



**PURPOSEFUL GROUP**  
DREAM IT. BUILD IT. LAUNCH IT.™

# Digital tools for effective leadership: organising yourself & your team

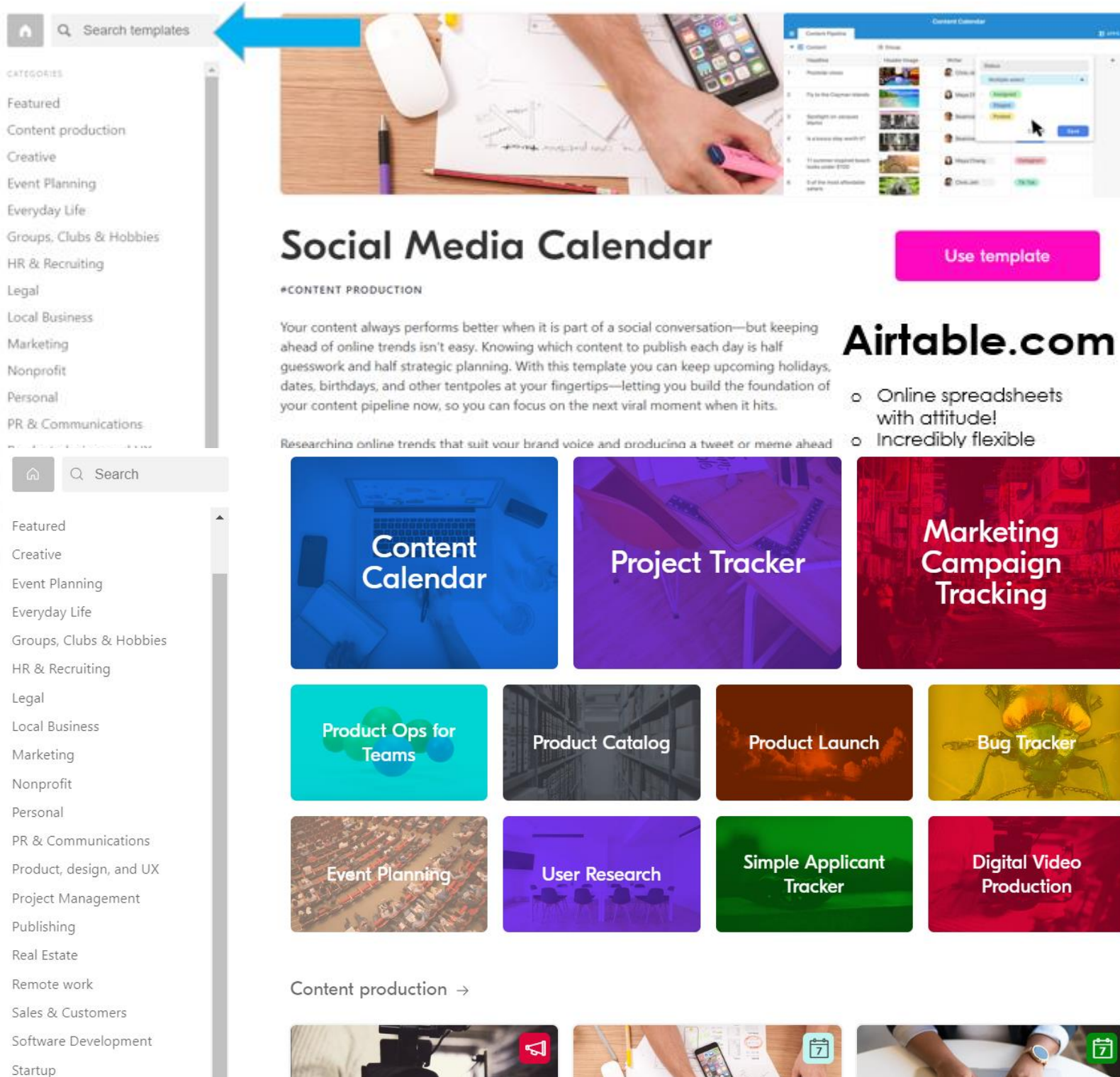


## HELP TO GROW CONFERENCE

# BUSINESS TOOLS

[Airtable.com](https://airtable.com)

An incredibly flexible online database tool useful for managing a wide range of business tasks.



**Search templates**

**CATEGORIES**

- Featured
- Content production
- Creative
- Event Planning
- Everyday Life
- Groups, Clubs & Hobbies
- HR & Recruiting
- Legal
- Local Business
- Marketing
- Nonprofit
- Personal
- PR & Communications

## Social Media Calendar

**#CONTENT PRODUCTION**

Your content always performs better when it is part of a social conversation—but keeping ahead of online trends isn't easy. Knowing which content to publish each day is half guesswork and half strategic planning. With this template you can keep upcoming holidays, dates, birthdays, and other tentpoles at your fingertips—letting you build the foundation of your content pipeline now, so you can focus on the next viral moment when it hits.

Researching online trends that suit your brand voice and producing a tweet or meme ahead

**Airtable.com**

- Online spreadsheets with attitude!
- Incredibly flexible

**Content Calendar**

**Project Tracker**

**Marketing Campaign Tracking**

**Product Ops for Teams**

**Product Catalog**

**Product Launch**

**Bug Tracker**

**Event Planning**

**User Research**

**Simple Applicant Tracker**

**Digital Video Production**

**Content production →**



# BUSINESS TOOLS

## [PROCESS STREET](#)

Create and manage a wide range of business processes and tasks using Process Street and the huge range of templates available to copy and reuse.

