AM I READY FOR

Operational Support



ADVANTAGE

VIRTUAL AGENCY



Are you overwhelmed by the endless to-do list of running a growing business? Are you holding the systems, processes and client journey together while trying to do the work only you can do? It might be time to bring in operational support.

Operational support means a team of skilled specialists running your operations remotely. You get the function, not the headcount.

Here's why operational support can be a game-changer for your business:

01

INCREASED PRODUCTIVITY

By handing over time-consuming operational work, you free up your schedule to focus on the parts of your business that need your expertise. Your team can take care of systems, processes, client onboarding, inbox, social media, podcast and more.

02

COST SAVINGS

Building an in-house operations team is expensive, slow and risky. With operational support you avoid recruitment costs, office space, equipment, benefits and payroll overheads. You pay for the support you need, giving you flexibility and control over your budget.

03

SCALABILITY

As your business grows, the right operations partner grows with you. Whether you need extra capacity during a launch or busy season, or want to expand your services, your support can scale up or down to match what your business needs.

04

FLEXIBILITY

Working with a team rather than one person means the right specialist picks up each task, with no gaps for holidays or sickness. You get the expertise you need, when you need it, without relying on one person's availability.



ASSESSING YOUR *Business Needs*

Before bringing in operational support, it's essential to understand where your time goes and which tasks could be handed over. This will help you get the most from your support team and ensure a smooth working relationship.

01

CREATE A TASK LIST

Over a week, write a list of every task you do for your business. Highlight those that consume much of your time or are outside your expertise.

02

PRIORITISE AND EVALUATE

Review your task list and identify the tasks that are vital to your business's success and those that can be delegated without compromising quality. This step will help you understand which responsibilities can be handed over to an operations team.

03

IDENTIFY SPECIALISED SKILLS

Determine if your business requires specific skills or areas of expertise. An operations team brings a range of specialists, covering systems and processes, tech platforms, podcast, social media and admin. Consider the tasks you need support with and match them to the relevant skill sets.

04

CALCULATE THE TIME INVESTMENT

Estimate your time on each task. This will give you a clear idea of the time you could get back by handing it over. An hour of a specialist's focused time could save you hours of your own.

By conducting this assessment, you'll better understand what you can hand over, enabling you to maximise your productivity and make the most of your support team's expertise.



FINDING THE *Perfect Fit*

Now that you've recognised the benefits of operational support and assessed your business needs, it's time to find the right partner for your unique requirements. Consider the following factors when choosing who to work with:

SKILL SETS AND EXPERTISE

Look for a team with the skills to handle the work you want to hand over. Review their case studies, client testimonials and services to assess their expertise and ensure they align with your business needs.

EXPERIENCE

Consider the level of experience you need. Some tasks only need a safe pair of hands, while others need senior operational expertise. Decide whether you need help with the day-to-day or a partner to take ownership of how your business runs.

