grassroots
young entrepreneurs in eco-health tourism

Optimising Business Operations
Nurture Teams & Staff

Includes Digital Tools!

www.**ecohealthforyouth**.com

Co-funded by the European Union

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Nurture Teams & Staff: Empower Small Teams and Grow Talent

Challenge 1

Struggling to Find and Retain Team Members or Volunteers

Difficulty finding and retaining team members or volunteers

Solution

Attract people passionate about your cause or company by creating a supportive environment and offering personal growth or engagement opportunities.

Optimisation Tools

LinkedIn, **Mural** and **Goodwall**

LinkedIn: Post opportunities for volunteers or part-time team members. Highlight the benefits of working on a meaningful idea or business, like skill development or certifications. https://ie.linkedin.com/

Mural: Use this tool to brainstorm ideas with your team and create a collaborative plan for training or events. https://mural.co/

Goodwall: A platform for young professionals focused on skills development and sustainability projects. https://www.goodwall.io/

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Challenge 2

Lack of Access to Team Training Opportunities
Limited access to training for team members.

Solution
Offer accessible, low-cost training opportunities to upskill your team. Focus on workshops, online courses, or mentorship programs to enhance their abilities and confidence.

Optimisation Tools

Coursera and **YouTube**

Coursera: Access affordable online courses in business operations and sustainable practices. www.coursera.org

YouTube: Use free tutorials for skills like digital marketing, community engagement, or sustainable practices. www.youtube.com

Challenge 3

Unclear Role Delegation Within the Team
Unclear delegation of roles.

Solution
Clearly define team roles and responsibilities to minimize overlap and confusion. Create a shared workspace where everyone knows their tasks.

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Optimisation Tools

Asana, Notion and **Evernote** or **Notion**

Asana: Assign and track team tasks to streamline operations. asana.com

Notion: Use customizable templates to create an organized hub for your team's roles and projects. https://www.notion.so/

Evernote or **Notion**: Use these apps to record important information about your suppliers, sustainable practices, or ideas for eco-friendly improvements in your business. https://evernote.com/

Challenge 4

Difficulty Keeping a Small Team Motivated
Struggling to keep your small team motivated.

Solution
Engage a sense of purpose by sharing how their contributions impact the community and environment. Recognise their efforts regularly.

Optimisation Tools

Trello and **Slack**

Trello: Create boards to showcase completed tasks and celebrate achievements. trello.com

Slack: Use a dedicated channel to highlight team contributions and share success stories. slack.com

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Challenge 5

Challenges in Managing Team Communication

Difficulty managing team communication.

Solution

Centralise communication to ensure everyone is aligned, especially when working remotely or in fragmented schedules.

Optimisation Tools

Microsoft Teams and **WhatsApp Business**

Microsoft Teams: Organise meetings, share documents, and maintain consistent communication. microsoft.com/microsoft-teams

WhatsApp Business: Stay connected with your team in real-time for urgent updates. https://business.whatsapp.com/

Challenge 6

Difficulty Engaging Staff in Sustainability Practices

Difficulty engaging staff in sustainability practices.

Solution

Enable a sense of teamwork and enthusiasm for sustainability by gamifying eco-friendly actions. Create challenges and offer rewards to motivate participation and embed sustainable habits into daily operations. Example: For a food festival, set up a JouleBug challenge where staff earn points for actions like using reusable containers or reducing energy use. Recognize top performers with small rewards, creating a positive and eco-conscious work culture.

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Optimisation Tools

JouleBug, Todoist and **Google Sheets**

JouleBug: Use this app to organize team challenges, such as reducing waste or conserving energy during events like food festivals. Track progress, award points for achievements, and showcase the impact of collective efforts to inspire continued commitment. https://www.joulebug.com/

Todoist: Assign tasks related to sustainability goals, such as waste audits or energy-saving initiatives, to ensure team accountability. https://todoist.com/

Google Sheets: Maintain a shared leaderboard to track challenges and rewards, encouraging friendly competition and transparency. https://workspace.google.com/products/sheets/

Challenge 7

Challenges in Managing Volunteer Schedules and Roles
Managing volunteer schedules and roles for community heritage projects.

Solution
Streamline volunteer coordination by organising schedules, roles, and training needs in one place. Automate reminders and track participation to ensure efficient management and proper recognition of efforts. Example: For a community heritage project, log volunteer preferences and availability in Zoho People. Assign roles like tour guides or workshop assistants, send automated shift reminders, and track hours to ensure fair recognition during closing ceremonies.

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Optimisation Tools

Zoho People, Asana and **Google Calendar**

Zoho People: Use this platform to record volunteer availability, assign roles, and automate shift reminders. Utilize timesheets to monitor hours worked and acknowledge contributions effectively. https://www.zoho.com/people/

Asana: Create project boards to outline tasks for each volunteer role, set deadlines, and track progress. asana.com

Google Calendar: Share a calendar with shift details and event schedules to keep everyone aligned. calendar.google.com

Challenge 8

Struggling to Manage HR Tasks Without Dedicated Support
Managing employee schedules, payroll, and HR tasks without a dedicated team.

Solution
Simplify HR processes with tools that handle hiring, attendance tracking, and payroll, all in one place. Reduce the burden of paperwork and improve efficiency for small businesses or teams. Example: For a small eco-tourism startup, use BambooHR to maintain employee records, track hours worked, and manage vacation schedules. Pair it with Gusto to ensure staff members are paid on time, with taxes and benefits handled automatically. This setup keeps operations stress-free while ensuring employee satisfaction.

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Optimisation Tools

BambooHR, Gusto and **Zenefits**

BambooHR: Manage employee data, track time-off requests, and oversee the hiring process with ease. https://www.bamboohr.com/

Gusto: Automate payroll, tax filings, and benefits management for a seamless payroll experience. https://gusto.com/

Zenefits: Provide an all-in-one HR solution for onboarding, attendance tracking, and managing employee benefits. www.zenefits.com

Challenge 9

Maintaining Team Alignment and Motivation While Managing Feedback

Maintaining team alignment and motivation while managing feedback efficiently.

Solution

Conduct short, weekly virtual check-ins to stay updated on progress, provide support, and boost team morale. Use tools that streamline collaboration, scheduling, and feedback to create a supportive work environment. Example: For an eco-tourism project, schedule weekly 15-minute check-ins using Google Calendar and host the meetings on Zoom. During these sessions, use 15Five to review each team member's progress and provide actionable feedback through Small Improvements. This approach ensures your team stays motivated and aligned with project goals.

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Optimisation Tools

Google Calendar or **Microsoft Teams, 15Five** and **Small Improvements**

Google Calendar or **Microsoft Teams:** Schedule weekly check-ins to keep everyone aligned and on task. calendar.google.com microsoft.com/microsoft-teams

15Five: Encourage continuous feedback, goal tracking, and peer recognition to foster personal and professional growth. https://www.15five.com/home-b/

Small Improvements: Provide structured yet informal feedback to help team members grow without the need for lengthy meetings. https://www.small-improvements.com/

Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» **See our Optimising Business Operations Tools here**

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