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Shahram Zarshenas • May. 13, 2021

Thanks to the dawn of the digital era and modern technology, the business landscape continues to shape and shift in unprecedented ways. Entrepreneurs across industries leverage various tools to upgrade their practices and systems, ensuring that progress and productivity are always prioritized.

With the development of tools and platforms come the smartphones and social media world, however, which has effectively blended personal and professional lives.

Drawing the line has become rather hard to do, and unfortunately, this is causing a

quick and easy guide to follow:

Understand the People: Things to Remember

- **Instead of measuring hours and days, measure the tasks at hand**

In a highly digital environment, the lines between personal and professional lives are steadily becoming blurred. Overlapping is a reality all employers must face, and the age of micromanaging must come to an end. Forcing your employees to stay away from their personal lives should be out of the question and instead, focus on the tasks. If the work gets done, then you have nothing to worry about.

So long as your accounting workflow is honored, papers are worked on, and clients are happy, you will have had a productive day. Break down the work into tasks, and assign them accordingly until all projects are completed. From there, you can get rid of anything that could cause further stress and issues.

- **Allow your team's results to tell the story of productivity**

Anchoring on the first item, it's best to focus on the results. It's the most important element that indicates employee productivity. Make sure to constantly ask for feedback among your employees, but never forget about your clients.

Attain as much information as you can regarding the customer journey they've experienced. What works will continue to work, and as long as you're seeing results that keep the company thriving, you're working with the right people.

- **Never lose sight of your company goals**

Measuring your team's productivity is crucial, but it's important to sit back and remember—what are you trying to accomplish? Keep your goals in mind, as this is

how you ensure that the entire team is focused. If you're hitting goal after goal, and

improve the practices in place.

Invest in the Best CPA Practice Management Tools

Your ability to measure employee productivity in the workplace is critical to your firm's success, but remember that how they spend their time doesn't always guarantee success. The best way to see productivity is by looking at the results—down to the last detail. If it's promising, with satisfied clients and organized files, you're on the right track.

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