

TIPS FOR CREATING EFFECTIVE PROCESS: INVOLVE YOUR FRONTLINE EMPLOYEES



PROCESS DEFINES how a company “does things” and may act as the standard by which employees’ performance is measured. As a leader, it is your responsibility to establish and communicate the norms, knowledge, and expectations you have for your employees. It’s important for these processes to be documented, not just so that you can point to them and train on them, but also to help ensure they do not disappear or become diluted as the organization grows and changes.

Educating employees on the company’s processes can be a never-ending obligation. Each time a new employee joins your company, it is important to provide clear instructions on the company’s processes. Existing employees, over time, may forget the company’s processes or develop ineffective workarounds. To combat this tendency, ongoing reminders are essential to help uphold the company’s safety culture.

THE ESSENCE OF A GOOD HANDBOOK: TEAM COLLABORATION AND OWNERSHIP







By involving your team members in writing the details of your organization’s operating procedures, they are sharing critical information not only with their peers but to new employees down the road.

Following process must not be optional. Effective process is under a constant state of development. Engaged employees will come forward with new ideas and better ways of doing things. Where warranted, process should be modified to incorporate these better ideas. As a result, your employees have greater ownership over their process and greater engagement.

THE BENEFITS OF HAVING CLEAR PROCESSES:

- Processes are your guardrail; they set the tone and expectations of the company. Employees may appreciate knowing what’s expected and how to do their jobs.
- Process help the company properly integrate and define expected behaviors. It’s not about producing the thickest employee handbook. It’s about ensuring the employees believe there is a fair playing field where expectations are universally applied and where success is continuously measured.
- Processes can directly affect safety, and safety can impact the customer experience. Customers typically appreciate working with safe organizations and may be more likely to forgo engaging vendors who experience repeated safety violations.
- Adhering to clear processes helps reduce the risk of adverse safety incidents.

TIPS FOR CREATING AN EFFECTIVE PROCESS:

-  Define which employees the process applies to. Ensure they are properly trained.
-  Establish metrics to help ensure the process is working.
-  Support the process with illustrations or images where applicable.
-  Test the process before implementing it.
-  Ensure the process is easy to read and comprehend. Focus on simplicity.
-  Measure the impact of the process on the company’s operations. If the process is not working, adjust it.

PROCESS IS IMPORTANT, BUT WITHOUT ACCOUNTABILITY, IT CAN BE INEFFECTIVE. EMPLOYEES SHOULD BE HELD ACCOUNTABLE FOR FOLLOWING A COMPANY’S ESTABLISHED PROCESS.



CASE STUDY | Brian Fielkow is Acrisure’s Executive Vice President-Risk Resources. Prior to joining Acrisure, Brian owned and led Houston-based Jetco Delivery. Several years ago, Jetco replaced its cumbersome handbook with *The Jetco Way*, a document written by the company’s employees. After integrating *The Jetco Way*, safety and production failures decreased.

Acrisure Risk Resources offers on-demand, virtual and live training tools designed to help manage risk and elevate our client’s performance and profitability.

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