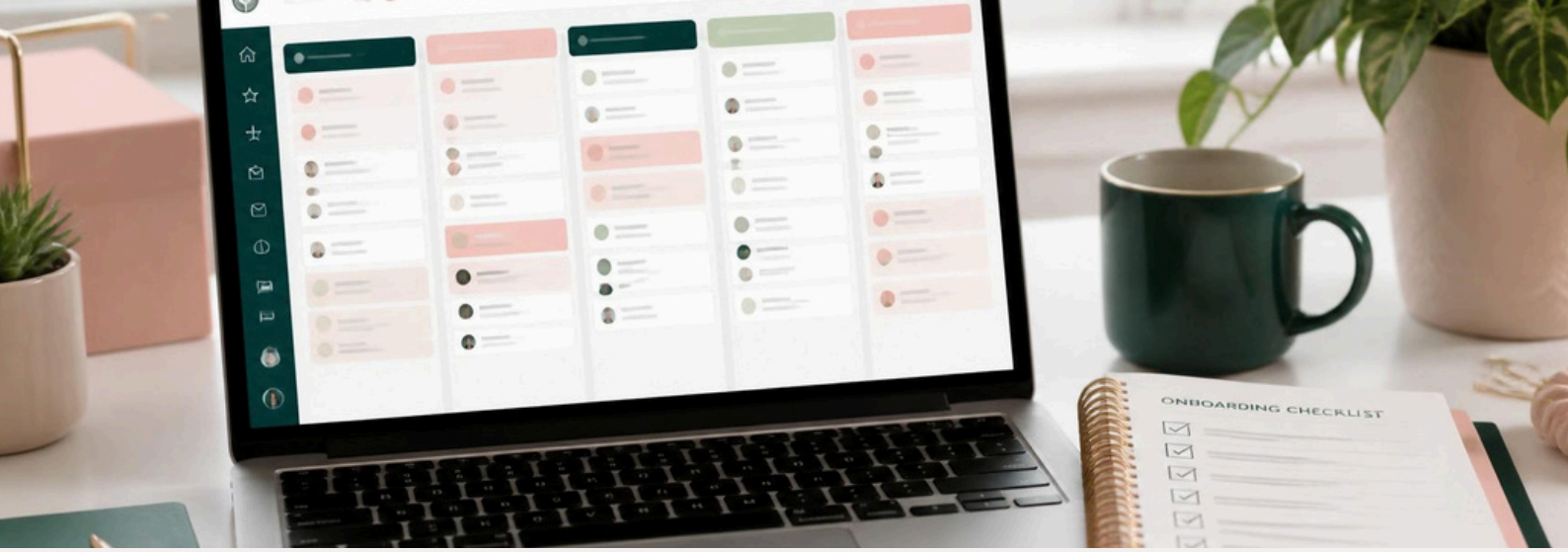
CULTURAL FIT

Building a solid working relationship is crucial. Look for a partner who understands your business values, culture, and vision. This alignment ensures effective collaboration and seamless integration into your team.

COMMUNICATION STYLE

Clear and open communication is essential when working remotely. Check who your main point of contact will be and how they prefer to communicate, such as email, calls, video or project management tools. Ensure they can adapt to the way you work.

Remember to have a discovery call with any potential partner and ask about their working practices, capacity and any questions you may have. You're setting yourself up for a successful partnership by finding the right fit.



SETTING UP FOR *Success*

Congratulations on finding the right operational support for your business! Follow these tips to ensure a successful partnership:

ONBOARDING PROCESS

Share the key information about your business with your support team, including your goals, expectations, and standard operating procedures. This will help them understand your business's unique aspects and integrate seamlessly.

COMMUNICATION CHANNELS

Establish clear lines of communication and agree on the preferred methods for regular check-ins, task updates, and project management. To stay connected, use project management tools, email, instant messaging apps, or video conferencing platforms.

TASK DELEGATION

Clearly define tasks, deadlines, and expected outcomes to avoid confusion. Break down larger projects into smaller milestones, giving your support team clear guidance on the desired deliverables and timelines.

FEEDBACK AND SUPPORT

Regularly share feedback with your support team, acknowledging what's working well and flagging anything that needs to change. Regular reviews keep their work aligned with your business objectives.

By setting up effective systems, maintaining open lines of communication, and providing the necessary support, you'll create an environment where your business and your support team can both succeed.



OVERCOMING
Common Challenges

As you start working with operational support, it helps to be aware of potential challenges and how to address them. Here are some common obstacles and practical solutions to overcome them:

LETTING GO OF CONTROL

Handing over parts of your business can feel uncomfortable at first. Start with a few well-defined tasks, agree how progress will be shared, and build up as trust grows. Project management tools give you visibility without having to chase.

CAPTURING WHAT'S IN YOUR HEAD

Much of how your business runs may only live in your head. Clearly communicate your expectations, record short walkthrough videos, and work with your team to turn them into documented processes they can follow.

TRUST AND DATA SECURITY

Protecting sensitive information is crucial. Clearly communicate your data security requirements and ensure your support team follows best practices for data protection. Use secure file-sharing platforms and consider signing a non-disclosure agreement (NDA) if necessary.

PERFORMANCE AND ACCOUNTABILITY

Set clear performance expectations and establish measurable goals to evaluate the support you're receiving. Regularly review progress, provide constructive feedback, and agree priorities for the month ahead.

By anticipating and addressing these challenges early, you can build a strong working relationship and ensure a smooth experience with your support team.

Next Steps

Congratulations on completing "Am I Ready For Operational Support?" Armed with the knowledge gained from this guide, you now have the tools to make an informed decision about bringing operational support into your business. Embrace the power of delegation and watch your business thrive while you focus on what matters most.

READY TO TAKE THE NEXT STEP?

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