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MARKETING BYTES

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L.E.A.D. Part 7: An Alternate Approach to Workflow

In this *Business Issue, An Alternate Approach to Workflow* will be explored. In for-profit businesses as well as not-for-profit organizations, the system of workflow is through a hierarchy. This means that work is delegated down from executives and management to workers.

This system can work; but it can also be counter productive if the work is only distributed as tasks rather than as projects. In this *Business Issue*, I would like to F.O.C.U.S. on an alternative workflow approach. This approach can be viewed from two perspectives:

- First - for owners and managers to set up systems that allow workers to be entrepreneurial.
- Second - for workers to take a proactive stance and become entrepreneurial no matter how an organization delegates its work.

The results can be positive when:

- Leaders share leadership
- Workers are given the opportunity to be responsible and take responsibility
- A job is handled from start to finish

- A worker's ideas and creativity can be expressed in finding solutions
- One feels that one's efforts and contributions count

As we discussed in an earlier *Business Issue*, this approach is especially important in situations where the success of an organization is limited in its opportunities to use finances as a key motivation for production.

It has also been shown that an organization and the individuals in it are always best served when the goal of monetary gain is balanced with personal excellence and integrity. We have been bombarded in the media with stories about corporations that have folded and taken many people with them because monetary gain was their sole motivation.

If you are a worker, ask yourself this question, 'Do I feel motivated towards personal excellence in my job?' If you are an employer, ask yourself this question, 'Do I motivate workers to strive for personal excellence?' We can help you answer yes to both questions.

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