

Is Your Super Small Business Infected?



**Hello, I'm LynMarie,
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Consultant and
Attorney.**

**Did you know that *any*
business is prone to
infection? Infection
comes from many
sources, let me help
you get rid of the
problems impacting
your business!**

What Is A Business Infection?

A business infection is any negative impact on your company. It can be an inefficient process, or an employee infecting the workplace.

Business infections come in many forms and need to be addressed in a timely manner with solutions. Having awareness of potential business infections, ahead of time, can reduce problems, avoid conflicts, and prevent losing revenue.

**“Infection is a condition in which bacteria or viruses that cause disease have entered the body”
(Cambridge Dictionary)**

Let's view the 'body' as your business, and just like the human body, it runs the risk of getting sick at times, or just not functioning to its maximum capacity.



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**RECOVERY
IS A PROCESS.
YOU JUST
HAVE
TO START.**

**KEEP YOUR BUSINESS
HEALTHY
TREAT BUSINESS INFECTIONS
SERIOUSLY!**

Types of Potential Business Infections

All businesses experience problems from time to time, it's part of running your own company. It is wise to be prepared ahead of time and know what to do when an issue occurs.

- **Disgruntled Customers**

The last thing a super small business needs is a wave of unhappy consumers! Word of mouth is very powerful, and a less-than-satisfactory experience will travel quickly around the community. This is a sickness that spreads fast unless you find adequate solutions and restore faith in your customers.

When a problem occurs, take ownership when the fault lies with your company. Apologize to the customer for the error and offer options to resolve matters, where the customer feels satisfied as they leave your premises.

Find out the root cause of the problem, where it began, and how it was allowed to happen. You may need to retrain staff, review current systems in place, or hold a meeting to inform staff of the issue and offer a solution.

- **Unhappy Employees**

Staff members who are in conflict or dissatisfied in their jobs will negatively infect your place of work. This can create a toxic environment for everyone, and your customers will sense it upon entering your business. It is not professional for staff to argue in front of customers, and may deter the customers from visiting again.



Finding an employee like this could indicate a business infection!

Check on your staff regularly and ask them how they are doing. Know the signs of workplace problems such as staff bullying, sexual harassment, and uneven workload distributions between staff. Provide adequate training to employees, with the knowledge that such behaviors will not be tolerated at your company.

Take the initiative as a business owner and set the tone for your business. Create an atmosphere where staff can approach you with any questions and are encouraged to be an active part of your company. Lead by a good example for staff to follow.

- **Malfunctioning Equipment and Lack of Resources**

Levels of frustration can infect your company if the equipment provided keeps breaking down, or takes forever to repair. This may cause delays or inconvenience for your customers, which is not good for business!

Lack of resources to do the required work remains a problem unless adequate resources are found. Staff may look for alternative solutions that may not be practical, safe, or cost-effective, and cut corners that may lead to less than anticipated quality of work.

Ask your staff if they have all the tools they need or if additional equipment needs to be obtained. Is there a better way to accomplish a task? Improving work systems can cure frustration and save time in the future!



- **Unsafe Work Practices**

Your business should be a safe environment for everyone. Safety should be a priority for you as a business owner, and staff should be trained to recognize potential issues.

You will want to avoid any incidents occurring such as dangerous practices or sustaining injuries. These types of incidents could result in expensive legal action against your business. Your reputation may be damaged, and there is a risk of losing revenue.

Staff who are hurt at work may require medical attention and time off work to recover. Members of the public who are injured at your business location may require further medical treatment. The outcome could be costly for your company.

- **Unsanitary Work Conditions**

This is another form of infection in your business that makes the working environment very unpleasant. Dealing with bugs, rodents, or other pests may pose a health risk to employees and customers alike.



Work environments that are full of clutter, have overflowing trash containers, and are disorganized are breeding grounds that infect your company. People will not want to visit your establishment when the environment is unsanitary. Once again, this can lead to staff absenteeism and loss of customers.

Organize schedules and delegate staff to complete routine tasks, such as trash removal or cleaning procedures. Train staff to use best practices at work, report concerns immediately, and be hygiene conscious.

Reduce the spread of germs by operating in a clean environment. Arrange a pest control visiting schedule and reduce waste. Provide options such as hand sanitizer, anti-bacterial wipes, and disinfectant sprays to use.

