

## No.2 Lift Productivity

**WORK-AID**  
WE DELIVER MORE THAN JUST BAND-AID SOLUTIONS

### **H**ave you considered how the simple decisions you make impact your teams speed and agility?

You walk past a team member that has just slammed the phone down and stated, this job would be so much better if we did not have to deal with customers. You continue along the walk way and just as you make it to your desk you see a message arrive from a colleague requesting some information. **That colleague sits next to you!** You start to wonder to yourself what drives people to make the decisions they do?

At the heart of every success or failure we have is the decisions we make.

*Approx. 67% of a regular working day is spent on emails / meetings.*

*Unproductive emails and meetings can cost 15% of wages and 20% of revenue*

10kConsulting research - 2015



how they do business; how they create a more attractive customer experience; how they more effectively engage the workforce; how they can increase speed and agility to remain competitive and relevant .

At 10k Consulting we find all performance can be improved by making wise decisions! And our survey findings back this up. For example, survey respondents reported that they spend 67% of their workday on email and in meetings. Furthermore they also indicated that more than 50% of emails

and meetings have no influence on their decision making; and in effect are a waste of time.

Why do people choose to make decisions they know to be ineffective? How much are these unproductive decisions impacting business performance? We have modelled this data and conservatively estimate that unproductive decisions regarding emails and meetings can cost 15% of wages and 20% of revenue. Using our Productivity of Decisions (**POD**) model which looks at four inputs into productive decision making, we were able to define the default decision pattern of the target group. For example when looking at change, we found that 70% of respondents choose to make 'gut feel' decisions and resist change rather than follow rational information that they believe to be correct. Furthermore 72% of respondents will change their point of view when talking to a trusted work mate.

Our data indicates by understanding the default decision patterns of the workforce leaders a have greater capacity to engage, influence and align behavior of employees. You will have a greater capacity to transform the decision making practices and redefine the performance culture of your company at the same time.

Simple actions that can transform Performance - Targeting email and meetings:

1. Audit your environment & define default decision patterns – understand the cost of unproductive decisions regarding emails, meetings, etc.
2. Provide clear space for employees to perform – delegate responsibility and be prepared to coach rather than tell.
3. Focus on building a team mindset that values collaboration; reduce double up and increase autonomy to build trust.
4. Introduce “rules of engagement” to improve productive utilisation of email & meetings.