

Did You Prepare Last Winter for Your Summer Busy Season?

by Ranger Kidwell-Ross

It's summer and your company is probably operating at breakneck speed. That's a great time to assess any difficulties you're having keeping up with all aspects of your operation, as well as to make notes about what you might do in the slower winter season to better prepare.

Last winter did you do all available preventive maintenance on your sweepers and other rolling stock; on your shop area and other aspects of your building; and, on implementing ways to make your company run smoother during the busiest times? The slow season is best for checking out new GPS systems, preventive maintenance and accounting programs, etc., as well as things like employee record-keeping and planning for growth.

Now that you're ever-so-busy, what do you wish you'd done in that regard? Where are the bottlenecks in your current system that you'd like to straighten out, if you only had time at the moment?

If you're short on employees, a common complaint I've been hearing, was there anything you might have done to retain your previous employees through the slow season? Might they have been cross-trained into other areas of the business, like taking part in your preparations for the busy times? Could you have designed advertising specials to generate more business for either the slow months or, if needed, for now?

Many contractors have delayed putting into place their social media accounts as well as establishing a system for posting onto them, and the slow, winter months are ideal for accomplishing those kinds of tasks. If you had all that in place you'd be able to showcase how great you're doing now.

We've all heard that "Good luck is where preparation meets opportunity." I wish you the best of all three.