

ESCREO

# 5 STEPS TO A MORE PRODUCTIVE WORKFLOW



## 5 Steps to a more productive workflow

Those are times of superfoods and smart phones with countless features. Times of multifunctional kitchen appliances and innovation that breaths in the pores of everyday life. For us to be at the top of our game and competitive with the current dynamics, we work more than ever. We start more projects and take on more responsibilities. We enrol in more personal development programs. We live in a society ruled by an unwritten law: one is more, when one does more; the busier one is, the more important and successful.



Yet, to what extent is more synonymous with productivity and a prerequisite for success?

Are we busy with being busy (mostly with insignificant tasks), or are we engaged in productive activities?

There is an almost suffocating urgency for employees to be inhumanly productive. Maybe, the next Elon Musk? And if by chance one forgets to be striving for productivity, the boss is there to remind him. What matters is – how?

If you are high up in your company’s hierarchy, go for the managing approach rather than the controlling one. Be a true manager, who motivates his employees by laying the groundwork for productivity.

The best thing of all is that you don’t need a magic wand to make it happen.

Well, maybe just a bit of a special paint!



Part of the secret to achieving optimal workflow hides in the following pages.





## 1. Planning

As logical as it may seem, how many of your employees truly implement proper planning?

The human brain is not fond of ambiguity. Thus, a more attractive alternative to an unscheduled day is the comfort of watching YouTube videos, scrolling down Facebook's feedback, or appreciating the art of photography on Instagram.

However, once presented with a plan, the brain turns on the productive mode.

From ancient times it is known that sometimes less is more.



The 80/20 Pareto principle is based on that notion and works when we focus our energy on those few tasks (20%) that bring us greater returns (80%).

### ESCREO idea

Set aside 15 minutes at the end (or the beginning) of your work day, and use ESCREO whiteboard paint to outline the priorities your employees need to focus on. This will ensure they keep themselves busy with productive activities, rather than parasite ones.



“ If you seek tranquillity, do less. Or (more accurately) do what's essential. Do less, better. Because most of what we do or say is not essential. If you can eliminate it, you'll have more tranquillity.

- Mark Aurelius, Meditations, Book 4, 24



### Questions to consider:

- What would the ROI of this task be?
- Could I automate or delegate the task?

### Bonus

Writing each employee's current tasks on the wall, gives transparency and accountability to the processes. It also boosts productivity, as everyone is determined to complete their tasks for the sake of professionalism.



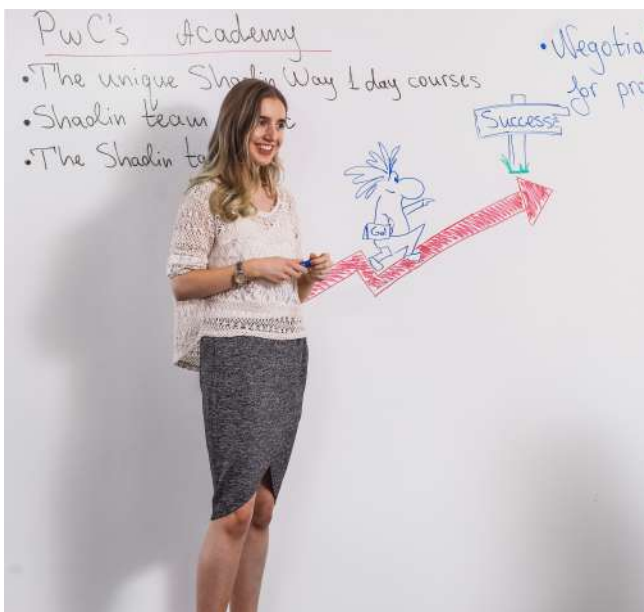
## 2. Vision

Take Step 1 to the next level by further reminding your employees of the company's values.

The vision and mission of the company are much more than a necessary part of a business plan.

When we feel 'blaaah' and uninspired, staring at the blank wall, it is easy to get stuck with work. We've all been there at some point and it is anything but productive.

One does not have to be a philosopher to ask himself questions like "Why am I doing this?" and "What's the point of it all?". Finding meaning in the work they do, creates value that motivates employees to swiftly move through tasks.



Annoying tasks kill the workflow. However, when we remind ourselves of the value behind them, we work harder towards our purpose and generate productivity.

Remind your employees of those values by creating a vision board that features the vision of the company and watch as the daily motivation levels increase. Add a dash of inspirational quotes.

### ESCREO idea

Use ESCREO GLASS and turn it into a vision board. No, much more than a board, transform it into a window to your company's purpose.



