

CFO Forum Pa. March 2024 Minutes

Virtual meeting was to discover time management breakthroughs.

Our SME speaker was Michael White and Kara Thomas from MashTank.

We learned that multitasking is a terrible idea and no one can be productive due to the switching costs. Some folks are better than others and perhaps you are. HOWEVER, it was obvious that others can lose 100% of their momentum-in other words, the “do you have a minute” can often require some people to literally start over. Many of us punish our staff and coworkers by being cordial or personable and don’t realize it. Michael explained how, in many cases, the pandemic work from home experience allowed many employees to dramatically increase productivity while working fewer hours. Best practices may be “non client days, no meeting mornings, or use of a Please do not disturb signage that benefit the worker and the organization!

Michael reviewed the E A D model. Eliminate the task, Automate it or Delegate it. The exercise took the dreaded performance appraisal process and reviewed approaches and tools that can reduce the time, cycle time and procrastination significantly.

Kara presented the concept and value of a virtual assistant and the significant time saving and your value added productivity that can result. Kara addressed the learning curve of a VA-the benefits depend on the client and the VA. The “fit” is critical and Kara has addressed that challenge with her startup company that assesses the situation, the skill set of the VA and provides a backup solution for a variety of situations. We look forward to following the rollout of her business.

Their slide deck and video is on website. The video is posted as a best practice for others to enjoy as we did.

Mark your calendar for Wednesday, April 17th. Invite coming soon.

April 17 topic is likely to be a great analytic tool for Finance, Sales and other functions. Mark your calendar 8 30 to 10 30. Zoom invites will be sent. Bring a guest.