5 signs your team needs systems, not another hire

Five signs to look for, and one small thing to try for each.



1 Status updates eat whole afternoons

People spend hours chasing where things are and answering “any update?” in three different channels.

try this

Swap one recurring status meeting for a written check-in: the same three questions every Friday (what shipped, what's stuck, what's next), posted in one place. Skip the meeting for two weeks and see what you actually miss.



2 Every brief starts from scratch

Each project kicks off with a blank doc, and the same questions get asked (or forgotten) every time.

try this

Pull up your three best recent briefs, list the questions they answered, and turn that into a one-page template. Use it on the next project and tweak it as you go.

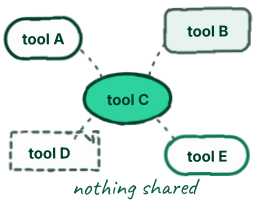


3 Your best people do the busywork

Senior folks format decks, rename files and redo first drafts, so the work only they can do slides into their evenings.

try this

Ask two senior people to jot down, for three days, every task someone (or something) else could handle. Pick the one that shows up most and write down the steps so it can be handed off.



4 AI tools everywhere, no system behind them

Everyone's using a different tool with their own prompts, and the good stuff never gets shared.

try this

Start one shared doc of prompts that actually worked on real tasks, each with the task, the prompt, and a sample output. Ask everyone to add one this week.



5 The answer is always another hire

Whenever things get busy, the fix is a new role, but nobody's sure where the hours go now.

try this

Before you open the next role, have the team log one normal week in rough buckets: client work, admin, reporting, rework. Circle the repeat stuff a template, checklist, or small automation could take off the pile.

How many of these hit home?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

two or more? let's chat.



a quick note from me

Seeing a few of these? Happy to compare notes.

This is the stuff I help agencies, startups and in-house marketing teams sort out, so the next hire is a choice, not a reflex.

Let's Chat

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