

5G Sports & Entertainment Challenge

How to Make Toast and Streamline Existing Business

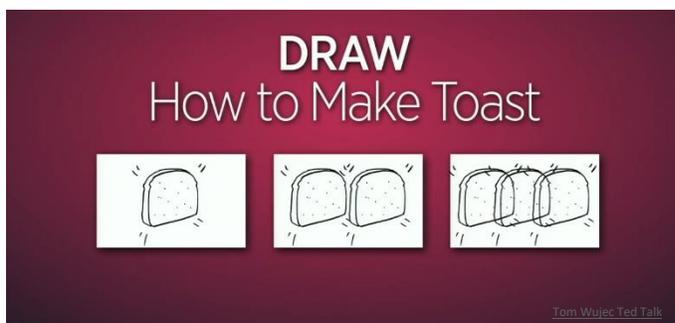
As a newly formed agency with two current partnerships sales-oriented clients (Kilburn Live Family Entertainment & FC Cincinnati) & two networked properties clients that too are partnership sales-oriented (FIBA and Karate Combat), what should 5G Sports & Entertainment's next venture be A)partnerships consultation, B) partnership brokerage or C) more partnership sales?

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How to Make Toast

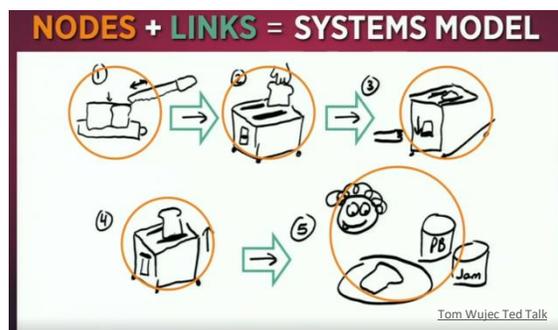
Step one: Get bread. Step two: Unwrap bread. Step three: put a slice of bread in the toaster... Making toast seems like an easy task until you start writing down all the steps needed to achieve the final product. Business is just like making toast – until you write down all the steps, it can be something done by rote – get up, send some emails, make money. While 5G Sports & Entertainment has seen significant success in 2020, the primary concern CEO and Founder Gerald Jones expressed was a need for time management – how to handle in any one day the multitude of tasks needed to keep 5G S&E a success. Regardless of if his next venture is a partnership consultation, partnership brokerage or more partnership sales, the real key to ensuring future success is making toast.



Initially designed as a team-building and business-building project by Tom Wujec for his Problem Solving Toolkit, making Toast is a fantastic exercise in learning what tasks are essential and which aren't (Crawford). Discussed in his [Ted Talk](#), the process of making Toast shows how to break down systems into clear parts to help streamline those processes. A clear systems model

helps focus on the most important tasks. By adapting the making toast process to any system within a business it becomes possible to identify the systems and tasks most necessary for success. There are three steps to making toast: (Wujec)

1. On a single piece of paper draw the step by step process of making toast. This will look like the drawing to the right. The key part of this is to show that your systems model is made up of links and nodes. Each node shows a task. Each link shows the order in which these tasks are performed. The concept is to break down a complex task into simple tasks.



2. The next step is to draw the nodes on individual 3x5 note cards or Post It notes and then laying them out on a tabletop in front of you. This step tends to result in significantly more nodes than just drawing on a single piece of paper. As you build your model you will find you move these nodes around to improve your mental model. This shows a willingness to add complexity and refine your system as you approach each task individually.

3. Finally, if possible, take a small group and their respective notecards detailing the process. All together work to refine the system, grouping and as needed eliminating duplicate notecards from the process. This allows for outside opinions and views to refine and create a unified system model. In this step you will find this systems model has the most steps and more complicated organization.



The concept for making toast applies to any business process – for example, “How does our business create a new client?”, “What is the process of signing a sponsorship contract?”, and “How do we renew a contract with an existing client?”

Visualize Your Systems

By streamlining your systems through the “Drawing Toast” process you may find that there are nodes which may be unnecessary, which may be necessary but getting lost in chaos, or even could be combined with steps from other systems. This can help with time management because you are able to detail each process so no steps get missed, you can combine tasks into common time blocks, and you can eliminate unnecessary nodes.

Once systems are visualized you can start reducing effort. Start isolating parts of your day for specific tasks – from 9am-10am send emails, from 10am-noon make phone calls, from 12:30-2 review contracts, from 2-4 generate leads, and so forth. By combining similar tasks, you will be better able to focus on completing every system. In the toast-making system it would be inefficient to take the butter out of the fridge, apply it to the toast, return it to the fridge, take out the jam, apply it to toast and then return it to the fridge. You should take the butter and jam out at once, apply both at the same time, and then return both together – saving steps and time. When you are sending emails, if you get a reply requesting a phone call make sure you make that phone call during your phone calls block (unless it is an emergency). Get a request for a contract? Focus on that during your contracts hour. Multiple studies have shown that humans just aren’t good at multitasking (Hamilton). What we think of as multitasking is just our brain flipping quickly between tasks, meaning we aren’t as capable of focusing attention on either task – by putting each “node” into it’s own block you eliminate this switching, allowing for those moments of time changing focus to instead become actual focus on your task.

Put those systems to work

Regardless of where 5G Sports and Entertainment heads in the future, having clear and strong time-management systems in place will drive success. When creating these systems, it is common to find that opportunities and money are being missed in current endeavors. Streamlining the customer service model and maximizing the business already occurring will be the biggest step forward that 5G Sports and Entertainment can make.

Works Cited

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