



The Resourceful Organization

Is Your Organization
Becoming Bigger or Better?



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Introduction

Unlock \$ through resourcefulness



Scaling a service-based business can be challenging. You've got to the point where you want to increase project volume and grow your revenue. But market uncertainty and financial pressures mean you're reluctant to commit to more staff. In these circumstances, you need a way to increase capacity without overstretching your resources — either financial or human.

Although it might seem interminable — you can't grow your revenue without more resources, you can't get more resources without growing your revenue — there is a solution. A solution leveraged by many now-global brands while they were still aspiring startups in their founders' garage.

Resourcefulness.

Resourcefulness is about using what you have — rather than what you'd like to have — to succeed and scale. Part-mindset, part-strategy, it helps ambitious brands to innovate, surface efficiencies, and unlock revenue and resources for business development.

But it isn't the last-ditch recourse of cash-challenged companies. It is a proactive strategy to optimize resource levels and maximize ROI, so your organization is set to scale.

Businesses — from savvy startups to global enterprises — leverage resourcefulness to:

Increase revenue without increasing headcount

Protect profit margins without sacrificing quality

Grow the business in the most efficient way possible

It is an approach that challenges the old model of business growth that conflates staff numbers with success. Resourcefulness champions scaling over growth — and agility over administration — to build the leanest path to profit.

It recognizes that ingenuity and resource utilization are key levers in scalability. And represents a powerful alternative to cost cutting, which — by overlooking opportunities to increase operational efficiency — fails to deliver long-term benefits to a business.

Digital transformation is, of course, fundamental to resourcefulness in modern businesses. Accessible new technologies empower businesses to innovate and scale, without increasing headcount and associated cost.

If you're responsible for business development in a professional service organization, read on to discover the new rules of business growth — and how project-based businesses can unlock revenue through resourcefulness.



Chapter 1

Scaling or growing? Dispelling the “more- people” myth



There's a common myth that organizations need more resources to succeed. Naturally, it exists because we think of growth in linear terms: if a company adds new resources (capital, people, or technology), the revenue increase will follow.

While it may sound true, in practice headcount growth doesn't equal success. By contrast, having the ability to find clever ways to overcome difficulties, does.

The truth is, revenue can and will multiply without a substantial increase in resources. Eventually, it's not about resources, it's about being resourceful. But what does it mean and how can project businesses adapt?

When people think about scaling and growing their organization, they often assume that the two are the same thing. But they're not! Growing has more to do with getting bigger—growing larger in terms of size and scope—while scaling has more to do with improving your organization over time with resources you have available.

Growing an organization means that you are adding new members to the team, and these new members will have a different set of skills from the ones already in place.

Scaling is about making sure your organization has enough resources to keep up with demands for its services. This can include adding more people but also involves making changes to your processes, policies, or procedures so that you can continue to provide quality service at an affordable price.

To put your organization to test, ask yourself this question: Is your organization becoming bigger or better?



Here's a simple (real-life) story — no names, no pointing fingers — to show you the difference between scaling and growing, as well as the dangers the two are beset with.



An ambitious startup gains success in raising investments during a pre-seed round. Inspired by their achievement and eager to make it work, they start going at full throttle.

What's the best way to scale, they wonder? More heads = more ideas = more growth.

The startup opens one job after another, growing the team day and night.

Seems they are all set now? A well-rounded engineering team (with more experts to come), other departments getting fatter, too.

But startup life being what it is, setting the business for smooth sailing is not as easy as they had hoped it would be. Product-market fit still not located; product, although relevant and promising, still immature. Sales are not going as fast as expected.

And this is where it gets dangerous — they're running out of money. Expenses are considerably higher than revenue. So they scale down, let some (or most) of the experts go and try to get resourceful. After all, they're growing in size, but not actually scaling. And this applies to professional services businesses, too.

Getting more people onboard doesn't always mean you will get more clients or more projects in your pipeline. Instead, overhiring might add unnecessary hassle and confusion, scheduling conflicts, workplace clutter, you name it.

The bigger is not always the better.

