

FREE DOWNLOAD

WINNING WITH A VIRTUAL TEAM

THE EXECUTIVE SOLUTIONS AGENCY





INTRODUCTION

Welcome to Winning With a Virtual Team!

When I first started my business back in March 2020, I always imagined my business being predominantly face to face. That was until the country was sent into lockdown due to the pandemic and like most businesses at the time, the realisation that I would need to look for clients and build all of my relationships online was daunting.

Fast forward to present day, we're out of the pandemic, I have scaled my business by building up a strong client base and growing a team that is 100% online.

Having had regular discussions with other business owners who struggle with the concept of having virtual, remote teams, I've found that although they prefer to maintain traditional business practices, running an office is a time consuming expense they could do without. Which is exactly why I created this guide. For those of you who are ready to scale your business, but aren't quite sure how to do that with virtually.

Throughout this guide, I am going to highlight how you can win with a virtual team, giving you case studies and practical steps that you can easily implement into your business to build and maintain the productivity, reliability and deliverables of your virtual team.

Enjoy!

Sasha Saville

As a service based business owner, the goal is to set yourself up for success from the very beginning. As your business grows, you don't want to find yourself in the passenger seat. .

It's no secret service-based business owners quickly find themselves becoming very time poor. Remember, you shouldn't and won't always be able to do everything yourself. Your team can support you to implement your dream ideas, so you can invest your time in the areas that need you.

TAKE A LOOK AT THIS CASE STUDY:

When someone booked a discovery call with me last week and we began to discuss the challenges within their business I was saddened to hear these words come from their mouth...

"I am slowly falling out of love with my business"

My heart hurt for them and I could tell that this was having a real impact on their wellbeing. I had followed and engaged with this person for a number of months and could remember seeing them so animated with a sparkle in their eyes when speaking about their business, it was devastating to see that sparkle gone.

I knew I could get to the bottom of this.

Over the next few minutes it became clear to me what their real challenge was. They were stuck in a rut, in a vicious circle of fire fighting and chasing their tail.

They were doing everything inside of their business, and a lot of the time was spent responding to clients and potential clients through email, responding to messages on social media and fulfilling orders. It was very apparent why they were feeling the way they did.

Since the call we've carried out an analysis of their business functions and discovered that their time was split between:

- 75% administration
- 20% delivery
- 5% prospecting

Once they received this feedback, their response was "I hate admin" and yet they were spending most of their time on admin. No wonder they were falling out of love with their business.

So we came up with a solution that enabled us to support them with 40% of their administration, keeping within their budget, so they could focus more time on prospecting and delivery. A process we will review again in 3 months, to see how they have benefited and if they reached their goal of increasing sales and revenue to allow more financial flexibility to outsource.

After just a few days of working together, our client's eyes had their sparkle and their enthusiasm for their business back!

Planning to hire a new recruit for your virtual team requires careful consideration of both strategy and tactical issues.

One of the most important elements of recruiting and onboarding is to focus on clarity of both tasks and processes, not just goals and roles. Start by creating an overarching strategy to guide tactical planning, implementation and life-cycle success.

Over the last 12 months our virtual team has grown from one person to a robust virtual team of six who all work together to support our clients with:

- Administrative tasks
- PA support
- Digital Marketing
- Business process support

Tactical issues include work descriptions, processes and service level requirements. Take a look at the tips below.



TOP TIPS:

- Spend the first 30 to 90 days familiarising your team with goals, roles and responsibilities.
- Focus your attention on the details of task design and processes to complete them.
- Simplify the work to the greatest extent possible, making sure there is complete clarity on work processes down to the specifics such as who does what and when.
- Carry out periodic reviews to see how things are going and identify any possible adjustments and training needs.

Creating objectives is a key part of your outsourcing strategy. This plays a vital role in knowing the level of support you need to hire in. First, ask yourself what outcome you are hoping to achieve. Take a look at these examples.

Business efficiency- Improving the day to day running of your business by spreading the core responsibilities of time consuming administrative tasks that bring you and your team down.

Business Growth - Having someone who can manage your time with confidence so you can step into your role as CEO by taking over your administration, giving you the time to focus purely on the growth of your business.

