

The YEBDC Small Business Information Column

by Sue Gingerich, Business Advisor

"Staying "Fresh" In Business"

Ever notice how after someone has had the same job for many years, they seem to tire of it? Ever notice how after you do something over and over, you just don't find it as exciting anymore? After a period of time of doing the same thing every day many of us tend to get in a rut. Some people even turn sour. We know we are no longer motivated, but we just don't seem to be able to hype ourselves up any more. This can also happen when we are in business for ourselves. Yet it is critical when in business that we stay motivated. Why? Because our customers deserve it.

So what can you do when you start to lose motivation? To stay fresh in business, try the following:

1. Always try to review your business from the perspective of the customer.
2. Get out once and a while:
 - o take a course or attend a seminar,
 - o go out for lunch with someone else that is in business for themselves, <
 - o schedule an actual holiday!
3. Set up an informal advisory board or business support group. Select two or three individuals that may be able to offer you fresh ideas and perspectives. Payment could be that you return the favour for them or take them out to supper while you discuss business.
4. Read a new business book or watch a business video once a month.
5. Review your organizational goals and action plans on a monthly basis, adjusting when necessary. Make a check list to see which ones you have achieved.
6. Rewrite your business plan. Especially review areas like your concept and your mission statement.
7. Review your expenses. Can you see an improved way of doing something to cut costs? (To give you that extra money to take those courses.)
8. Do things in a different order or try a new way of doing even simple things. (For example, work from right to left instead of left to right.)

Often the reason people get bored with their work is because they lose their focus. In order to stay focused you need to have clear and REACHABLE goals. If you set your goals too high and you are never able to reach them you will become discouraged. IF you have reached all your goals you will have nothing to shoot for, thus you will wander aimlessly.

If you have come to a point where it no longer excites you to set new goals in your business, then it is probably time to get out. Your new goal can be to make your business impressive enough to sell. Once you get close to reaching that goal, make sure you think about what your next goal should be. Otherwise you will be right back where you started, in a rut, BUT now with nothing to do!

So give your customers the best they deserve. Don't do the same old thing every day. You can stay fresh in business, by changing your routine or your goals anytime you feel like it. After all, it is YOUR BUSINESS!

If you have a small business and have a question or problem that you think The YEBDC could help you with please call or write to: The Yellowhead East Business Development Corporation, Box 249, Sangudo, Alberta, T0E 2A0
1-800-556-0328 or 1-780-785-2900, e mail: yebdc@yebdc.ab.ca, or access our Website at:
www.yebdc.ab.ca

"Takin' Care of Business... Takin' Care of You!"