Chapter 2

The definition of resourcefulness



Tony Robbins, a world-recognized speaker and coach, once said:

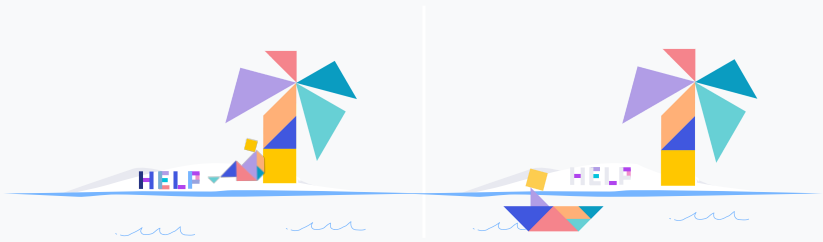
“It’s not the lack of resources, it’s your lack of resourcefulness that causes failure!”

And this applies to many situations at work and in personal life.

When you're resourceful, you know how to make use of what you have in order to get what you need, even if that means turning an old shoe into a new pair of boots.

Being resourceful is about being able to see potential in things that others might consider useless — it's about finding opportunity in a situation where there doesn't seem to be any.

BE RESOURCEFUL



In the end, it is not about how much money you spend on a project or how good it looks; it's about having good ideas that can be implemented quickly at a low cost. Resourcefulness is an attitude, a way of approaching.

To be resourceful means:

- Being strategic about how you use your resources;
- Not wasting time and money;
- Getting the best out of what you have;
- Being flexible and adaptable;
- Thinking outside the box;
- Being willing to learn new skills or develop existing ones when necessary;
- Looking for alternatives when faced with a problem rather than giving up or doing nothing at all.

Chapter 3

What is a resourceful organization?



Resourceful organizations are businesses that are able to align their people, processes, and technologies in a way that maximizes the outcome. In essence, they have found a way to fit more work in the cracks of the day. They achieve this through a culture of collaboration, employee development, and innovation.

A resourceful organization is characterized by its ability to think out-of-the-box and find creative ways to use its resources in a way that best serves the customer. It takes on a unique position in the market because it uses its resources in a way that other businesses cannot imitate or compete against.

For example, Apple has created a resourceful organization through the use of its retail stores.

Customers can try out different products before buying them and receive personalized service from salespeople who understand the product line. This allows Apple to compete more aggressively against electronic retailers and also creates a differentiating factor for the company, enabling it to charge higher prices than its competitors for similar products.

For professional services businesses like agencies, IT Services, and consulting firms, creating a resourceful organization means using staff members' skills intelligently. In this way, the firm can better serve clients by providing more services at lower costs without sacrificing quality.

Runn's CEO, Tim Copeland defines resourcefulness as "being able to use what you have in front of you to achieve your goals."

He believes it's key for a business to be able to adapt quickly. Tim says: "If you're not able to do that, then you're going to be left behind."



"The business world is characterized by constant change - particularly in project-oriented businesses - and if you don't bend, you'll break. Flexibility, responsiveness, and resourcefulness altogether are key to success in an environment that's hard to predict. "



Tim Copeland

CEO, Runn

Chapter 4

Resourceful vs well-resourced — which is best?



Having a lot of resources doesn't mean you're using them right. In fact, it might mean you're building your projects around your resources, not your resources around your projects.

The [PMI](#) found that 11.4% of project resources get wasted because of inferior management processes.

In turn, Aaron Dignan, the author of *Brave New Work*, says "Corporations might be getting bigger, but they're not getting better at generating value from their assets."

And be it because of too much of a good thing or an inability to manage it right, one thing is clear — good project management is supposed to save resources, not waste them.

If you're an ambitious service business that's looking to achieve a lot with only a little resource, it can be tempting to think well-resourced competitors are better off. They have bigger teams and healthier budgets, which must make it easier to win customers and deliver great work.

But just because an organization is well-resourced, doesn't mean it is more competitive. In fact, being well-resourced can be detrimental to company culture and undermine efficiency. Counter-intuitively, being well-resourced could be the start of a slippery slope for service businesses.

Here's why it's overrated.

More people - more headaches

According to Lighthouse, everything breaks at [25 employees](#). This is where many companies start going downhill.

Adding more people to the company adds complexity, cuts in-depth communication, and creates reporting structure issues.

People are less likely to know what is happening anymore — it is hard to keep up with all the projects, hiccups, and learnings.

More people means more shallow communication and coordination time, which means more meetings to schedule, more emails to send, and more problems to solve. This is why the best organizations are those with just enough people to get the job done.



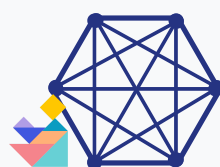
3 people, 3 lines



4 people, 6 lines



5 people, 10 lines



6 people, 15 lines



7 people, 21 lines



8 people, 28 lines



9 people, 36 lines



10 people, 45 lines

When you have more communication channels, you have more opportunities for miscommunication and misunderstanding. The result is a lot of wasted time and energy.