Business Transformation - Reaching the level of business support that creates long term sustainability, growth and expansion through the radical improvements of your business performance. Improving your services and marketing strategy. Optimising your systems and processes and introducing new technologies to your business.

TOP TIP:

Avoid tunnel vision when planning to outsource!

More often than not when I meet with prospective clients, I find most business owners first and foremost look to outsource to support and maintain their current efficiencies.

However, with a little more thought and planning they could enhance that remit to improve services through process improvements, reengineering and new technologies.

There is a tremendous opportunity to transform your business when engaging with an experienced, quality oriented partner.



What do you need to prioritise in your business right now?

Write your answer below.

What are your goals for your business?

Write your answer below.

How will you reach those goals?

Write your answer below.

What can you outsource to help you reach those goals?

Write your answer below



Do you know why so many businesses struggle to scale?

Business owner's feel that they need to do absolutely everything inside their business in order to achieve success.

Since working with entrepreneurs and small business owners there are three main challenges these businesses are facing when it comes to scaling:

#1. The business owner associates delegating with losing control.

#2. The business owner is not willing to invest time in delegating their needs.

#3. The business owner feels that they are the only person who can create their dream.

The shift in mindset from solopreneur to business owner is huge but it's essential and needs time to get it just right.

My top tip for anyone delegating is: Focus on the results you want to achieve, not the specific tasks.

This will ensure:

- Your team understand your desired outcome.
- You give your team the autonomy to carry out the task.
- You avoid micromanagement.

Primarily, businesses outsource to cut costs.

Not only is it about cutting costs, it's about reaping the benefits of strategic outsourcing, such as accessing skilled expertise, reducing overhead, flexible staffing, increasing efficiency, reducing turnaround time and eventually generating more profit.

Working with a Virtual Assistant has so many advantages:

- Cost advantages
- Increased efficiency
- The ability to focus on core areas of your business
- Access to skilled resources
- Faster and better service

With outsourcing, comes the added responsibility of delegating. This can prove difficult for business owners and it can be scary to hand over a part of your business to someone else. Trust me, I know!



It is important that the investment you make in the additional resource **is cost effective and you get what you pay for!**

As an entrepreneur, my most valuable resource is my time and attention. These should be focused on activities that reflect my value. Like working on my service and my customers and less focus on administrative tasks like diary and inbox management, bookkeeping and content creation for social media or a blog.

When my business began to grow and I became fully booked, I had to make a decision to remain a solopreneur or grow my team.

I knew that letting go of those less-central activities would give me more time to focus on my mission-critical tasks. I quickly figured I would need more than one person to support me with the tasks I'm looking to delegate, so the recruitment drive began.

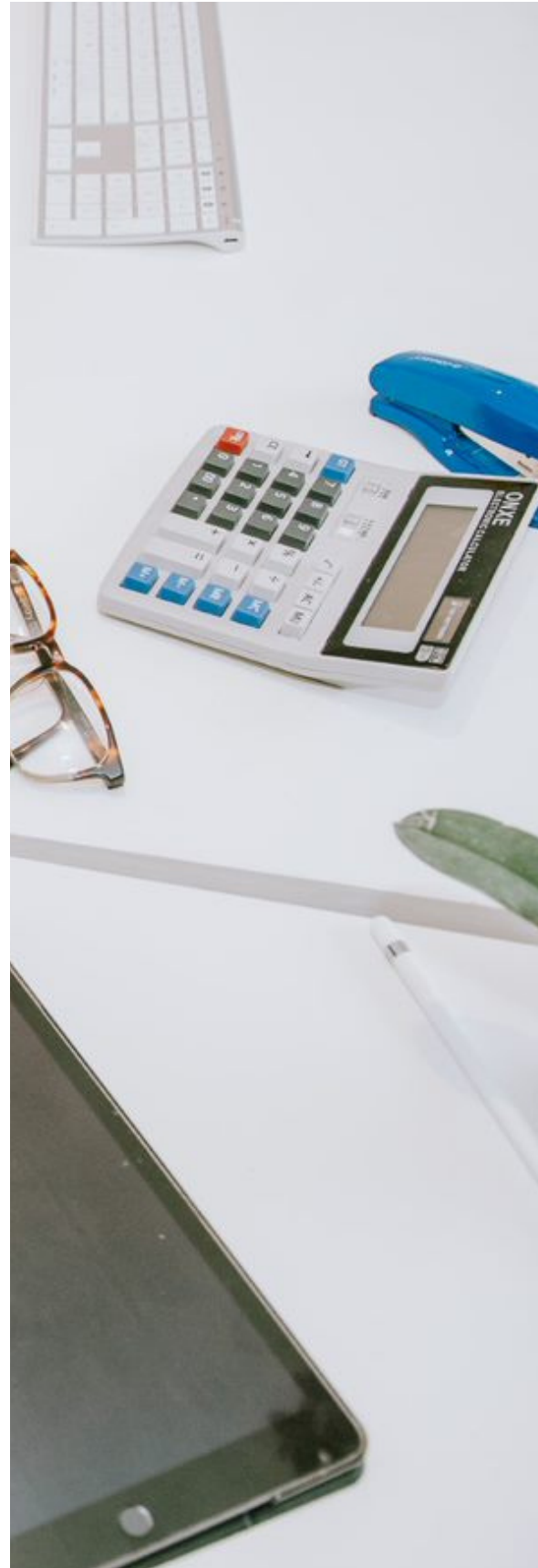
Now I have a team of 8 who support me with:

