

Doug Kleinsmith Defines Critical Business Management Steps to Take in 2021

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/EINPresswire.com/ -- Doug Kleinsmith is a marketing professional and business expert who has worked with many firms over the years, helping them create high-quality management concepts that make them stand out. And in the challenging environment of 2021, where COVID-19 is still raging, he recently discussed a handful of steps that businesses can take to enhance their management and operation.



Doug Kleinsmith Argues the Importance of Working at Home

COVID-19 forced a lot of businesses to move their employees home to stay open. Many of these preparation steps were rushed and inadequate, and some are only now finally operating smoothly. However, [Doug Kleinsmith suggests](#) that moving to a remote-only work environment is a crucial business management step, as it will cut down on your costs and make your operation smoother.

Why [Doug Kleinsmith Believes](#) It's Time to Shift to a Digital Environment

Did you know that data usage and storage needs climbed exponentially during the early days of COVID-19? This shift occurred because of an increasing digital presence, one that Doug Kleinsmith believes is important to highlight. Begin moving your operation more and more into the cloud, he argues, to cut back on expensive physical storage mediums and to prevent the risk of cyber attacks.

Doug Kleinsmith Suggests Expanding Your PTO Options for Your Employees

Throughout 2021, booms in COVID-19 infection and sickness will challenge business teams and make it harder for them to stay on top of their demands. Doug Kleinsmith suggests expanding your PTO options for your team to meet this need. State governments have created COVID PTO funds that you can dip into, allowing your employees to recover and keep your business

operating well.

Continue to Expand Delivery Options, Doug Kleinsmith Says

If you can directly deliver your products or services to your customers, Doug Kleinsmith suggests you do so to enhance your business operation. Though vaccinations and improved treatments will help the world open up a bit more, there will still be many closures and challenges. By focusing on delivery, you reach out to those who are still afraid to come out or not for their health.

Doug Kleinsmith Emphasizes High-Quality Automation

Doug Kleinsmith says automation can improve many business operations, even those where it might not seem immediately applicable. For instance, companies with detailed customer service may use automated calling networks to answer many fundamental problems without putting in many work hours. Steps like these cut back on your expenses and allow you to focus your workers on more essential tasks.

Focus on Local, Doug Kleinsmith Says

Try to keep your business focus as local as possible, [Doug Kleinsmith states](#), during this year. Many businesses are going to be challenged to compete on a state, national, or global level. Instead, look to emphasize your current business contacts and emphasize satisfaction for these clients, rather than expanding when the market is not ripe. You can accomplish this by working with, and through, locally owned & operated small businesses when possible. This course of action is good for the local economy.

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