

# The YEBDC Small Business Information Column

by Sue Gingerich, Business Advisor

## "Breathing Life Back Into a Tired Job!"

When you work, day after day, by yourself it can sometimes become difficult to remain focussed or stay excited about your business or your goals at work. When you are your own boss it is important to be a self-starter. Gone are the days when the boss sets your deadlines and you worked according to someone else's expectation. Why is it we will actually work harder for someone else than we will for ourselves? Don't despair, there are ways to keep your focus or rekindle your passion for your job if it has faded.

The following are a list of suggestions to bring new life back into your business or your job:

1. Hire someone, even if it is part-time, for only a few hours a week to give you a break from your normal routine. Or, if you are not in a position to hire someone, see if you can "job swap" with another employee for a few hours a week to get a break from your normal routine and possibly learn something new.
2. Have a clear set of realistic goals. What do you want to achieve and by when? Put your goals on paper, and hang them somewhere that you will see them every day. Review these goals periodically, to ensure that they are really the goals you want AND to assess whether or not you are actually working towards them.
3. Create an action plan for achieving your goals - what will you do, by when?
4. Develop a routine. Set times and time limits for certain daily "chores", especially the ones that you hate the most or that take the most time, but shouldn't.
5. Or - rework your present routine. Analyze what you do and when you do it. See if there is a better order for your day.
6. Schedule a "pick-me-up" for each day. This is not necessarily a chocolate bar at 2:00 p.m., but maybe a reward like ordering lunch in, going out for lunch, or taking an afternoon walk.
7. Take a real break. Schedule a vacation or some time away from your work. When you take your leave, don't take anything from work with you. Make it a REAL break!
8. Hire a consultant to give you an outside view of your business. For example, The YEBDC has a two hour "Tune-Up" session for \$50.00. If you can't afford a consultant, ask a friend or an associate with a business who will give you a fair assessment of your business. You can return the favour by doing the same for them.
9. Subscribe to a new Trade magazine or Consumer magazine related to your industry. Often there are inspirational stories in these magazines that might help to give you a spark.
10. Attend a course or seminar, a conference or a trade show.
11. Join an association, such as your local Chamber of Commerce or a Trade association.
12. Rewrite your Business Plan.
13. Read a motivational book or a book related to some aspect of your business.
14. Review your sales and expenses. What products or services are working the best for you? What products or services should you maybe consider dropping? Add a new product line (or service) that excites you!
15. Make a list of all the things you HAVE achieved in the last year.

IF NONE of these things help, then maybe it is time to consider a career change! After all life is too short to do something that doesn't give it meaning!

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 Yellowed 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](mailto:yebdc@yebdc.ab.ca), or access our Website at:  
[www.yebdc.ab.ca](http://www.yebdc.ab.ca)

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