



AN ACCESS BANK PUBLICATION FOR SMALL BUSINESSES

# Stepping up productivity **in a crisis**



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# Stepping up productivity in a crisis



With the Covid-19 crisis, even the most dedicated business owners or employees most times experience a downturn in productivity. This article addresses useful tips that will help SMEs step up productivity in business during the crisis:



## Go digital:

Migrate all operations and communications to the digital space, by using different apps and tools. you can reach your clients easily, connect with them and continue to share information



## Update social media pages:

get creative with your social media and reassure your clients that the brand they love, and support is still very active. One of the ways to do this is by posting new products and showing them that there is plenty of stock available.





## **Keep your employees motivated:**

These unprecedented times can leave your team uncertain and worried about future outcomes awaiting the business. It is important to keep checking on them and reassure their future. Applications like WhatsApp can help you do a temperature check with your team.



## **Conducting research:**

With the uncertainty of going back to our normal lives soon, it is very important to continuously explore alternative product options that will continue adding value to your clients.



## **Keep track of deliverables:**

It is easy to lose track of what needs to be done when team members are not together. Having digital mechanisms like google keep or Airtable is a plus for your business.



## **Retrospective analysis:**

This time of isolation is a great opportunity for businesses to do housekeeping- looking at all the things they have done right, as well as the ones that can be improved

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