

Time is Money

How Consultants Can Optimise Their Business Operations

Latest Thinking



Each year more and more people start their own businesses, having done their time in a large corporate environment they can now capitalise on and, importantly, monetise their experience. Perhaps this is due to the reported better work-life balance or the enhanced level of well-being that the self-employed have according to recent research

This is a group which is ever-increasing, with 15.1% – 4.86 million people – of the UK population categorised as self-employed.

However, despite your experience, starting a new business is no easy undertaking. It takes a 'big-picture' thinker to be able to turn an attractive proposition into a functioning business. In addition, you have to learn to juggle and spin plates at the same time – selling, consulting and scaling all have to be managed alongside the usual day-to-day running of a business, whether that's calculating your budget or dealing with expenses.

Self-employment can seem like an obstacle course at times. Here are three important steps to remember;

Step 1. Bring something new to the table

When you are starting your own business, it might feel like people always give you advice in cliché phrases. However, the first step is best described using one these; make sure you spot the gap in your market.

Thinking about what differentiates you from established competitors is the main consideration. In a nutshell, what is going to draw new business to your company over others? What makes you different and your proposition compelling?

Businesses will be buying into you, so building your personal brand and making sure this remains at the centre of all your activity is essential. The best way to do this is to use all the tools available to you such as developing a strong social media presence in order to spread your opinion and stories.

Step 2. Don't be afraid to outsource

Consultants shouldn't be afraid to outsource or, where you can, delegate some of your business operations. You are at the top of the company, dealing with many different facets of the business – so you should concentrate on the matters which require senior and strategic input. Experts or even new technology can take care of the administration. And this isn't just a big business trend; even small businesses are benefiting from employing third-parties.

Outsourcing will often save you money as you don't

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have to incur expenses associated with an in-house employee.

Step 3. Don't drown in administration

As previously mentioned, not all tasks require your attention. Research revealed the administration phenomena is swamping the lives of business owners across Britain, with CEOs at SMEs admitting to spending a fifth of the working week on HR admin. HR-related tasks – including approving holiday requests, managing employee payments, approving expenses, and tracking employee sickness – fill an average of eight hours in a business owners week. In turn, this is costing businesses a total of £18,700 each year

Consultants must remember that outsourcing to external experts does not just alleviate your workload, but it can also be the more cost-effective option.

If you have recently started or are thinking of starting your own business and would like some advice, please contact a member of the Linea team.

About Linea

Linea is a results focused Organisational Excellence consultancy with a track record of delivering sustained superior performance that meets and where possible exceeds client expectations.

We combine the credentials of a top tier firm with the depth of expertise and flexibility of a niche practice to support clients in addressing their most pressing organisational issues through the provision of highly professional, innovative, customer focussed solutions which deliver expected business benefits on time every time.

With an exceptional track record of delivering multi-million pound savings for prominent Public and Private Sector clients, our Organisational Excellence approach provides the skills and capability required to support clients to maximise efficiency, improve quality and reduce cost.