### Bonus

Focus on the experience of creating the vision board. Make a small team-building out of it. Write, draw, make collages, let everyone express the purpose of the company their way.





### 3. Colours

Colours communicate and have character. From the colour of the logo to the one of the office decors, a company's identity and productivity are in the hands of nuances.

Imagine your employees waking up in an old apartment (one in desperate need of renovation and colour), heading out on a gloomy day, only to spend the rest of it in a dull office setting.

It is not much of a mood setter there, is it? If the colour of one's motivation is grey, what do you think the productivity rate would be?

Workplace colours have a profound effect on employees' moods and well-weathered managers are aware of this. No wonder, companies like Google are researching how different colours affect their employees' productivity across different departments.

You don't need to follow Google's steps and hire a Vice President of the Real Estate and Workplace Services Department (no joke, it exists!). Take it easy, one step at a time. And the first one to optimizing your workspace and increasing productivity is by giving it a fresh and colourful look.



### ESCREO idea

You've picked up the phone and hired a trusted interior designer. You've chosen from a palette of colours and are all set to refurbish, but something is bothering you. You want a colourful, yet functional wall and whiteboards are out of the question. **ESCREO Clear Whiteboard Paint** is the solution you seek, as it preserves the original colour of the surface, while transforming it into a writing canvas.



### Bonus

Run a poll among your employees and find out their colour preferences. Let them know, their opinion matters.



## 4. Noise

Buzzzzz... phones vibrate and ring. The office caffeine addicts abuse the coffee machine. A colleague is passionately courting potential clients over the phone. Another argues with suppliers. And another complains about personal drama.

Concentration?  
Productivity  
Mhm....

Unless your employees are Buddhist monks undercover, chances are they will have a hard time to concentrate with all the noise. There are times for distraction, and times for focus.



Offices are no longer what they used to be. The open space concept supports innovation and creativity, but could be the devil in disguise, too. Well-weathered managers will make sure that the office arrangement allows their employees both the freedom to cooperate and to get some quiet time. Noise not only distracts your employees, affecting their ability to stay on task, but could also increase stress levels. This, inevitably, leads to a decline in

### ESCREO idea

You could buy noise cancelling headphones for everyone, but if it were to cost them their Christmas bonus, it wouldn't be as motivational. Why not optimize your office space with ESCREO Go - an acoustic multifunctional modular screen mobile board on which you can write?



### Bonus

When an employee withdraws into a quiet space to focus, ideas may flow. ESCREO Go allows quick access to a surface where one could write (or even doodle) them down. Later, the board could easily be moved to another part of the office where your employee could share his ideas with the rest of the team.



## 5. Neat and simple

Minimalism is trending and invading various aspects of life.

Fear not! This is not the part where we advise you to throw away everything for the sake of having a picture perfect office. We know reality doesn't necessarily reflect an Instagram post.

The truth is, a minimalist aesthetic does more than make your space look chic. It also makes it easier to get things done.

### Clutter around the office has been proven to:

- cause a spike in stress hormones, resulting in a suffocating feeling
- magnifies feelings of depression, sadness and anger, making it difficult to cultivate positive emotions
- causes difficulty in concentration, memory and problem solving
- drains your energy, leading to chronic fatigue

It doesn't sound very productive, does it?



According to a study done by the National Association of Professional Organizers (NAPO), workplace chaos is directly linked to financial losses. Approximately 10% of a manager's salary evaporates due to office clutter.



Wonder how? Workplace chaos triggers a domino effect: the employee's decline in productivity affects the overall business productivity and profit, which ultimately leaves managers with lower pay checks. As simple as that! Another NAPO survey found that 80% of the clutter in office spaces were the result of being disorganized, and not due to a lack of space.

A neat workspace will increase the productivity of your employees, facilitate processes and contribute to a pleasant atmosphere. The best of all is it may add a bonus to that paycheck of yours.

### ESCREO idea

Use **ESCREO Spray** to give an exhale-inducing vibe to your ESCREO surfaces. Empty space does not represent a lack of something. On the contrary, it is a soil for creativity and productivity.

### Bonus

Whenever an employee completes a task and goes to erase it from an ESCREO surface, this will get him move around; and movement increases productivity.

# My ESCREO Checklist



## Pre-plan priority tasks

ESCREO Whiteboard Paint



## Create a vision board

ESCREO Glass



## Add colors to the office space

ESCREO Clear Whiteboard Paint



## Provide a quiet space

ESCREO Go



## Declutter

ESCREO Spray



# ESCREO

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