Efficiency is the name of the game

It's no secret that companies [operating efficiently](#) tend to be successful ones.

Efficiency requires focus, discipline, and careful management of resources so that they're used wisely rather than wasted unnecessarily on mundane things like meetings, status updates or pointless tasks.

It's easy to get caught up in all the moving parts of running a business. But if those parts aren't working together efficiently, they might as well not be there at all. That's why it's best to make sure everyone knows their role and how their part affects others' roles.

Agile = nimble and easy to pivot

Organizations that are well-resourced take months (or even years) to move a project forward. They have so many stakeholders that the decision-making processes become cumbersome and simply take too much time.

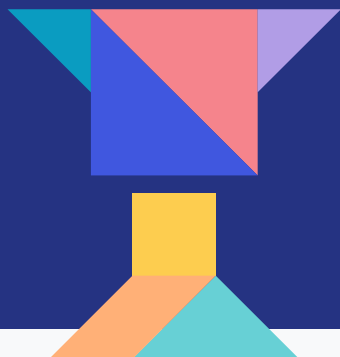
Resources are a wonder, but not if it means slowing down progress in order for everyone involved to feel good about things — which happens all too often!

Agile organizations, on the other hand, are able to respond and adapt quickly because they don't have too many resources tied up in one project or initiative. They don't have too many people working on one thing at once; instead, they have smaller teams working on multiple projects simultaneously so that they can quickly shift resources as needed.



Chapter 5

The benefits of being resourceful



We're all familiar with the expression “the rich get richer.” We also know that resources can make the difference between success and failure. But it's not just resources that can make your projects fly, it's also “entrepreneurial bricolage”.

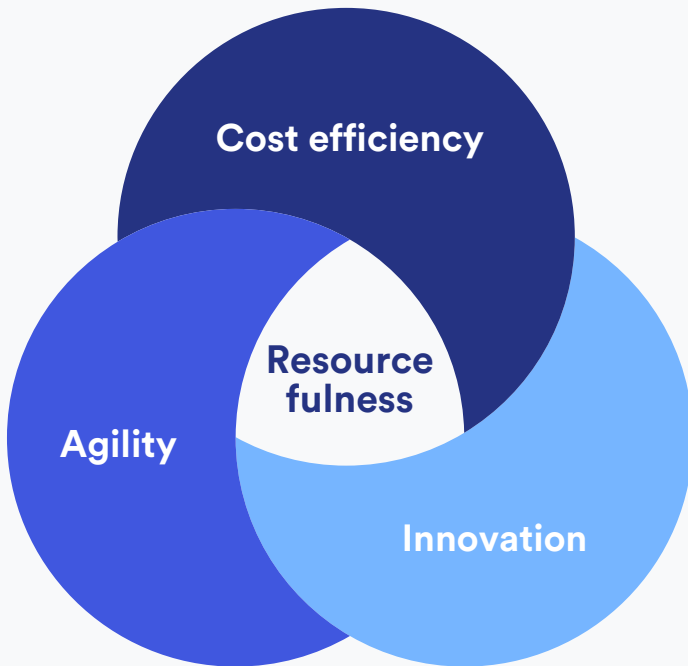
In a study called “Creating Something from Nothing”, researchers from Johnson Cornell University examined 29 resource-constrained companies, where entrepreneurs managed to create and provide unique services by recombining already existing resources.

Using their findings, the researchers coined the term “entrepreneurial bricolage”, which stands for a unique and, at this point, extremely valuable approach to resource environments.

In simple terms, the study concludes that it's not always about the resources you have — it's about the way you use them. Being resourceful is, therefore, a matter of being smarter than the rest of the market when it comes to resource management. So what are those unique selling points of resourcefulness after all?

- Cost efficiency — always looking for ways to optimize processes to be more efficient, thereby improving cost efficiency. Well-resourced businesses never have this imperative.
- Innovation — ‘Necessity is the mother of invention’ — a resourceful mindset surfaces new ideas and opportunities. Getting stuck in turf wars, politics, lack of alignment, and cultural issues — well-resourced “big players” tend to just miss out on innovation, Harvard Business Review found.
- Agility — scaling your business without your structure becoming bloated means you can stay lean and agile. This benefits the business by keeping employees connected to outputs, adapting quickly to new markets, and more.

