



OFFICE RAIDER



HUNTING DOWN WASTE
ZEITGEWINN-HAMBURG.DE

Left: Optimisation of candidate management workshop.

Right: Andrea Kaden as office raider.

Streamlined for success

Zeitgewinn gives you back your time and a better work-life balance

It is becoming increasingly apparent that when it comes to creating success in the business world, less is more. However, knowing when, where and how to streamline your office or personal work activities is not necessarily easy on your own.

TEXT: JAIME HEATHER SCHWARTZ | PHOTOS: RALF WESTPHAL

"Many of my clients are feeling stressed, overwhelmed and feel like they are lacking structure," says Zeitgewinn director Andrea Kaden. "I help them find their way back to a place where they can start working smarter not harder, which gives them a chance to rediscover their creativity and make room for new ideas." One of the main goals of Zeitgewinn is creating a paperless office. Kaden shows clients how they can lose the paper trail and gain more mobility and flexibility. Instead of folders and storage boxes, she demonstrates how a digital office can save on costs and actually provide easier access to archived information. Kaden says: "Part of what I love about my

work most is when I motivate my clients so much that they start to come up with their own ideas about how they can improve."

Inspired by the likes of the Kaizen principle and other lean methods, Ms. Kaden has her own system: the 'Lean Digital Office'. Besides process optimisations and digitalising, she offers clients an individualised approach rooted in fulfilling the needs of the business end and the customer side as well. Her tips and tools are complementary to the New Work concept that is becoming a global trend. From new technologies to changing demands, businesses need to respond and

adapt in a timely manner; whether in regards to how the workplace is organised or how to communicate with customers.

"I teach clients how to hone in on what is important," says Kaden. "When there is too little structure there is no time for strategic thinking. We only react instead of having time to reflect as well, and this can hold us back from achieving all that is possible." An optimised, efficient structure is better equipped to keep things moving forward and recognise when something is not working. Of course, changes do not have to happen immediately or be adopted in a radical fashion. Sharing her experience, Kaden says: "I find that continuous small steps towards improvement are what really end up creating lasting, and larger, changes."

www.zeitgewinn-hamburg.de
www.mrs-paperless.com