- **Be Security Smart**

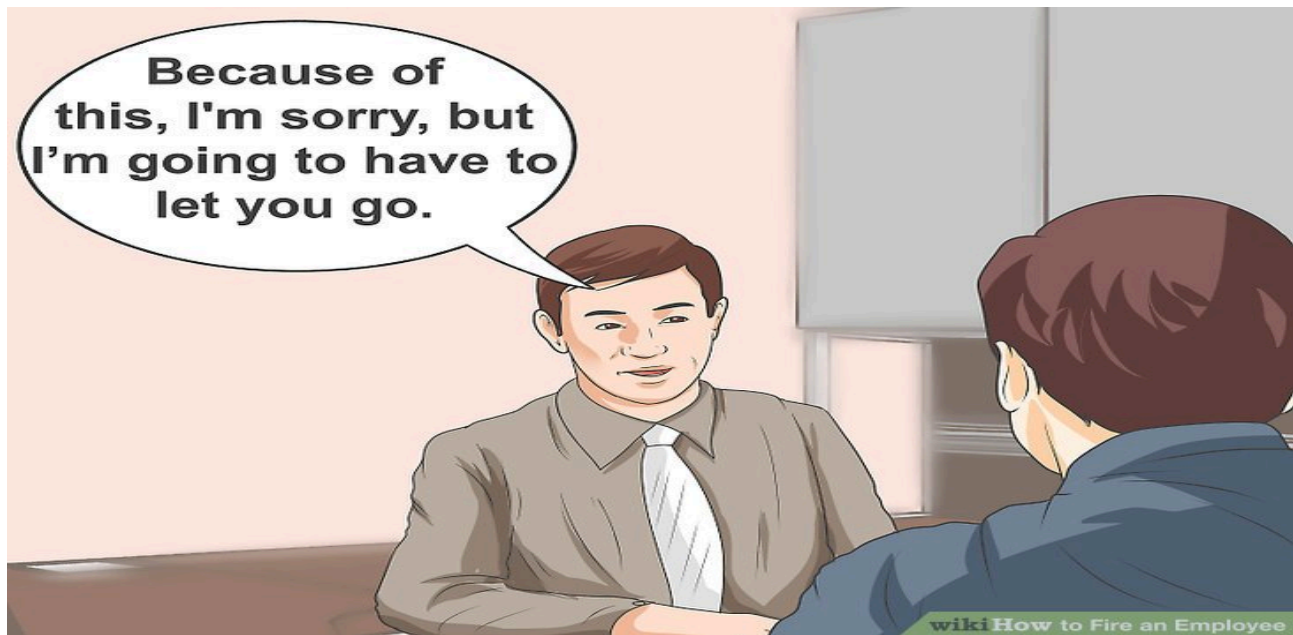
Unfortunately, super small businesses can be targets for criminal activity. Getting a reputation for constantly being a target of crime may scare customers away from your business!

Crime infects businesses in harmful ways. Loss of inventory, property damage, and replacing items all consume time and money. Not to mention the emotional distress that crime also causes.

There are systems you can implement to reduce damages and losses incurred by your company. Train staff to be security conscious, install recording cameras, change door locks, and ask police to drive by.

- **Theft From Your Business**

It happens, that people you hire in good faith end up stealing from your company. This can cast a shadow over all the staff and generate a negative atmosphere until you can determine the culprit.



Any business considering hiring staff must have a company employee handbook. This is a guide for staff on how to conduct themselves while at work. It is also a guideline for what can occur if an employee is found to violate the handbook rules.

This kind of business infection tugs at the heartstrings, you trusted someone to perform a job and in return, they damaged your business. Future hiring steps may include background checks, reference checks, and a second interview to get to know the candidate better.

- **Be Cost-Effective, But Not Cutting Corners**

Are you spending more money than you think you need to? Wasting money is a business infection unless you have your expenses under control and oversee your finances closely. By definition, super small businesses do not have a lot of resources.

Take a look at your business, for example, it's nice for staff to have snacks available at work. Are you throwing away expired foods every week? Get to know your staff preferences to choose items that will be consumed, and research prices for best value.

Ask Yourself, is there a less expensive way to accomplish a task than your current system? Do you need to change the business hours? Brainstorm with your staff on how you can be more cost-effective in your business or take a business course to broaden your knowledge.



Remedies For Your Business Infection

Every business is at risk of infection, and some infections can seriously affect the health of your business. The good news is there are healing remedies and some are very easy to implement.

Some ailments can be resolved with simple changes. Here are a few examples:

- Provide excellent customer service to prevent disgruntled customer complaints that could harm your business.
- Check on your staff, de-escalate any employee conflicts, and find amicable resolutions that work well for you and your company.
- Monitor and maintain your equipment to prevent malfunctions and reduce downtime for repairs. Provide the tools staff need for their work.
- Conduct regular business property tours to identify any safety concerns and get them quickly resolved. Provide safety at work training for all staff.
- Keep your business location clean, organized, and free from hazards that may cause injuries. Clean up spillages immediately and follow up on any reports.

- Stay alert as to who is in your company location and report incidents or suspicious activity to the police. Introduce systems to monitor your business location.
- Interview new job candidates thoroughly, and provide orientation training to include staff conduct at work with consequences regarding negative behaviors.
- Use cost-effective measures to regulate spending monies and prevent unnecessary expenditure. Research pricing for services to get better deals.

