



Leaving Paper in the Past

Adapted from businessblogshub by Dominic Butler

The paperless office, or business, has become something of a **cliché** in recent times. **In essence**, becoming paperless means going digital and in 2017 that is exactly where your business needs to be.

Internal documents

With the prevalence of the cloud (or storing your information on someone else's server), there is no reason to have a huge amount of documents flying around your business premises. Now, it's time to look at your internal documentation and how this can be reduced to a digital copy that everyone can access. Google Drive is the perfect companion for the paperless office with spreadsheets and documents all in one place.

Scheduling and appointment booking

If you have a customer facing premises, such as a clinic or day spa, you need to look at how you can **streamline** your business and **ditch** the diary for good. Clinic management software or online booking portals, for example, can be a great way of ensuring that you are a paperless business. But, it also means that your customer benefits too. They don't have to wait in line on the phone, and it presents a more practical solution for both you and your client. You save money on reception cover, and your client gets to book their appointments or transactions **with ease**. With more businesses going digital this will certainly give you a competitive edge.

Marketing tools

Gone are the days of printed materials. How often do you see a direct marketing campaign now? It's all about making your marketing digital too. Social media, in particular, is **a firm favorite** with many businesses wanting **to test the water** of digital and online marketing. And with 75% of companies seeing positive ROI from using Facebook advertising alone, it makes perfect sense to move your marketing into the digital sphere too. Do note, that digital marketing isn't free. While some people think that social media is a free tool for businesses, it isn't. On the contrary, ad spend, and campaigns will cost money and have greater reach to your potential audience. But, it is more relevant and more **impactful** than traditional, offline marketing campaigns.

When it comes to paperless offices, forget the clichés. Look at how you can streamline your business, make it more relevant and save yourself a small fortune in the process. It's not just your bank balance that will be happier; your customers will be too.

Exercise 1

Match the highlighted words from the article with their synonymous meanings.

- | | |
|----------------------|------------------------|
| 1) Cliché | A) make more efficient |
| 2) In essence | B) finish using |
| 3) Streamline | C) Easily |
| 4) Ditch | D) effective |
| 5) With ease | E) unoriginal idea |
| 6) A firm favorite | F) to try |
| 7) To test the water | G) a popular choice |
| 8) Impactful | H) basically |

Exercise 2

Fill the spaces with the highlighted words from the article.

- 1) _____, a negotiation is a meeting where two parties must reach an agreement.
- 2) I think we should _____ the old computers and buy completely new ones.
- 3) I was rather surprised when we finished the project _____.
- 4) We only launched the product so early _____ and see if people were interested.
- 5) Sarah is _____ to take over John's position when he retires.
- 6) We thought we could _____ the company by having an entirely remote team.
- 7) It might be a _____, but time really does equal money.
- 8) You have to agree that the management's changes were _____.

Exercise 3

Match the sentence halves.

- | | |
|---|---|
| 1) An old cliché is that... | A) it is time to streamline your ad campaign. |
| 2) In essence, the key to a successful business... | B) the employee of the month award. |
| 3) If you find you are using too many online platforms... | C) you have to spend money to make money. |
| 4) Ditch any online services that... | D) you can reduce your costs with ease. |
| 5) By embracing a paperless office... | E) you no longer feel are beneficial. |
| 6) John is a firm favourite for... | F) New York to test the water. |
| 7) He only took the temp job in... | G) is efficiency and productivity. |
| 8) The business English lessons were more... | H) impactful than the student realised. |

Answers

Exercise 1) 1.E 2.H 3.A 4.B 5.C 6.G 7.F 8.D

Exercise 2) 1. In essence 2. Ditch 3. With ease 4. To test the water 5. A firm favourite 6. Streamline
7. Cliché 8. Impactful

Exercise 3) 1. C 2. G 3. A 4.E 5.D 6.B 7.F 8.H