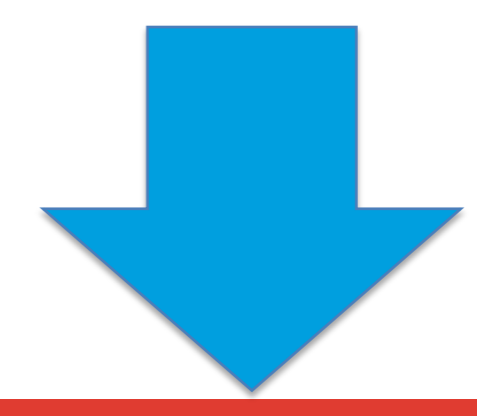




Introduction

The main problem this study addresses is the lack of a clear link between:

- ✓ Resource allocation per worker
- ✓ Daily task reform and firm growth



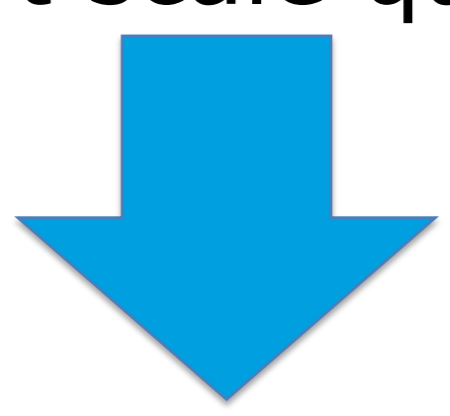
Objective

The study seeks to establish:

- ✓ Relationship between daily tasks and firm growth.
- ✓ Employees doing different tasks at once.
- ✓ Access to information flow.

Methodology

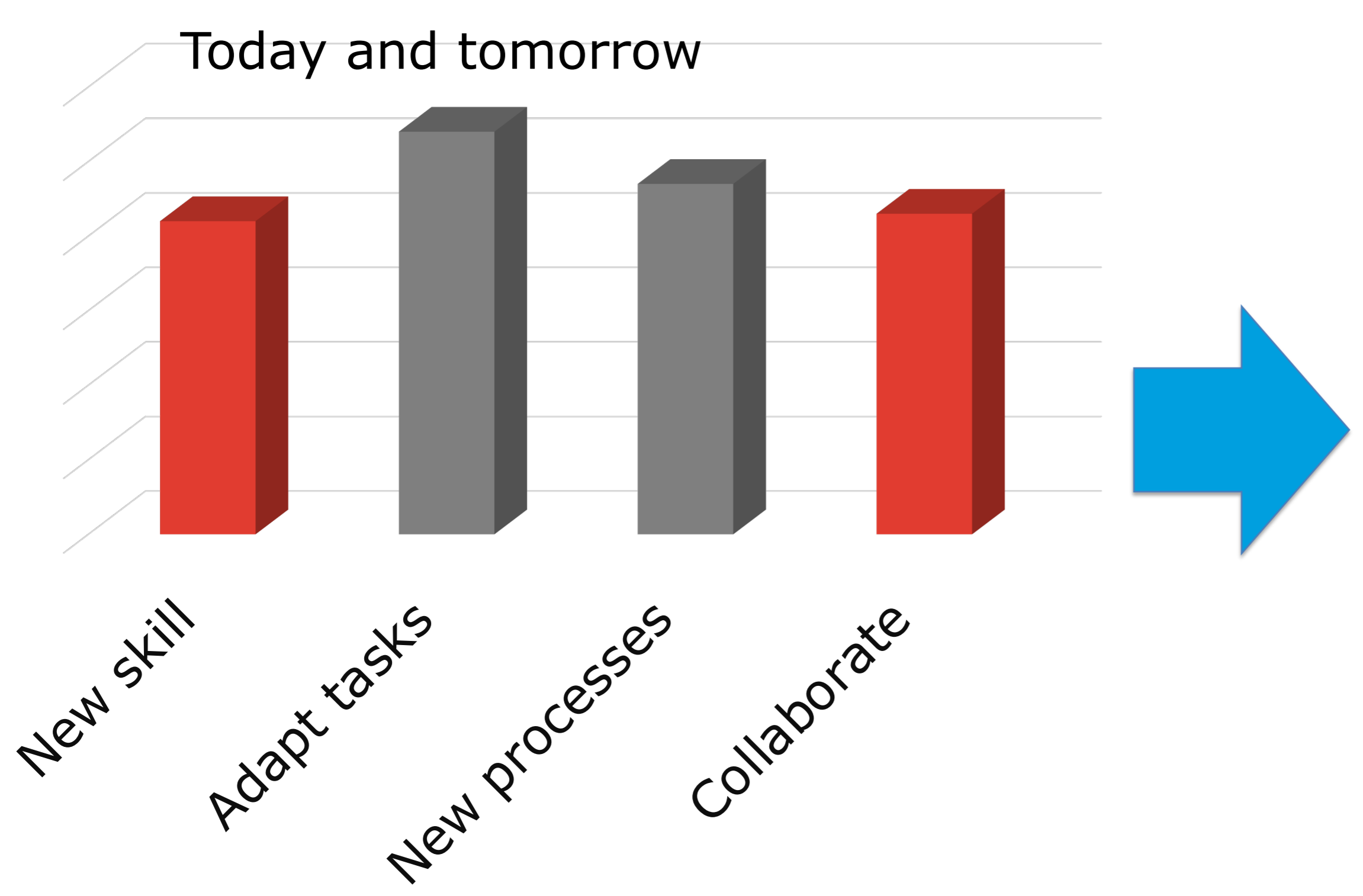
- ✓ Quantitative analysis
- ✓ Sample of 320 service SMEs in Belgium.
- ✓ Received 121 responses in total.
- ✓ 116 responses eligible for analysis.
- ✓ 5-point Likert scale questionnaire used.



