



# Challenges for Solo Admins

and How to Overcome Them

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# SERCANTE

# A Little Bit About Me

## A Little Bit More About Me as a Solo Salesforce Administrator

- Solo Administrator for a UK Nonprofit, **OASIS COMMUNITY HOUSING**
- Been in post as Solo Admin for 4 years, with 5 years overall experience.
- Have exclusively worked as an admin for Nonprofits since 2016.
- Co-lead the Salesforce User Group in the North East of England (UK).
- Spoken at InspireEast (2019) and X-Force Data Summit (2020).
- As of January 2021, I am now a 2x Trailhead Ranger.
- Have previously spent time as a Trailhead Mentor.



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# About this Session



In this session, I will outline 5 challenges that Solo Admins often face in their work.

This session will be beneficial to you if you are:

- A Solo Admin working in any Nonprofit organization.
- A manager of a Solo Admin in any Nonprofit organization.

If time permits, there will be time to ask questions at the end of today's session. If time does not permit, you can send questions to me on Twitter or LinkedIn at **ThisIsMarkJones** using the hashtags #nonprofitdreamin and #challengesforsoloadmins. I will aim to answer all questions submitted via social media in an upcoming blog post on my new website which can be found at [www.ragamuffinadmin.com](http://www.ragamuffinadmin.com).

# Challenge #1 ... We're On Our Own!



## The Challenge

This challenge is the main challenge for a Solo Admin in any organization, all other challenges stem from this. As a Solo Admin, you'll be the only person in your Nonprofit working on Salesforce in a Technical Capacity. This means you will be responsible for everything, including all of the admin and the development of your org. Being alone as an admin can often make you feel isolated and underappreciated due to the nature of the role.

## The Solution

Realise you're never truly alone in the Salesforce Ecosystem.

Why not:

- Join a Trailblazer Community Group (or set one up).
- Use Social Media to your benefit.
- Follow great blogs, and YouTube channels and engage with the content that they produce on their sites/channels.



# Challenge #2 ... We Do Everything!



## The Challenge

As the only person in a Nonprofit working on Salesforce in a technical capacity, a Solo Admin is often expected to do everything. Solo Admins end up being responsible for all the administration, development, and analytics in their organization. This can be a major stretch on the capacity they have to do specific tasks, if you have a bigger task in the pile to do but have a lot of smaller tasks that also need doing, the bigger task can easily suffer.

## The Solution

Work through how you can manage your time constraints.

Why not:

- Empower your end users to take more responsibility.
- Set aside focus time for the bigger tasks on your plate.
- Look for volunteers who can assist in your work ... but make sure your policies and procedures allow for this first.



# Challenge #3 ... Overworked, Underpaid?



## The Challenge

Due to the previous two challenges listed, Solo Admins can often find themselves in a position where they need to work more hours than they are contracted to cope with the amount they need to do. This can lead to an unhealthy work life balance where the Solo Admin overworks. Solo Admins in Nonprofits can also find themselves in a position where their contracts don't match their work, such as doing FT hours in a PT role.

## The Solution

Campaign to be contracted for what you actually work and/or campaign to recruit more staff to help spread the workload.

Why not:

- Prepare evidence showing the amount of work you do.
- Suggest a plan to create a Salesforce team in your org.
- Prepare good reasoning for creating a Salesforce team.
- Aim to stick to your hours, and only your hours.



# Challenge #4 ... We Need Training Too!



## The Challenge

Have you been in a position when you get stuck on something in Salesforce? All Salesforce professionals get stuck from time-to-time, but when this happens for Solo Admins the times when we do get stuck can become a mountain in our eyes. Solo Admins don't have a foundation for getting help from other Salesforce professionals in-house. This point can also be difficult when there isn't a viable plan for training or enough time to do it.

## The Solution

Build a good foundation for learning & training going forward.

Why not:

- Block out time in your diary for your own development.
- Encourage the acquisition of certifications in your role.
- Build good contacts in the Salesforce Ecosystem.
- Use the Salesforce Answers Community to your benefit.
- Follow good Salesforce blogs, podcasts, vodcasts, etc.



# Challenge #5 ... The Usual Challenges!



## The Challenge

And finally ... as Solo Admins we need to be fully aware that on top of the challenges we face that are specific to being a Solo Admin, we also face all the usual challenges that Admins face. We also have to face much of the same challenges that developers, analysts and some other roles do. We still have to deal with issues around User Adoption, Data Integrity and access to Salesforce ... just to name a few issues.

## The Solution

Don't give up. And work hard to ensure that your Org is in a good place, both from a technical and a data standpoint.

Why not:

- Look at investing in useful apps to help keep data accurate and clean ... tools such as Duplicate Check.
- Work to get the operational side of things in line with the expectations surrounding data input and monitoring.



# Questions and Answers

I'll take questions and answers from session attendees now.

If I am unable to answer your question in this session, please do send your question to me on LinkedIn or Twitter using the hashtags **#nonprofitdreamin** and **#challengesforsoloadmins**. I will aim to answer all of your questions in an upcoming blog post on my **Ragamuffin Admin** website .... [www.ragamuffinadmin.com](http://www.ragamuffinadmin.com).



# Thank You for Coming

You can find me on Twitter and Linked at **ThisIsMarkJones**.

If you have any questions following on from this presentation, please do get in touch with me via those channels.



I started a Salesforce blog just this week. The blog is called **Ragamuffin Admin**. My next post which will be one answering the questions from this session should be coming out sometime next week. The slides from this presentation will also be made available that post. I'll be writing more content over time.

My aim is to regularly update the site and bring good, helpful content to the Salesforce community, sharing my experiences, thoughts on upcoming releases and best practices in general.

You can find my blog at [www.ragamuffinadmin.com](http://www.ragamuffinadmin.com).

# Thank you for coming



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