

Search News Submit Query

burlingtonfreepress.com WEATHER | JOBS | CARS | HOMES | APARTMENTS | CLASSIFIEDS | SHOPPING | DATING

- Home NEWS Top Stories Local/Vermont Sports Living Entertainment/Weekend Business Opinion Travel Columnists Contact Newsroom NATION/WORLD ARCHIVES SEARCH! News Archive PhotoWeek NewsWeek Sunday's Edition CLASSIFIEDS Place an ad Careers Wheels Real Estate Apartments Shopping Dating Free Press Jobs ANNOUNCEMENTS Obituaries Births Weddings SERVICES Contact Us Subscriber Services Customer Services Email Headlines Submit Feedback

Business

Monday, December 5, 2005

Business Archives: Sun Mon Tue Wed Thu Fri Sat News

Contact Business Depa

Today's AP Business News and AP MoneyWire brought to you by K

Small-businesses seek organization help

ADVERTISEMENT

Published: Monday, December 5, 2005 By Peter Bothum Gannett News Service

As an image consultant, JoJami Tyler makes a living helping people straighten out facets of their lives -- their closets, image and clothing.

Despite her expertise, Tyler was having difficulty keeping things in her own life in order -- namely her home office.

Her Hockessin, Del., office's design caused poor posture and shoulder pain. Her file system began to overflow and her propensity to multitask left her to-do list in a similar unruly state.

"Running a business is totally different than organizing a closet," said Tyler, who launched Mode Image three years ago and has 15 years of experience in the fashion industry.

About a year ago, Tyler hired a professional organizer. Jocelyn Coverdale, president of Newark, Del.-based Ballantra Solutions, came in, picked out trouble spots and found ways to make Tyler's business more efficient.

Faced with slim profit margins, tight budgets and strict time constraints, small-business owners increasingly are seeking consultants like Coverdale to help get better organized.

About 48 percent of executives admit to having messy desks but claim to know where everything is, according to the Glenview, Ill.-based National Association of Professional Organizers. Roughly 12 percent say their desk appears organized but that they have no idea where anything is.

This lack of organization leads to lost time, said Coverdale, the association's chairwoman of course development. Of the total eight hours per week spent on document management, executives and employees spend one hour finding documents, one hour sharing documents and about 30 minutes on document retrieval.

Coverdale pointed out simple but effective solutions to help Tyler make her business more efficient.

To cure the shoulder pains, Tyler replaced her traditional computer monitor with a flat-screen, and moved it from the right side of the desk to the center.

To untangle Tyler's file system, Coverdale suggested a tickler file - which organizes items by date - to separate documents that pertained to upcoming events.

Tyler put into practice Coverdale's Power Hour -- a 60-minute chunk of the day without e-mail, phone calls or interruptions. During that time, Tyler focuses on one current project and nothing else.

"It was just life-changing to me," Tyler said.

Firms like Coverdale's are drawing more attention these days because of the proliferation of television shows dedicated to organization. One such show, "Mission: Organization," on HGTV, focuses on homes but offers tips that might be useful to small businesses.



Printer Friendly Version

E-mail this article to a friend

Website Problems/Feedback

Contact Newsroom

Subscribe to the Free Press

News Week

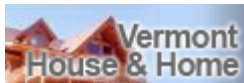
The week in photos

Advertise

Ad Design Specs

PDA Version

SPECIAL SECTIONS



Atlanta-based organizing and productivity specialist Monica Ricci of Catalyst Organizing has appeared on "Mission: Organization" four times but she's not sure the spotlight has been good for firms such as hers.

"We love the exposure, we love the public awareness," Ricci said, "but at the same time it becomes our responsibility manage our clients' expectations."

In other words, Ricci and Coverdale are not miracle workers. Ricci said the projects shown on 30-minute shows actual about 80 hours of work.

Corporate jobs take just as long, if not longer. The most common problems Ricci sees are redundancies where two people are doing the same thing and poor business flow caused by excessive e-mail.

Coverdale offers a seminar for business executives yearning to be more organized called "The GO System." The three class covers discarding documents, filing efficiently and maximizing time in the office.

Executives and small-business owners who attended a recent seminar each had a different disorganization dilemma on their hands. Former DuPont executive Norm Henry couldn't figure out how to properly run the office for his home-based consulting business.

For 30-plus years, Henry had all the luxuries of a high-ranking executive, including administrative support staff who kept his calendar tidy and phone calls answered.

"Now I don't have it," Henry said.

Coverdale has self-motivating tactics for people such as Henry and Tyler, who are on their own after years in the corporate environment. One is to not look at e-mail first thing in the morning. Tyler said that, early in her day, she used to blow through half-hour to two hours responding to messages from family and friends. Now, she leaves e-mail unopened and focuses on work early on.

Bobbie Yarrusso has no problem staying organized when she puts together social gatherings and other functions for businesses through her business, Creative Event Designs by Bobbie.


Back at her office, it's a different story.

"My office is an absolute mess," Yarrusso said. "I just sit there and look at the piles."

Coverdale instructs her clients to jump right in using the "FAT" system -- file, act or toss. If a document seems relevant, file it. If it requires immediate action, do so and discard it. If the document is deemed outdated or irrelevant, toss it immediately.

Without a system to file and trash incoming documents, papers pile up and people become overwhelmed.

 [Printer Friendly Version](#)

 [E-mail this article to a friend](#)

[HOME](#) | [NEWS](#) | [ENTERTAINMENT](#) | [CLASSIFIEDS](#) | [SHOPPING](#) | [JOBS](#) | [CARS](#) | [HOMES](#) | [TOURISM](#) |

Classified Partners: [Jobs:](#) CareerBuilder.com • [Cars:](#) Cars.com • [Apartments:](#) Apartments.com • [Shopping:](#) Shop Customer Service • [Terms of Service](#) • [Privacy Policy](#) • [Send feedback about burlingtonfreepress.com](#) • [Subscribe Now](#)

Copyright ©2005 Burlingtonfreepress.com All rights reserved.
Use of this site indicates your agreement to the [Terms of Service](#)
(Terms updated October 7, 2005)