Results

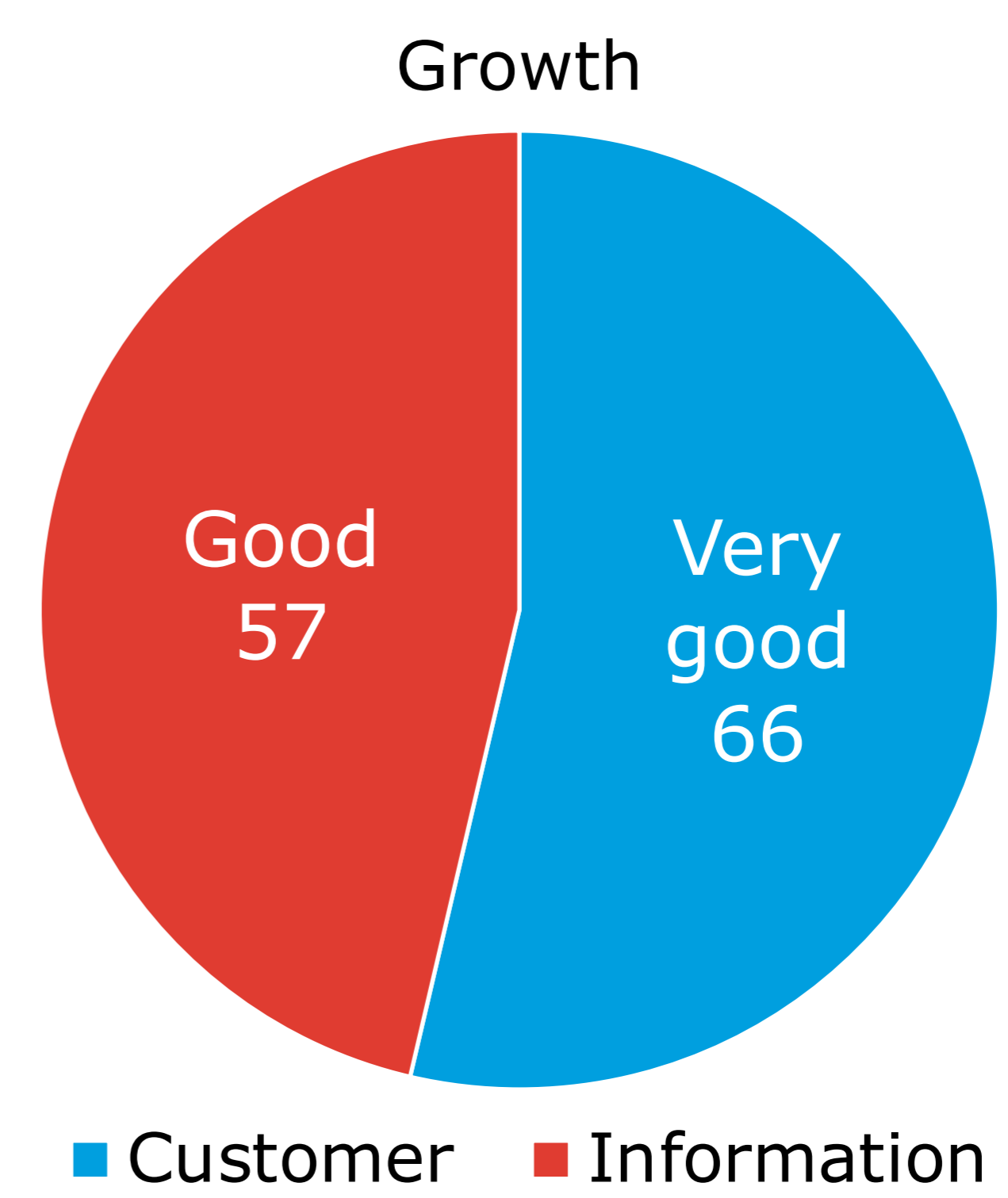
Combining skills and future potentials

- ✓ Workers adapt tasks to save firm money.
- ✓ Coordination of activities
- ✓ Information sharing
- ✓ Setting short-term goal



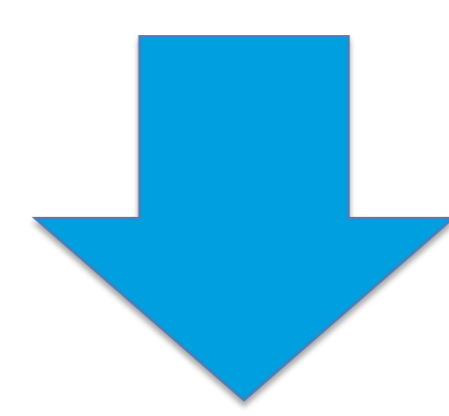
Activities that boost firm growth

- ✓ Use customer idea(s)
- ✓ Access to information flow



The role of firm

- ✓ Provide resources
- ✓ Willing to take risks
- ✓ Introduce new services
- ✓ Equal treatment



Managers role



Conclusion

- ✓ Fair treatment of workers boosts firm growth
- ✓ Linking current skills and future abilities boosts growth

Managerial implication

Managers should:

- ✓ Encourage information sharing
- ✓ Make resources available
- ✓ Encourage collaboration
- ✓ Feedback from customers