But the thing is that resourcefulness shouldn't just be reactive in response to resource constraints, it should be a proactive baked-in strategy to free up resources and revenue for growth, cultivate a culture of innovation and efficiency, and maintain a lean and responsive organization.



Chapter 6

Why companies fail at becoming resourceful



High-performing organizations waste nearly 12 times fewer resources than low performers, the [PMI](#) found. Understanding your resources and what you can do with them is, therefore, a matter of business survival.

But being resourceful is a way of thinking, not just a way of acting. It's about having the right mindset, and not just having the right tools. Resourcefulness comes from being prepared to take on new challenges and opportunities as they arise, whether they're related to your business or not.

But businesses often struggle with being resourceful because they can't let go of their old ways of doing things, and embracing new ideas.

On top of that, most organizations are not designed for flexibility, agility, or responsiveness. Too often you'll find that there is little or no collaboration between departments, people don't work together and there is little communication between teams. This means that problems on one team cannot be solved by another team because they don't know about them.

But the issue can also lie much deeper. For example, the organization might not know how to identify and measure their resources. The second reason is that they might not know how to convert their resources into performance. Finally, there might also be a problem about managing their resources effectively.

The good news is that anyone can become resourceful — it's just a matter of learning how to do so and then practicing until it becomes second nature.



Chapter 7

How to become a resourceful organization



Becoming a resourceful organization is not just about being innovative and creative. A resourceful organization is one that's prepared for anything. It can adapt to changing conditions, identify opportunities, and even create new ones.

Here's what you can do to become a resourceful organization.

Have a closer look at your operations

Start by analyzing your processes and try to understand just how efficient they are. Is there anything you could optimize to increase efficiency?

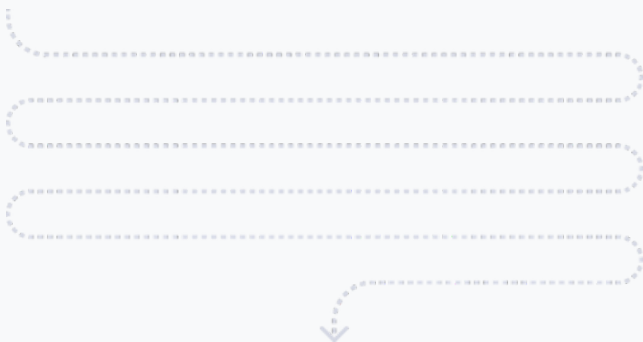
For example, do you know where your productive time is going, how much time your people spend doing each task?

Time tracking with timesheets could be an option to uncover the grey areas where your teams could become more productive.

Or how much time do you usually spend doing admin work and creating reports to see where your resources are going?

What if you could use real-time digital dashboards and automate this to get accurate human error-free reports within a few clicks? That's efficiency and resourcefulness right there.

In his article for PM Column, Caleb Flake, a Practice Builder at Kimley-Horn, one of the U.S. premier planning and design consulting firms, said:





"It's everyone's responsibility to make the company successful. Accurate time-keeping is just one small and simple way that everyone can chip in to improve numbers and keep profitability looking good without making any changes to the project itself.

Next time you're closing up for the day and ready to head home, take a few minutes to document time. Rather than put your pencil down for the day, go ahead and mark it in your timesheets to save you that one step later. If this could save 4% profit on a project, imagine what other things you can do to squeeze out a little more efficiency."



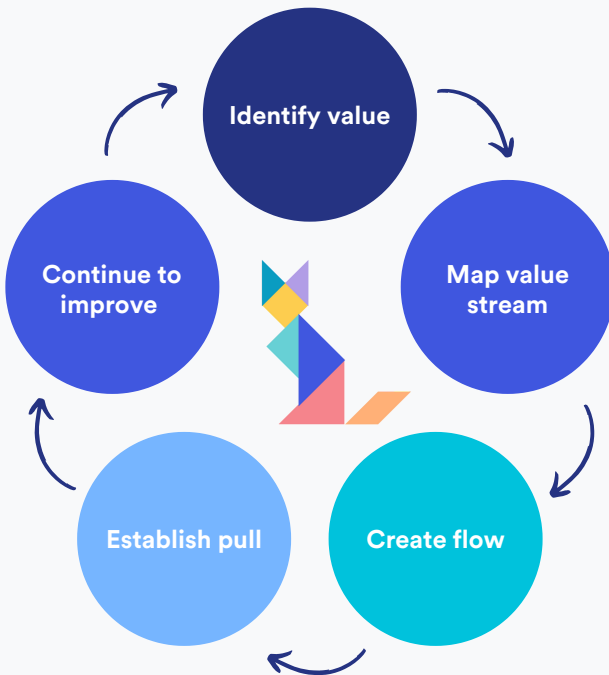
Caleb Flake

General Manager

But if we're talking about a mindset change, a sure way to optimize your operations lies in "getting lean".

