The Challenges in Managing a Remote Team Surge Marketplace

Transcription

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Now that you are ready to hire virtual assistants, let's go ahead and talk what are the challenges when it comes to managing your remote team.

[Surge Intro]

Hi, there! My name is Grace Locsin, I am the CEO of Surge Digital Agency. We are an FVA Corporation Company and we are here to serve you by providing online courses that you need for your remote team and online services that you need for your company. Today we're going to be discussing the challenges in managing a remote team. You need to know what are the things that you need to prepare as a business owner now that you are hiring virtual assistants.

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So the Challenges when it comes to managing a remote team, number one that we need to note is resourcing. **Resourcing** is one of the most crucial decisions when hiring a remote worker or remote workers. And it is knowing whether your virtual assistant or the remote workers that you are hiring are fit for the job. When you hire someone based on their credentials presented, however, sometimes it's never enough to really conclude if you hire the perfect fit for the role. This is also often called alignment. So when you are resourcing you need to be able to find other resources that will validate if your virtual assistant is a perfect fit. You may need to do an interview, you may need to really talk to the person whether they are going to be the best representatives of your company, of your brand. So when it comes to resourcing as part of the challenges, you might even need to consider having them in probationary period where you can really see if they are going to be a best fit for your company and everything that they do is efficient and effective for the brand.

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Number two when it comes to the challenges in hiring remote workers is the **Company Culture**. It requires commitment to making sure that your virtual assistants will embrace your business culture. But how about your remote team?

These are people who are working remotely and they might be somewhere around the world so they're not really familiar with the office setting, the vision, mission, and goal and may have a hard time absorbing the culture instantly. When you're hiring remote workers who are not physically present in the work environment, you need to ensure that they can perceive your company culture.

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With this one, in order for your virtual assistants or remote workers to really embrace the company culture and even everybody who's involved with the brand, the vision, mission, and goal or for other brands they have the MVV, or mission, vision and value. The whole company culture needs to be embraced or else they're not going to represent the brand properly. And this one needs a lot of training. Sometimes it will take time, so that's why it's really important that you're going to absorb people that will easily understand and easily adjust and can maneuver right away what are the tasks and embrace right away, what are your preferences as a brand or as a business owner. More importantly, most importantly, you need to be able to also find people who can copy, who can embody and live out the very business as if it's their own. So they can really present your MVV. They can really usher the very company culture because they are an extension of your marketing. They're an extension of your service and value that you're providing to your customers.

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The third one when it comes to managing remote workers is the **Communication**. When it comes to communication, leading remote teams need effective communication. But how can you streamline communication when they are far from each other? Yes, there are numerous communication platforms available. But how can you utilize the tools to ensure that each members are productive when they are producing value or work for you remotely?

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In managing this challenge, it's important that you are as a business owner is really on top of communication. The virtual assistants will be there and are sometimes hesitant to communicate with you because there's that adjustment. You need to really embody that trust and trustworthiness for your team. You need to be the leader in your team in order for them to trust you that you are open to all types of communication, you are open to their ideas and you can manage this one via different platforms like Messenger, WhatsApp, Viber, even Google Meet, and other forms that you will probably prefer most as the employer.

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For my team, we have different types of groups in Messenger like one whole group for all of the staff or all of our remote workers. One group per division like for example, one group for Marketing, one group for Acquisition and Customer Service, one group for the Technical Team, Finance Team. So the main group is not bombarded with the things that are not really relevant to their work. And we also have Viber groups for our clients, for the Operations Team. So, it really is about you managing your team. You need to be on top of communication. Whether you're using different platforms or project management platforms like Julia, Asana, Mondays. Whatever it may be that's for you. The most important thing is you need to be able to welcome their ideas and you need to be that virtual employer that would be welcoming also ideas from your team members.

You are not the micromanager who would just like "I don't like that," "I don't like this," "change again." Because if you're able to trust your team, their creativity will really be out there and you will just be amazed on what can they bring on the table if you're just going to be open with communication, if you're open to ideas and they can actually provide value better than what you think. All you need to do is really guide your virtual employees.

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The fourth one is **Productivity**. When it comes to productivity, measuring your remote team's productivity can be difficult especially if you're managing a vast or remote team. Since working virtually implies flexibility on the workers' time, there are instances where communication is at risk. How can you manage to measure productivity of the whole team? Of course, for this one there are a lot of productivity measures or softwares that can really measure productivity as a team. You can also hire a project manager if you don't want to really look into the nitty gritty of every task. You can just hire a project manager that will oversee everything and be that person that will just report to you the accomplishments and what needs to be done as a business owner.

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The fifth one is **Building Trust**. One of the challenges in managing a remote team is building trust. Trust can never be easy to give because you have never seen each other in person. How can remote workers meet expectations? This is usually a challenge for many business owners especially if you're trusting your passwords, trusting the very brand to somebody just working remotely. So sometimes this needs time. And sometimes you need to start with different platforms or agencies that will help you become accountable with your remote workers because they are there to ensure that you're not being scammed or that, that trust is filled and then later on you can go and work with that virtual assistant on your own directly. But sometimes if you have issues when it comes to trust temporarily you can trust the VA agency that will manage the contract and build that relationship over time.

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Here are tips in managing a remote team effectively. When it comes to **Resourcing**, research is very important. Make sure that the virtual assistant that you're going to hire remotely are competitive and digitally active and you need to also ensure that they have the right work ethics. When it comes to **Company Culture**, engaging remote workers are really important and collaboration is really encouraged. So treating your remote team as a business partner will produce exemplified outcomes. Another one when it comes to **Communication**, it imperative that you are going to be efficient with remote team while micromanaging does not provide positive results. It is vital to identify the type and frequency of communication. There are again communication platforms that will provide great assistance for varied activities. When it comes to **Productivity**, you can go and measure your team's productivity by creating rooms for improvement. It is important and effective if you're going to know your workers and understand their personalities. Effective communication is a primary element for the success of their productivity. And in **Building Trust**, you need to be able to really on top of your team. You need to build a strong team by really involving camaraderie and encourage them to be a part of the team. You can probably conduct meetings or prepare agenda or list of actionable steps and when they are going to show you transparency in everything, your team will be more free to communicate and be more committed.

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I hope that this is helpful when it comes to managing your challenges as you are onboarding remote workers for your company. My name is Grace Locsin once again. Let's get connected via our social media sites. We are Surge Digital Agency. You can also email me directly to grace@surgedigital.agency. You can also check out our services and our virtual assistants who are all trained, experienced and have been screened for you via www.surgedigital.agency. That would be all for today. I hope that you're enjoying this video and all of these guides that we're providing for you. Let me know in the comments section on how we can provide value to you by the topics that you need discussed here in the Surge Digital Agency Channel. Feel free to like, comment, and subscribe and we will see you again on the next video.

[Surge Outro]