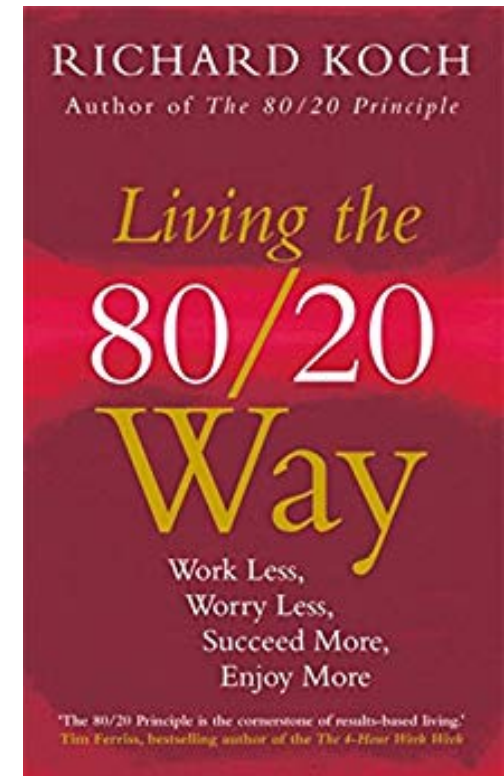
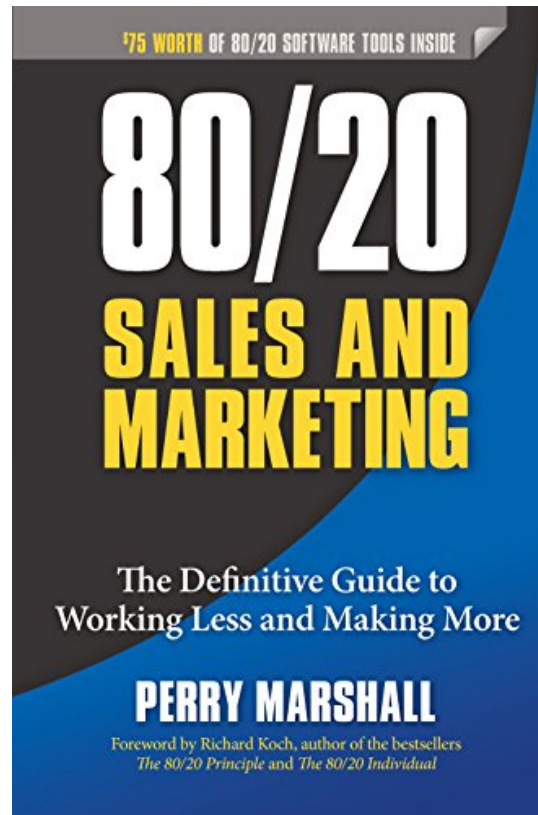
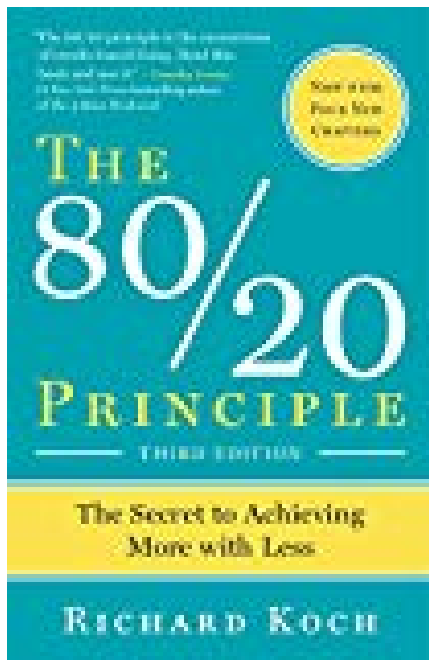


# AUTOMATE, DELEGATE, REPLICATE

How to be more efficient in your job

*Sally Davis Berry*

# But first, let's talk about the 80/20 Principle



# The 80/20 rule in a nutshell:

- Some things are very important.
- Most things aren't that important.
- Some things happen a lot
- Some things hardly ever happen





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# The 80/20 rule for Tourism in a nutshell:

- Some clients are very important.
- Most clients aren't that important.(!!!!)
- Some activities or processes happen a lot
- Some activities or processes hardly ever happen

# Some tourism industry examples of 80/20

- Your top 5 clients bring in most of your revenue
- Operators: You have 5-8 tours that sell the most seats every year
- Destinations: You have 5-10 partners that are most involved and answer all your requests
- Attractions- you consistently get visitors from 5-8 cities



# So how do you capitalize on the 80/20 Principle?

- You do your most important work. For the rest:
- Automate
- Delegate
- Replicate



# Automate- Processes and software



# Delegate



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**Sally Davis Berry** July 9 at 11:20 AM

Hi all - I am working on a talk for SYTA next month. What tools do you use to 'automate' your life or your job? For instance, I use filters on my email so emails go to certain folders, I use auto pay for my bills so nothing gets missed when I am traveling. What do you automate and what tools do you use to do it?

Juan Peralta, Lauren Abdelkader and 10 others 21 Comments

Like Comment

**Brooke Ann** It's not necessarily automating, but using Siri to set reminders for myself is the best thing I ever started doing. It's quicker than sending myself an email, and if notifications drive you crazy, you'll be motivated to accomplish your tasks. You can set the for months in the future too - I have one set for March 2020 at the moment. Super helpful!

Looking forward to hearing your talk at SYTA!

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**Dustin Durham** Apollo.io and salesforce

Like · Reply · 1w 1

**Josh Feldman** Boomerang in gsuites and Apple reminders in my phone are awesome

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# Replicate



# Activities

- 80/20 Rule
- Automate
- Delegate
- Replicate



## Ways to connect with me

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- [sally@sallydavisberry.com](mailto:sally@sallydavisberry.com)

## Ways to work with me

- Strategic plans for Group tours
- 1:1 Consulting calls
- Educational webinars