Lean is an approach to management that focuses on maximizing customer value and minimizing waste by removing (or automating) any activity that does not directly contribute to the creation of value for the customer.

LEAN PROJECT MANAGEMENT PRINCIPLES



If your company works with other companies, make sure you have a close look at their processes as well.

This will help you identify areas where both parties can benefit from streamlining their operations and reduce costs in the long run.

Break down silos and improve visibility

The bigger the business the more projects; the more projects the more people; the more people the higher the chances that your teams get disconnected.

In a large business, there are many teams and departments working on different projects at the same time. This makes it difficult to see what everyone is doing, which makes it hard to communicate, collaborate, and coordinate with each other.

One way is to break down silos. This doesn't mean you should have one big team with everyone reporting to one manager.

Instead, make sure that every person understands what each part of the operation does and how it can help them succeed.

The next step is to improve visibility so that all teams know what others are doing as well as where they stand in relation to their goals. This will make it easier for everyone to work together without relying on meetings or email chains just to find out what's going on across departments or projects.

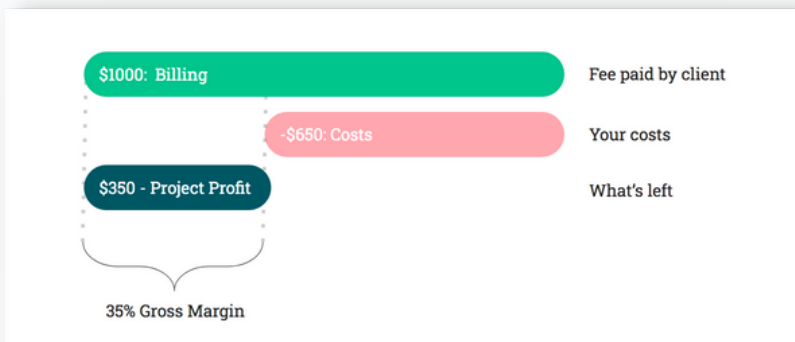
Your goal should be to have 100% transparency within your organization so everyone knows what's going on at any given time.

Identify pockets of organizational excellence and leverage across organization

To become more resourceful, you need to be able to assess your strengths and weaknesses as an organization, as well as how you can optimize those areas for growth.

Pockets of excellence are areas where an organization excels in managing its resources. It can be anything from the ability to attract talent to cost savings or customer service. The main objective here is to identify the areas of excellence and then leverage them across other areas of your business.

Look at metrics across teams, identify best practices, and apply those across other teams. After all, metrics are an important indicator of how well an organization is performing. Those can be anything from efficiency, productivity or profitability, helping you understand whether you're getting value out of your resources or not.



They also help you benchmark your performance against competitors' performance. Benchmarking, in turn, is meant to ease you into identifying the best practices that are worth replicating in order to achieve better results in other areas of your business. For example, if one team has figured out how to increase their sales or project output by 20%, it could be worth taking their ideas and spreading them around other teams so they can see similar results.



Establish cross-functional teams to look at systemic issues and opportunities



Cross-functional, tiger teams are about “teaming your way through disruption”, identifying hiccups and opportunities on the go. In fact, 83% of digitally maturing companies say they rely on cross-functional teams to reach successful outcomes, [Deloitte](#) found.

In order to be resourceful, you need to look at things from multiple perspectives. This is exactly what cross-functional teams do. They consist of people from different departments or functions who come together to solve problems or pinpoint new opportunities.

Tiger teams can be created in a variety of ways: they could be permanent teams, ad hoc teams that are assembled for a specific purpose or project, or they could be temporary groups created when needed by combining people with similar interests.

The purpose of [cross-functional teams](#) is not just to get people out of their silos; it's also about breaking down barriers between departments that may exist within an organization.

When there are silos and boundaries between departments, it often leads to information being hidden or protected behind closed doors.

This makes it more difficult for managers to get their arms around problems and make changes without disrupting other areas in the organization.

