**Meeting Memo**

**1.** Last Week's Catch-Up and Activities

* Under Maids Recruitment
* Under No-Cost Recruitment
* Under Casual Workers
* Under Job Posting Sector and No-Cost Recruitment (including payment reminders)

**2. Our Current Business Model and Strategic Expansion**

* Our primary business model is to leverage job posting as a tool for recruitment and workforce management.
* Strategically, we may expand Recruitment and Workforce Management to other countries where we offer job posting if we aim to generate meaningful business from those markets.

**3. Posting Guidelines**

* Avoid booking jobs during posting to ensure we maintain competitiveness.
* When posting from competitors, prioritize the freshest jobs to confuse search engines into associating those postings with our platform as original content.

**4. CEO’s Role**

* The CEO will focus exclusively on tasks that the current team cannot meaningfully contribute to.

**5. Posting Strengthening**

* This week, the new team members should be able to handle all posting responsibilities across the four websites effectively.
* All team members are required to contribute to postings over the weekend.

**6. Challenges in Execution**

* The primary issue appears to be team execution rather than market demand unless the data shows us otherwise.
* Several potential clients have contacted us and offered business, but we have failed to deliver results promptly.
* Delays in closing promising deals have hindered immediate revenue growth.

**7.Casual Work Supervision Tool**

* The tool now includes maps and email notifications for clients.
* We need to develop a proposal that clearly demonstrates the value this tool brings to casual work management.

**8 . Advisory Team**

* Key areas requiring senior leadership include:
  + Business Development
  + HR and Recruitment
  + Workforce Management
  + Casual Workers Management
  + Technology that enhances our services

**9.Social Media Management**

* Re-establish proper management of Facebook and Twitter for all countries.
* Assign Henry and Ssanyu to consistently handle this responsibility.

**10. Importance of Job Posting**

* We need to emphasise the critical role job posting plays in the survival of the business to.
* Job postings is funding our no-cost recruitment services, domestic and casual workers, which may not generate substantial income immediately but may be essential for long-term sustainability.

**11. Team Arrangement and Performance**

* The current team arrangement balances sustaining effective job posting with exploring new services. However, outcomes next month will depend on execution and may result in one of three scenarios:
  1. Downsizing the team.
  2. Maintaining the current size.
  3. Increasing the team size.
* Focus on activities that generate immediate revenue to ensure financial sustainability so that downsizing is not necessary.

**12 .Prioritization of Efforts**

* Given that other services have not yet generated meaningful income, at least 80% of team efforts must be devoted to job posting.
* All new team members, including Sharon, were brought on with the expectation of contributing to posting alongside other duties. This needs to be reinforced to align with our financial goals.

**13.Henry’s Responsibilities**

* Since Henry does not handle fieldwork, he will oversee sharing jobs and posting alert articles on Facebook and Twitter for Zambia, Rwanda, and Tanzania.
* Training will be provided to ensure he manages this effectively.

**14. Business Development Initiatives**

* Beyond regular services, we will focus on developing business through proposals and meetings to capitalize on our tools and data.
* Key opportunities include:
  + Workforce and employment projects.
  + Casual workers management solutions.
  + HR and recruitment solutions.

**15 . Advertising**

* We are starting to advertise Maids Services on Facebook for $1 a day.

**16.** Holiday Arrangements

* Key Discussion Point

How will we handle client inquiries and support during the upcoming holiday break? What arrangements need to be made to ensure seamless service delivery?

**17.** Team members will be required to share their **Top 5 Things (T5T)** every week with advisory team and CEO via convenient communication channel. The things you’re working on, you're thinking about and things you're noticing in the business that may affect us positively or negatively.