

5 tips to improve productivity and profitability

By Chris McGeown, TIA Chief Operating Officer

Roll your sleeves up and get stuck in! That's a rather outdated management principle from years gone by.

Tackling issues of productivity and profitability today is much more about working smarter, not harder.

But what does this really mean for small and medium sized business operators? Here are five tips to work smarter:

1. Get connected and use technology to improve your operations – embrace the many web-based solutions that enable you to dramatically improve how you run your business. Integrated cloud-based tools will allow you to streamline and automate your manual processes and give you immediate access to vital business intelligence that will support quick and accurate decision-making.
2. Aggressively pursue cost reductions and eliminate waste – a dollar saved is a dollar direct to the bottom line. As a TIA member you can click [here](#) to see the ways you can save money.
3. Implement a continuous improvement approach – take a step by step approach rather than tackling everything at once; put a formal suggestion system in place for your staff; build momentum by getting quick runs on the board; measure your results.
4. Build managerial capability – invest in yourself, positively impact your ability to commercialise new ideas and absorb new technology.
5. Understand your customers' pain points – prevent customer-service problems and avoid the cost

TOURISM INDUSTRY AOTEAROA

Level 4, 79 Boulcott Street, PO Box 1697
Wellington 6140, New Zealand

P +64 4 499 0104 **E** info@tia.org.nz tia.org.nz

Strategic Partners
supporting TIA and the
tourism industry