Become more consistent data-wise

An organization that is not able to collect and use the right kind of data is one that is not likely to be resourceful. The ability to get the right information at the right time is essential in order for an enterprise to stay competitive.

This means that you need to have a process in place that allows your business to collect, store and analyze information as it comes in.

But being a data-driven organization is more than just being able to collect, manipulate and analyze data. It's about having the mindset and drive to use data, consistent metrics and formulas to make better decisions that will improve your business.

Companies that embrace this approach have a competitive advantage in their industry because they can see trends before anyone else does. They can know what customers want before their competitors do. They can predict what products will be successful ahead of time, which means they don't have to waste time on projects that won't pan out.

If you're running a professional services business, you need to have all the project data at your fingertips. How many projects do you have in progress? How many got completed in the last quarter? How many resources did it take to complete them? How much workload do you expect to get in the upcoming quarter? Are your existing resources enough to cover all of them?

Being consistent about the way you approach and use data can make all the difference here.

Adopt new technology

In the US alone, professional and business services make up the second largest employment sector and are expected to grow to [21 million jobs](#) by 2024. Digital transformation has a role to play — companies are becoming operationally smart and cost-efficient, they know how to scale their business against the odds. After all, choosing the right technology and knowing how to use it doesn't just save time — it also makes you more creative, strategic, and innovative.

Adopting new technology has a major impact on how people work and how they think about their role in the company. It enables organizations to be more flexible and responsive to change, while also making them more efficient and cost-effective.

Using technology to improve productivity and efficiency is not new, but the pace at which it changes is increasing dramatically. Digital transformation enables organizations to adopt new technologies that make their processes more efficient, effective and scalable. The result?

Organizations can now offer better service at lower cost while simultaneously improving productivity and coming up with unconventional solutions.

It's not just about going faster anymore. In 2022, it's about being different, standing out, and winning the market with your creative thinking and brilliant ideas.

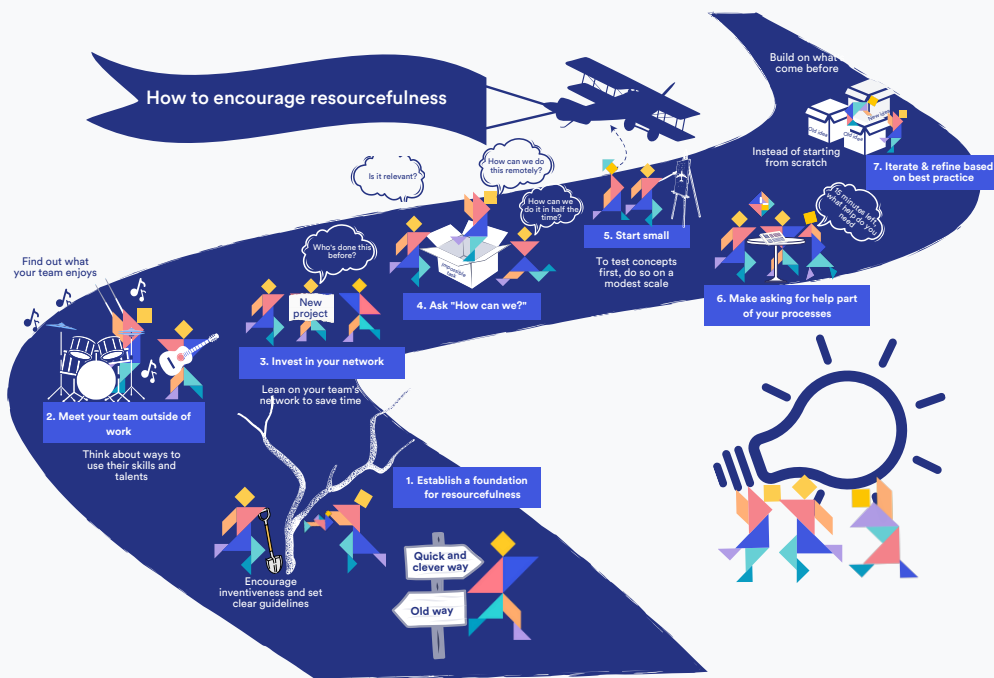
Embed resourcefulness in your organizational culture

Each employee makes an integral part of your company's blood flow. People, their values, methods, and approaches are the very cogs that make your company culture run.

So in order to turn resourceful, you need to make sure every member of your team knows what it is and how they can get there. After all, they're the 'boots on the ground', standing closer to issues and able to make a tangible impact on auditing and improving processes.

