

# Improving Your Productivity

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## How Do You Compare?

### Instructions

Take 5 minutes to reflect on how efficient and how effective you were when doing your easy exercises, then try to answer the following questions:

### Questions

How do you know if you were effective?

(what does effectiveness mean for this exercise and what is your point of comparison?)

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How do you know if you were efficient?

(what does efficiency mean for this exercise and what is your point of comparison?)

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What would you need if you were to do another exercise and wanted to better measure effectiveness and efficiency?

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Notes

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## Improving Productivity

**Making improvement to productivity means doing the right things better and faster!**

### Realizing productivity Improvements

In order to improve productivity, you need to identify what you are producing:

#### Designer's Outputs:

- ✓ Sketches and variations for customers or review
- ✓ Draughts of final designs for jewellers to produce
- ✓ Design entries for competitions
- ✓ Jewellery design pricing worksheets
- ✓ Customers satisfied with jewellery designs
- ✓ Improved company in reputation as a result of consistent design quality
- ... And many more

Simply increasing production is not sufficient to achieve a productivity improvement; for example, being very efficient and producing a lot of designs doesn't help if those designs are inaccurate or unsuitable for the purpose. Similarly, producing one perfect, accurate design by taking so long that the customer does not wait for the design to be finished also serves no purpose.

**It is therefore very important to combine an understanding of efficiency and effectiveness when thinking about productivity improvements. This means:**

- Increasing your accuracy and attention to detail
- Reducing the time you spend on each task
- Increasing your output over same time, eg: producing more creative variations

### Efficiency Improvements

Thinking of productivity as efficiency, you would consider improving:

- Time needed to produce a design
- Number of designs produced
- Time needed with customer to achieve sign-off



### Effectiveness Improvements

Thinking of productivity as effectiveness, you would consider improving:

- Accuracy of designs for manufacture
- Consideration of costs, available materials and customer requirements to avoid returns
- Customer satisfaction
- Quality of visuals produced
- Identifying the right things to work on (design elements, customer requirements, etc...)
- Producing the right designs (manufacturable, using available resources, requirements)



### **Productivity is not just about working hard!**

Being productive means greater satisfaction, and even more personal time (eg: if you finish your homework assignments efficiently and effectively!)



Carry these ideas into your work, and productivity translates into better customer interactions, improved design quality, increased sales and better on-the-job performance. This translates directly into better pay, benefits and even better job prospects on the horizon!

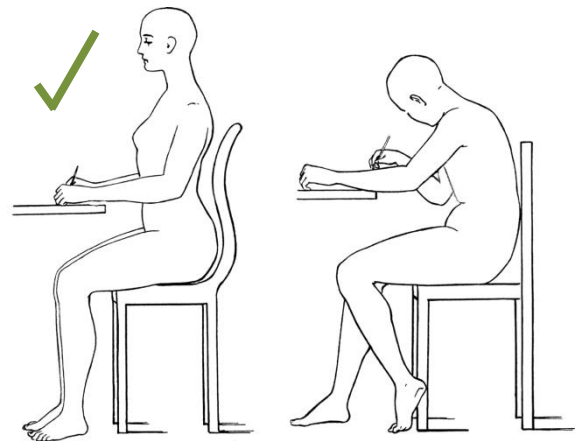


### **Contextualizing these factors for the jewellery designer:**

There are many aspects that will affect your personal productivity as a designer. Some are completely under your control, while others must be mitigated to the best of your ability...

#### **Comfortable seating and good posture.**

- Support your back, and sit all the way back into your chair.
- Adjust the height of your seat so that your knees level with your hips. You may need a footrest for this.
- Adjust your chair height so that you rest your feet on floor



#### **Keep a clutter free workspace**

- Not only for jewellery designers but also for any creative professional a cluttered working area can be a major obstacle. Clutter minimizes your work space and can distract you from your task.
- Establish 'homes' for items. Create files for papers, use bins or boxes to store magazines and keep your tools in easy to manage containers.
- End your day with a clean desk. This will make it that much more enticing to work on the next morning!



### **Have (and use) the right tools for each task**

- As you master the use of your design tools, templates and stationary, be sure to keep these tools at hand for when you need them!
- Be sure you do not run out of stationary, colours, consumables like lead, etc...

### **Work with pre-prepared or pre-defined guidelines or instructions**

- Don't just sit down to 'design'  
Even if you do not have a clear design brief or customer requirements, always take time first to map out your work: Think of potential customers if you have no specific customer requirements. Pick a theme to work around, choose the jewellery styles you will create in advance – these help to guide the creative process and keep your designs on track.

### **Keep your hand-phone turned off while working**

- Many employers have standard procedures that require you to store your phone in a locker if you are working directly with customers, others are less strict. Regardless, as a design professional, when you are working you should ensure you are focussed! Keeping your mobile phone accessible can only limit that focus.

Bear these points in mind as you go through the rest of today's lessons and see how you can make improvements as you progress through the course. Share these with others too to pick up useful tips.

# Measuring Your Productivity

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## Are you really being more productive?

### Measuring the end-product of your work

Think of successful designers and you would not likely imagine them being productive in the sense of being extra accurate or fast at drawing guidelines! We often think of the final end result of our work – the beautiful design, the successful sale, the winning competition entry, the loyal customers. Effecting these outcomes is not always easy as they are intangible – hard to measure and even harder to ‘will’ toward improvement!

In time, a designer does indeed measure their productivity by the number of successful jewellery lines they create, and their customer following, but this does not translate to tangible, measurable activities that the designer actually does - like sketching or draughting.

What we **can** measure now is quality and speed of design production - and we can safely assume not all designs produced will be accepted by your customer, win a competition or produce record sales - so the more we produce, the better all of our work, the greater the chance of finding a successful design that will bring in sales, and wow customers.

As a designer you should always work with a watch. Monitor your time taken and track your personal improvements as you improve your skills and gain experience.



For the exercises we complete in the remainder of the course:

- If there is a specific design or product that needs to be made, keep track of how quickly you completed the exercise.
- If there is a time limit and multiple products, make as many as possible during the time limit and keep track of how much was produced.
- In all cases – take a moment to look back at your work and ask yourself, “was this as accurate and as neat as I could make it?” Keep track of your own impressions of your accuracy as you progress through the course.
- Finally – to benchmark yourself, simply use the time limit as your guide – all students should be able to complete the assignments within the time limits provided. If you like you can speak with your classmates to better understand how fast the class is doing assignments as a whole.

