the goal of the Process Automation?
- Is the automation goal aligning with the business goal?
- What is the scope of automation in the organization?
- What are the key processes that need automation?
- Which elements in the organization structure obstruct or support the automation process?

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