“Learned resourcefulness” is not something that always happens organically — but it is something you can start and develop by seeing opportunities in challenges and lessons in mistakes. Making this approach into a culture is the shortest way to a healthy workplace environment and great business outputs.

Create an environment where people feel valued, empowered, and encouraged to take initiative. An environment where mistakes are considered learning opportunities and not something to be ashamed of or punished for.



An environment where people are trusted to do their job well without micromanagement or supervision from above.

A good place to start is by implementing a no blame culture, which accepts mistakes in the workplace and uses them for learning rather than judgment.

Leaders should make sure that they're creating an environment where employees feel safe and comfortable enough to take risks. When employees aren't afraid of being judged or punished for trying something new or being wrong, they are more likely to take ownership over their work and feel invested in its success.

To create people positive culture, leaders must be able to see their employees as more than just a resource. They need to understand that people have different strengths and weaknesses, and that the way they work should be matched with those strengths and weaknesses. And of course, in addition to developing a strong sense of empathy leaders must focus on being an example of the kind of behavior they want to see in others.

Turn innovation inwards

Innovation is not just about creating new products and services – it's also about finding new ways of doing things and improving existing processes.

When you focus on innovation internally, you have access to information that other companies don't have access to – including ideas from employees at all levels who could be contributing something valuable.

Getting smart and dedicating time to ingenuity within your business, fostering a culture of internal innovation and giving your teams the room to think outside the box is a sure way to resourcefulness.

When companies cut back on training and development, they run the risk of obsolescence and lack of innovation. In times of crisis and rapid change, it's even more crucial to keep learning, helping your people upskill and see solutions within problems. In fact, constantly challenging your team and keeping them on the ball is how many industry leaders close those critical capability gaps without spending more money.

How do they do that?

HBR found that you can close 60% of your future roles by teaching your teams, supplying them with relevant reskilling programs, and skipping that “hire and fire” model where you spend massive resources on hiring new experts only to fire them when the demand or workload decreases.

Improve project management processes

In recent [Wellington](#) research, 45% of respondents said they are somewhat or very dissatisfied with the current level of PM maturity. This means that a lot of projects are being run chaotically, by PMs that do not necessarily have the right training for it and the right tools to make all processes efficient.

That same research found that 47% of respondents from 214 companies do not have access to real-time project KPIs and 50% of them tend to spend 1 or more days manually collating project reports (while with the right tools, you can do it in a few clicks).

Having solid processes built out is like adjusting your clock — you need to make sure that each cog in the system is running well for the arrows to show you the right time. Above anything, high performance hinges on the quality of your project management processes. They give you a roadmap and rules to follow on the way to success.

No matter the size of your business, it's important to have a set of processes that work for you and allow for the most efficient workflow. When everyone is on the same page about how things should happen, confusion and miscommunication are kept to a minimum.

Level up your resource management

Human resources are the biggest asset and the greatest investment for project-based businesses. But even if you have all the human resources in the world, there's still no guarantee your projects are going to fly.



In fact, poor resource management is [the third biggest challenge businesses face](#), according to Wellington. And it's no surprise when you start digging into proper resource management and all the intricacies it entails.

WHAT ARE THE LARGEST PROJECT MANAGEMENT CHALANGES IN YOUR ORGANIZATION?



First, you need to always plan and schedule all resources so there are no overbookings or people left on standby. You don't want to spread your resources too thin but you also want to get the maximum value out of them. And it is that balancing game that can easily get complicated, especially if you jump into it unaided, with no tool supporting your processes.

Second, you need to be able to identify resource gaps and forecast availability. Do you really need to hire new staff to fill those gaps? Hiring seasonally is costly and more often than not, it does not pay off. So understanding how you can quench that resource demand with what you already have is the science behind expert resource management.

Finally, you need to have the right tools automating mundane tasks for you. Projects are never static — priorities change, people come and go, resources have to migrate from one project to another — and you need to keep up with all of this in real time. A reliable tool will implement all of those changes for you automatically, removing the risk of human error and saving you hours if not days of productivity time every week.

7 benefits of using resource management software

1



Get better visibility of resources

2



Understand capacity vs demand

3



Maximize billable work and resource utilization

4



Match people to projects intelligently

5



Support hiring decisions

6



Identify and fix resource conflicts

7



Increase employee satisfaction

Chapter 8

The values of a resourceful business



The values of a resourceful business are in the name. In fact, they're what makes it a business — a company that makes the most of its resources and gets money by providing products or services. But that “making the most of resources” is not just a phrase tossed around — it truly is the ultimate value of a resourceful business.

