



November/December 2009

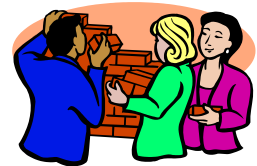
Alpha Business Coaching Newsletter

"December Tips"

Dear Small Business Owner:

As we're starting to think about ending a year and starting a new one, I'd like to offer some ideas all employers should be thinking about in December.

1. **Have holiday events that are team-building events.** In these days of tight budgets, have some kind of employee holiday event, even if it's just a luncheon for all staff. Do little things at this event like give small gifts that are meaningful or funny.



2. **Don't give out "holiday" bonuses.** I'm not being scrooge, but this is NOT money well spent for any company. All compensation should be based on an employee's performance and/or the company's performance. Give bonuses after a specific job has been done within budget or after year-end close when you know the company has made a profit.



3. **Give ½ day off in December.** Many people feel the extra stress of having a lot to accomplish personally during this busy month. Give employees a ½ day off with pay in December as your holiday gift to them. This thoughtful and fairly inexpensive gesture will mean a lot to them. Of course, this will need to be arranged to not impact production/client schedules



4. **Evaluate 2009.** What did you do right? What did you do wrong? How can you use that knowledge to make 2010 better? Write these things down so they can be used in #5 below.



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5. **Be ready for 2010 with a PLAN.** This plan should cover, at a minimum, your financial projections (a budget), your sales and marketing strategy, and overall goals for the new year. Remember, it's not ready-fire-aim. The AIM comes before fire!



If you need help with this type of business planning, that's where we can help.

Sincerely,

Lynda Hess, Business Coach

P.S. Happy Holidays

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