Strategic
Technology Associates

6 CEOs Reveal Their Top Money and Time Saving Initiatives for 2018

Running an efficient business comes down to effectively maximizing time, money, and resources. 6 CEOs share their top initiatives for 2018 to increase profits, boost productivity, and design a strong team of performers.

1. "Use Airplane Days" to get more done. Bryan Guildo Hassin, University Professor & Start-Up Entrepreneur gets more out of his week by blocking off time and restricting distractions to blast through high-priority items.

> "At the beginning of each week, I carefully look at my schedule and declare one day (or two half-days) to be Airplane Time. I block it out on my shared calendar and treat it as if I were in the air: working out of the office, disabling my phone, and shutting off network connections on my laptop. The rest of the days are for meetings, etc. but this blocked out time each week is my most productive by far." – Bryan Guido Hassin, University Professor & Start-up Entrepreneur

Breaking free from the constant pull of email, social media, and google search can feel impossible. There are apps that take the pressure off and restrict these distractions for you so you can focus on the task at hand.

- Freedom – This app blocks ALL internet for up to 8 hours at a time. Perfect if you have to write a report or another project that doesn't require internet access.
- AntiSocial – Allows you to block all social media but still allows internet access from 15 minutes to 8 hours a day. This works well if you need to research, but don't want to lose hours of time just checking one quick email…

2. Investigate a self-insured healthcare plan. Adam Berkowitz from Simpara HR is bringing a new style of plan to companies with 30 or more employees who are looking for more affordable healthcare.

"Don't accept the status quo when it comes to your healthcare plan. We're on a quest to change how companies are managing the healthcare supply chain. Until recently, the major providers have handcuffed employers into high cost, low value insurance plans that increase excessively with every renewal. In fact, our clients routinely save 20-40% on their healthcare and provide some of the best benefits in the country by applying our proven, common-sense strategies." – Adam Berkowitz, Simpara HR

Self-insured plans are not only better for your bottom-line, but better for your employees' health and pocket. To find out if a self-insured plan will save you money, reach out to Adam at adam@simparahr

3. Hire more of your ideal employees by "cloning your best talent." Ben Kniffen from LinkedSelling simplifies the hiring process by working with the top performers on his team to bring in more employees of similar caliber. Knowing what qualities you're looking for and having a benchmark to measure them against will help you hire the right people for the right position more efficiently and effectively.

"Our organization attempts to clone our best talent. In our hiring process, we utilize DISC personality assessments, homework assignments of things that individuals would be working on, and quizzes to see if they can perform similarly to our top talent. We also strongly rely on our top talent to participate in the hiring process to ensure the job can be a fit for a potential candidate." – Ben Kniffen, LinkedSelling

One way to quickly sort out compatibility is by having top employees and potential hires take the DISC assessment to determine common traits that could lead to hiring like-minded people quickly. This free assessment from Tony Robbins is a great addition to resumes: https://www.tonyrobbins.com/disc/

4. Schedule productivity time for the entire team. Dustin Moskovitz, co-founder and CEO of Asana and co-founder of Facebook, keeps one day a week clear for getting projects completed, inbox cleared, and tasks caught up.

"No Meeting Wednesdays" is something he borrowed from Facebook. "With very few exceptions, everyone's calendar is completely clear at least one day out of the week whether you are a maker or manager." He goes on to explain, "This is an invaluable tool for ensuring you have some contiguous space to do project work. For me personally, it is often the one day each week I get to code." – Dustin Moskovitz, co-founder and CEO of Asana and co-founder of Facebook

Designating "work time" allows the "makers" and "managers" in a company to have an elected day to get tasks done without concern for prepping meeting notes or spontaneous projects popping up.

5. Don't let small tasks fall off your radar by using "the Two-Minute Rule." Christian Sutardi, co-founder of Lolabox, uses David Allen's suggestion for getting things done to avoid letting small tasks slip through the cracks.

"When a new task comes in and I see that I can do it in less than two minutes, then I do it right away. This easy rule increased my productivity a lot. I love it, because it's not a groundbreaking rule, it's no fancy app or software, it doesn't even require learning or dedication and you can start doing it today." – Christian Sutardi, co-founder of Lolabox

If the task is under two minutes (answering a quick email, entering credit card info on an account, updating a password, etc.), it's typically more efficient to take care of it right then and there.

6. "Protect your most important assets." Robin Robins from Technology Marketing Toolkit knows that building a business is a labor of love. Don't let all of those hours go to waste if a hacker decides to target you.

"Step away from the break-fix method. You'll ultimately end up paying for a pound of 'cure' for problems that could have easily been avoided with an 'ounce' of prevention." – Robin Robins, Technology Marketing Toolkit

Falling victim to a security breach could leave you thousands of dollars in debt. Prevent the problem before it ever happens by finding an IT company that gives you the level of security you need without overpaying. To schedule your FREE consultation call us at 506-799-1749 or 902-800-8529