The COVID-19 pandemic changed a lot about the way companies handle their resources; it gave way to the “[From the Great Resignation to the Great Reorientation](#)” Age. In this age, key business choices start at the hiring table — finding someone who’s willing to work is not enough anymore — you need to invest in people that want to learn.

Being willing to upskill and gain the needed expertise to “stick around” and match the shifting needs of the company is what defines the people working for a resourceful organization.

A resourceful organization values its employees' opinions, creativity, and productivity. They see their people as the most important asset — not just in terms of what they produce, but also in how they feel. They encourage them to think independently. And they look for ways to support them in those efforts — even if it means that their plans might not always be aligned with management's.

These companies value constructive criticism as a way to take an honest look at where they could improve and are open to suggestions on how they can do so. They lead by example, demonstrating that they will work just as hard as their employees to make sure that everyone is taken care of and feels satisfied. Finally, above all else, a resourceful organization values adaptability in order to remain flexible in a rapidly changing landscape. It has enough foresight to see the long-term consequences of its actions and make decisions accordingly.

Chapter 9

How resourceful is your business? A checklist



Company culture

- Do we have a clear vision?
- Do we cultivate an environment that encourages creativity and innovation?
- Do we build strong relationships with our employees and partners?
- Do we encourage employees to take risks and learn from their mistakes?
- Do we provide enough training for employees so they can be effective in their roles and beyond?
- Is there a training budget for people who want extra growth to gain new skills or “reorient”?
- Are we able to be flexible, to adapt quickly, to operate in an uncertain environment?

Strategy

- Are we willing to adjust our strategy if our original plan isn't working?
- Are we quick to make decisions and slow to change them?
- Do we know what our strengths are? Our weaknesses?
- Do we know our competition inside and out?
Can we identify potential threats and opportunities they might present us with?
- Are we willing to try something new if it has the potential to improve our company in some way?
- Are we open-minded enough to consider other people's ideas even if they're different from ours?

Processes

- Do we have a reliable resource management process in place?
- Is there a process to find solutions and make changes when needed?

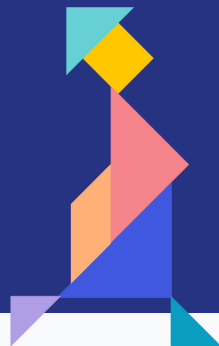
- Are there clear ways that employees can communicate their needs to management and have those needs met without fear of retaliation?
- Has each department been given the tools they need to be successful?
- Is there open communication between departments and employees at all levels and are people aware of other functions within the company so they can offer suggestions or help when needed?

Operations

- Do we cut costs by outsourcing?
- Do we automate mundane tasks?
- Do we outsource grunt work?
- Do we automate administrative work and bookkeeping?
- Do we use technology to make our life easier?
- Can we rely on our own resources for growth as opposed to being dependent on outside sources for growth?

Chapter 10

Final thoughts



Reorientation, flexibility, adaptation to the evolving economy, willingness to learn, “[lifelong employability](#)” — resourcefulness as a concept has already been given many names. But its core concept remains the same — it is about finding endless ways to make resources more effective and processes more efficient.

Getting resourceful is no one-day change. It is a commitment, a shift in mindset. Be it through reconnaissance-level resource management, a thriving company culture, or an environment of continuous learning — the moment you find a way to use your resources right, you’re on the right path towards becoming a resourceful organization.

For professional services businesses being resourceful is not just a strategy for scaling — it is an excellent opportunity to attract new clients.

You see, clients are attracted to organizations that demonstrate their ability to deliver high-quality work in a timely manner and on budget. This increases the chances of repeat business and referrals from satisfied clients.

Resourcefulness is like the green light in the traffic lights — for customers it means that their expenses will be used efficiently for maximum output, for potential employees it signals a company that values the people building it, and for competitors it means that they need to hold because someone else is passing through, someone with a competitive edge in the market. Whatever the case, resourcefulness is a process that requires maintenance, real-time updates and insights, accurate predictions of the future and reliable analyses of past lessons.

This is why automation and digital transformation have such a massive role to play here. They help you rewrite the rules of the game and find new ways to win the market. Having the right tools to guide you along the way is, therefore, the key to a successful outcome.

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