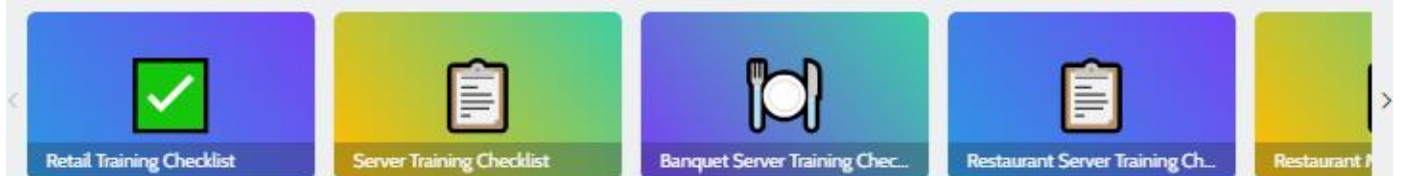
The screenshot shows the top navigation bar of the Process Street website. It includes the logo 'process.st' on the left, followed by menu items: 'Product', 'Solutions', 'Templates', 'Pricing', and 'Resources'. On the right side, there are links for 'Contact Sales', 'Login', and a blue 'Get started' button. Below the navigation bar is a large blue banner with the text 'Discover workflow templates'. In the center of the banner is a search bar with a magnifying glass icon and the placeholder text 'Search our template library'. Below the search bar, there is a suggestion: 'Try something like "employee onboarding" or "content promotion".'

## Browse by category



## Employee Onboarding Templates

[View more templates](#)



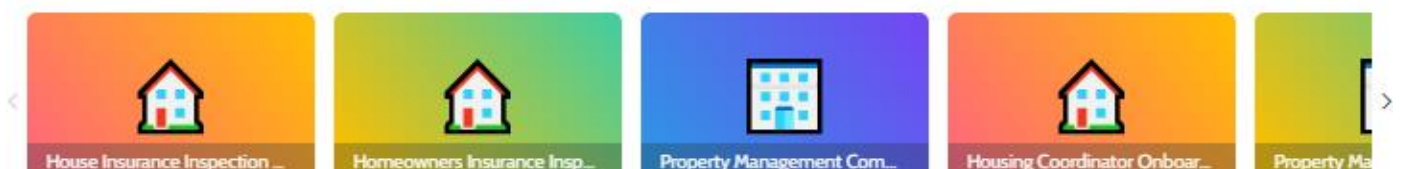
## Client Onboarding Templates

[View more templates](#)



## Property Management Templates

[View more templates](#)

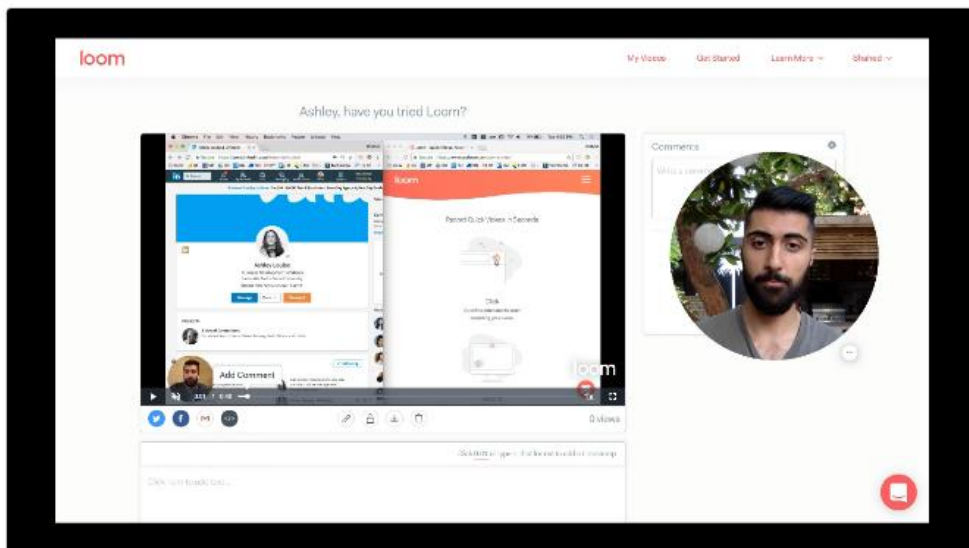


# WEBSITES & TOOLS

## [Loom.com](https://loom.com)

Great for customer service “how to” videos, or for internal training and onboarding.

See how you can use Loom to be a better leader



|                                    |      |
|------------------------------------|------|
| Team Training & Wiki 📖             | 1:20 |
| Walkthrough a Product Demo 🚀       | 1:02 |
| New Teammate Onboarding ⭐          | 1:09 |
| Give Product Feedback ⚡            | 1:14 |
| Send Updates to your Team 📧        | 1:38 |
| Deliver Engaging Client Update...  | 1:06 |
| Quick & Effective Daily Standup... | 1:03 |

# BUSINESS SOFTWARE REVIEW SITES

**Software review sites** are websites that allow you to read and compare product reviews on business software and assess relative strengths and weaknesses. They will help you to choose the right technology for your business:

**G2**, <https://www.g2.com/> – software comparison, analysis, reviews, commentary, competitors and comparisons

**Capterra.com**, <https://www.capterra.com/> - helping companies to choose better software.

**Appsumo.com**, <https://appsumo.com/>.

Appsumo is a software supermarket for small businesses. It offers a huge range of low-cost software that can be purchased as discount deals either annually or “for life”.

Pro tip - sign up for a free account / limited free trial first first to test products before committing.



# PURPOSEFUL GROUP

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 [@purposefulgrp](https://twitter.com/purposefulgrp)

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Get started the **SMART** way!