Leveraging Online Tools to Run Your Business During the Pandemic and Beyond
74% of companies plan to shift at least 5% of their previously on-site workforce to permanently remote positions post-COVID 19.
Managing Remote Workers

The key is to shift your thinking away from time-focused accountability. Rather than fixating on the minutes your team might lose to petting their dogs or making lunch, focus on the bigger picture.

What work do you want them to get done?
How should they deliver it?
Managing Remote Workers

Remote work is all about the deliverables.

Assign work, and set reasonable expectations for delivery timelines.
Remote Tools Stack

- Zoom
- Evernote
- Slack
- Trello
- Google Drive
Remote Tools Stack

Remote tools offer structure, streamline operations, and hold your company together as it grows.
Cloud-based video conferencing platform that can be used for video conferencing meetings, audio conferencing, webinars, meeting recordings, and live chat.
Zoom has added 2.22 million monthly active users.
What Is Trello?

Trello is the easy, free, flexible, and visual way to manage your projects and tasks.
Trello Boards

Trello boards contain lists laid out horizontally on the page so you can get a bird’s eye view of your project.
Trello Boards

Boards are where projects get organized, information is shared. Boards are made up of lists and cards.
Lists keep cards organized in their various stages of progress.
Trello Cards

Cards are a fundamental unit of a board.
Cards represent tasks and ideas.
Trello Cards
Trello Cards

Cards can be customized to hold a variety of useful information. Drag and drop cards across lists to show progress.
Invite Members

Invite members to your board so that they can be assigned to tasks and collaborate on your board.
The Card Back
Beth Orthman completed Design Review on this card a few seconds ago

Beth Orthman

@brian Thanks! I really hope we see a big increase in conversions.

a few seconds ago - Reply - Delete

Brian Cervino

@bethorthman Love the new website design!

a minute ago - Edit - Delete
Checklists

Choose a venue in list Planning

Sub tasks

- Figure out best area of town
- Figure out number of people
- Make a list of possible venues
- Call each to get a quote + available dates early November
- Choose one

Add
- Members
- Labels
- Checklist
- Due Date
- Attachment
Due Date
Attachments
What Is Slack?

Slack is an instant messaging and collaboration system on steroids.

In March, Slack's users went up by 2 million in one week.
Noemie 5:21 PM
We'll need to revise the inbound marketing plan to include new clients.

Seb 5:23 PM
No problem. The only thing I need is the updated client list with our NYC customers.

Isaak 5:33 PM
I don't have any of their information. Maybe we can get @roberto to ask them?

Roberto 5:34 PM
You ask, you shall receive:
Uploaded a file

Customer List - Full
456KB Document from Google Drive

Isaak 5:38 PM
Roberto = Employee of the Month

Lisa 5:39 PM
Remember, meeting at 10:30 in the conference room.

Isaak 5:40 PM
Yep, no problem. I'll be all over it after we're done👍

Julie 4:22 PM
Oh, that's right! Thanks for the reminder. I keep thinking today is Tuesday for some reason.
Channels

Organize your team conversations in open channels. Make a channel for a project, a topic, a team, or anything—everyone has a transparent view of all that’s going on.

# accounts
# general
# marketing
# mobile
# media-team
Direct Messages

To reach a colleague directly, send them a Direct Message. It's completely private and secure.
Share Your Files

Drag, drop, and share your files.

Not just your messages, but all your files, images, PDFs, documents, and spreadsheets can be dropped right into Slack and shared with anyone you want. Add comments, star for later reference, and it’s all completely searchable.

If you use any services like Google Drive, Dropbox, or Box, just paste the link and that document is immediately in sync and searchable too.
Integration

Slack is most useful when you can see everything your team is doing — that includes all the tools you use outside of Slack! Integrations let you automatically pull information and activity from outside tools into Slack in a way that's timely, relevant, and searchable. Or, make your own!

All Services  Configured Integrations  Connected Accounts  Admin Logs

Filter by app name

GitHub
Source control and code management.

Google Calendar
A shared calendar for your team.

Google Drive
Online document and file storage.

Google+ Hangouts
Bring your conversations to life with free video calls.

MailChimp
Online email marketing and contact management.

Trello
To-do lists and task management.

integrations with over 60 partners!
What is Evernote?

A Suite of Software and Services Designed for Notetaking and Archiving.
Evernote Access

- Install on a PC
- Access via the Website
- Mobile App
Use Evernote For:

STORING IMAGES
Business Cards
Accident Info
Expense Reports
Receipts
Whiteboards
Screen Capture

SAVING DOCUMENTS
PDFs, Word, Excel
Power Point

IMPORTANT DATA
Passwords
Contacts
Encrypt Content
Use Evernote For:

RECORDING YOUR THOUGHTS
Record audio from your computer
or mobile device
2 Types of Notebooks

- **Local Notebook**: Stored on your desktop and NOT shared with the cloud.

- **Synchronized Notebook**: Notebook you are willing to share on the cloud.
Notebooks

• Up to 250 Notebooks
• Email Content Directly to a Default Notebook
• Export (back up) save to desktop
A Note About Notes

• Can Have Attachments
• Sorted into Folders
• Tagged
• Annotated
A Note Can Be...

• Formatted Text
• A Webpage
• Voice Memo
• Photograph
• Handwritten Note
A Note Can Be...

• Given Comments
• Searched
• Shared
• Exported
• Edited
Working with Notes

• Create Text Note
• Paste PDF into Note
• Add Screenshots
• Create Multi-Media Notes
• Clip Web Content
• Merge Multiple Notes
• Create a Note from Email
Sorting Notes

• Create Tags
  (Group Notes)

• Find Text in Notes

• Advanced Search Options
Rules for Tagging

- Subject of Note
- Source of Note
- Specific Projects
- People & Places
What is Google Drive?

Google Drive is a cloud storage platform to keep all your files in one secure and centralized location.

Remote workers can store and share documents, spreadsheets, and slide presentations.
What is Google Drive?

Google Drive doesn't just store your files; it also allows you to create, share, and manage documents with its own productivity apps.
Documents

Google Docs

Compose letters, flyers, essays, and other text-based files.

(similar to Microsoft Word documents)
Spreadsheets

Google Sheets
For storing and organizing information.
(similar to Microsoft Excel workbooks)
Presentations

Google Slides
For creating slideshows.
(similar to Microsoft PowerPoint presentations)
Forms

Google Forms
For collecting and organizing data.
Henry Bramwell

www.vgl.com

631.475.2959