- Associate Executive Assistance
- Digital Marketing
- Legal Support
- PR & Marketing
- IT Solutions Helpdesk

My team are fantastic, but they don't just support me. They support our clients too. We match their requirements with the assistants who have the skill set, education and experience to effectively get the job done whilst only having one point of contact.

Our clients have the support of an entire team without the time and cost of managing one. If you would like to discuss how our team could support you and your business, book a call with me.

BOOK A CALL





Caroline Turner, Creased Puddle

I've found that Sasha's services have enabled me focus so much more on client delivery and care.

The 'nuts and bolts' of admin have been completely taken care of which has provided for a much streamlined approach.



Frankie Boyle, Frankie Boyle Studio

A wave of energy that has allowed me to breathe deeper, stopped me from getting overwhelmed and given me more clarity in my work. Highly efficient and has an awesome ability to prioritise on what needs to be done first.

Overall Sasha makes my life so much easier! With her organising all my admin needs I can solely focus on transforming my business.



Jo Britton, PACE Development

Sasha and her team have been such a valuable addition to my business. They've really unburdened me from a lot of day to day stuff meaning I've been able to free up time, be more productive and focus on adding even more value to my clients and business so that I can grow.



Kerry Pace, Diverse Learners

Sasha and her team are fantastic and have provided me support as a job aide.

She is friendly, personable, humorous and put me at ease from the first meeting. She has helped me "let go" of tasks I find challenging due to my multiple disabilities without guilt - this is a huge step forward for me.



Michael Cloonan, Serial Entrepreneur

Since working with Sasha I feel free again, she has helped to implement structure in to my businesses, develop processes so I can streamline what I do. Working with Sasha and the team is a joy, they are always on hand to help me even at short notice and she has been an asset to my businesses.



Chris Taylor, Grammatication

Since working with Sasha I have managed to start a new business, employ 2 members of staff and in terms of revenue have doubled since switching my focus to being more productive using Sasha's techniques.

Its a game changer, and I will always have her as a member of my team.



Sarah Restricker, The Club by Sarah Restricker

I would highly recommend Sasha and The Executive Solutions Agency, I could not have done this previous year without her and it is a pleasure to work with such an accomplished team who really understand my needs and how to drive my business forward.



Steve Guest, S Guest Consultancy Services

Sasha is an absolute delight to work with and I am so pleased she is there.

The amount of value Sasha continues to add is immeasurable and gratefully received (and far better than I could do myself!). Thank you ;-)

THANK YOU!

SASHA SAVILLE

FOUNDER OF THE EXECUTIVE SOLUTIONS AGENCY

After spending the last 15 years working in the corporate world, supporting multiple executive teams, predominately in the property and construction industry, I am now on a mission to help as many businesses as possible to scale through implementing robust processes, procedures and resources with a particular focus on neurodivergent business owners.

The
Executive Solutions
Agency