

CAPITAL IDEAS

UPCOMING

JUNE 9-11:
THE "DOGHOUSE" ENTREPRENEUR PITCH COMPETITION
 A "Dragons Den" style pitch competition at The Global Petroleum Show that gives entrepreneurs the best exposure to the energy industry
 ■ Where: Stampede Park (650 25th Ave. S.E.)
 ■ When: 12 p.m. to 1 p.m. each day
 ■ Admission: Free. Tickets at [gomentr.com](#)

JUNE 23:
THE BOOSTR STAGE - A PITCH EVENT
 Entrepreneurs pitch their crowdfunding plans to the audience, with attendees choosing the winner.
 ■ Where: Theatre Junction (608 1 Street S.W.)
 ■ When: 5:30 p.m. to 8:30 p.m.
 ■ Admission: \$20. Details at [eventbrite.com](#) (search "BoostR")

For more great events, visit [capitalideascalgary.com/calgaryevents](#).

COMMUNITY QUESTION

What converts online visitors into customers?



Generating page views, likes and favourites is great, but if a business's online presence doesn't convert to revenue, it doesn't mean much. That's why **David Forster**, president of Adster Creative Inc., wants to hear from you:

What converts online visitors into customers?
 You can answer the question in two ways: Open today's Capital Ideas email if you're a member or visit [capitalideascalgary.com](#). We'll publish the best answers, along with your business name and website address, on June 10.

Adster is hosting a free lunch with Google's Partners Team in Calgary on June 16. Learn more at [adster.ca/blog](#).

CAPITAL IDEAS

Business owners helping business owners

- JOIN US!**
- ✓ Get expert advice on your biggest challenges
 - ✓ Share insights with entrepreneurs like you
 - ✓ Appear in the Calgary Herald

SIGN UP AT:
[capitalideascalgary.com](#)

CAPITAL QUESTION

WHAT TOOLS HAVE YOU USED TO INCREASE PRODUCTIVITY?

Entrepreneurs discuss what helps them complete tasks more efficiently



PHOTO SUPPLIED BY KIRAN DHALIWAL
 Kiran Dhaliwal, owner of Pizza Master Fusion ([pizzamaster.ca](#)), believes that her staff are the biggest asset for increased productivity. "They have a direct effect on sales, customer satisfaction and the overall success of my shop. I treat my employees like an extension of my family, give them recognition for a job well done and ask them for their input before making decisions that impact their work."

KIRAN DHALIWAL, OWNER OF PIZZA MASTER FUSION, [PIZZAMASTER.CA](#)

- "Our primary tool to increase productivity** is our culture. Our team has an amazing culture and this keeps everyone productive and loving what they do."

Shawn Freeman, president of TWT Group Inc., [twtgroupp.ca](#)
- "The tools I use to increase productivity** are Evernote and Sprout Social. Both keep me organized, and Evernote allows me to share documents with my clients and create our own notebooks."

Kelsey Kashluba, founder of Kommunity Konsulting, [kommunitykonsulting.ca](#)
- "Basecamp is a tool we use daily for project management.** It facilitates shared to-do lists with assignable items, a shared calendar of events, document sharing and much more. Basecamp is simple, easy to use and facilitates mutual accountability."

Kris Hans, strategist at Market Grade, [marketgrade.com](#)

"We use Salesforce to enable us to schedule client and prospect interactions. We use cloud-based tools like Google Docs to keep our workforce plugged into our latest training programs and materials, accessible instantly, from anywhere. Google Calendar lets our entire team stay connected with our ever-changing schedule and logistical details. We use WebPlus 8X to create and maintain our website, keeping the content fresh and timely."

Merri Lemmex, managing partner of operations at Lemmex Williams Training Inc., [lemmexwilliams.com](#)

"I use a simple tool called Adaptive Action. Whenever I get stuck, I pause and ask myself, 'What?' so I can gather some quick data from my environment. My next question is 'So what?', which allows me the breathing space to understand. The final question is 'Now what?', which permits me to consider how to influence the pattern before me to shift it in a direction that works to make things more productive. These three questions keep the flow going and productivity at its peak."

Heather Oxman, owner of Intrepid Interpretation, [intrepid-interpretation.com](#)

"I am a huge fan of Trello to keep me on top of everything with project management. I use Acuity scheduling to link to my Google Calendar to keep all my bookings in one place. Evernote allows me to have access to client notes anytime, anywhere. The biggest one is that I never go anywhere without a notebook and a pen. I can write down ideas that come to me and the creativity flows."

Natalie Blais, owner of Natalie Blais Consulting Inc., [NatalieBlais.com](#)

"I find that Evernote is a great way to increase productivity, helping me plan everything from blog ideas to grocery lists, and because it syncs on all devices I am never without my notes. I also use the ZOHO suite of tools, mainly for CRM and email campaigns. The mail magnet in the CRM is great for storing emails with your client file so that you don't have to go searching through your inbox to find previous conversations."

Jackie Appleby, owner of Diligent Assistant, [jackieappleby.ca](#)

"We ensure our team manages their priorities through tools such as Asana, Basecamp and Slack. Part of this involves coaching the team to ensure they prioritize their tasks and focus on the pressing items. I also encourage teams to regularly purge their thoughts into documents to clear space and keep ideas in a centralized area."

Megan Armstrong, owner of Dogma Training & Pet Services Inc., [dogmatraining.com](#)

"I've learned that a head full of tools easily leads to overwhelming paralysis so making things simple and personalized is critical. Being human, ongoing mastering of mindset comes before using any tool. One of my tools for that is starting the day with a declaration of who I am going to be that day. Curious, compassionate and organized is a common mantra of mine."

Sarah Laughton, principal of Stretch Solutions Inc., [stretchyourproductivity.com](#)

"We schedule our out of office days first. This includes personal time, vacation and professional development. Doing this ensures that important rest and recovery time is built into our schedules. Second, we plan our preparation, execution, administration and business development days. This helps us focus our time on the task at hand. Coupled with constantly tracking our time, it keeps productivity top of mind."

Wilma Slenders, president of Transcend Management Advisors Inc., [transcendmgt.com](#)

"Some of the most helpful tools are right in your email. I use email functions that filter and automate tasks so I spend less time searching through my email or managing it. I also use cloud-based storage for my files where I can easily access them using any device."

Laura Bechard, executive coach at Bexco Business & Executive Coaching



ATB Business™

These answers are in response to a question posed by **Wellington Holbrook**, executive vice-president of ATB Business. Here's his take:

"Most entrepreneurs I have met are usually looking for the big idea that will help them dramatically solve productivity challenges or to gain big efficiency. And some of those tools are out there — software, technology, etc. But I have to admit, the most productive businesses I have seen are those that look past the technology and think about the basics. It might be said that the best productivity tool is the human mind and common sense. To engage those awesome tools, one just needs to ask the right questions, like: If I could start over, would I organize things differently? Where are my bottlenecks? How can I reduce waste? Start answering those questions using your most important tool (your mind), and you can solve many of your biggest productivity challenges."