10 TIPS FOR GETTING TIMESHEETS COMPLETED

without stress or drama...

WHY BOTHER WITH TIMESHEETS?

It's a common question that often divides agency folk. Some are sticklers for having every minute of team time allocated and accounted for, whilst other leaders simply let their teams get on with the work, never having to allocate a job code to a task.

But there are two key arguments for using timesheets:

- **Productivity**
- **Profitability**

If you have better insight into both of these KPIs, then timesheets can be a goldmine of data.

Investing in the software is just the start. What many agencies struggle with is getting their teams onboard with completing their timesheets regularly and, more importantly, accurately.

1. MAKE IT EASY

Invest in time-tracking software that is intuitive and easy to use.
You could also consider integrating your time-tracking software with project management tools.

When it comes to inputting info, avoid having too many different codes and options.

2. EXPLAING THE IMPORTANCE

Clearly communicate why timesheets are essential for the agency's success.
Highlight how accurate time tracking benefits both the employee and the company.

3. COMMUNICATE THE IMPACT

So, what happens if you don't have timesheet data?
No new hires, less perks, no additional budget?
Your team will want to know what's in it for them and what difference timesheet data can make to their work or working life. Make it feel tangible for them.

4. GAMIFY

Why not try to introduce a bit of friendly competition or rewards?

Individual or team focused, whatever gets people's competitive spirit moving!

But don't let those rewards become expected and lose impact.

5. OFFER TRAINING & SUPPORT

Ensure everyone understands how to fill out timesheets correctly, including acceptable project codes and activity descriptions.

Don't be afraid of offering training or resources for people to understand how the system works.

6. SET CLER REMINDERS & DEADLINES

Sounds obvious, but with so many client demands, some tasks can easily drop off the to-do list and timesheets will probably be first.

Setting regular reminders and a specific deaadline for completion (e.g. every Thursday or last friday of the month) will help people to do them on time.

7. SET CLEAR EXPECTATIONS

Yes, it sounds a bit serious, but sometimes you have to be.

If timesheet data is vital to your business, then maybe ensure it is clearly covered in role expectations and performance reviews. What happens if they are *not* completed? One to think about...

8. CELEBRATE THE WINS!

A bit of positive reinforcement always goes down well.

When you are able to make a positive change, investment or saving, that's been informed by the data, let people know!

9. LEAD BY EXAMPLE

Sorry boss, you can't make demands on the team if you aren't prepared to do it yourself.

So if you are really serious about the importance of time tracking, you'll need consistently submit your own timesheets on time.

10. BE FLEXIBLE

Be open to accommodating employee preferences for time-tracking methods.

Are daily submissions really necessary?

Avoid micro-managing and show some understanding when people have genuine reasons for missing deadlines.

DON'T FORGET...

- Timesheets and their data are only useful if they work alongside effective resourcing and capacity planning - identifying spikes in activity, annual leave, allocating billable vs non-billable hours etc
- It's always worth getting feedback from the team so you can continually improve
- No matter if/how you track your time, clients still want results!

STRUGGLING TO TRACK TEAM TIME?

Time is an important resource in agency life. But unlike other tangible resources, once its underused, you can't get it back or resell it.

If you need to improve your agency's approach to time tracking, get in touch.