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Alpha Business Coaching Newsletter

Engage More in 2011

Dear Small Business Owner:

Let me be one more person to wish you a happy New Year. I hope, as a business owner, 2011 will be a good year for your organization. I believe you will achieve more in this year if you are intentional about what you want to work on.

Use this phrase when wondering what these focus areas might be for this year: "This year, I'd like to find a way to engage more in _____." Here are some further questions to get you started.

Think about last year and what areas you weren't satisfied with your progress. Maybe you didn't delegate enough of your work. Maybe you didn't like the return on your marketing dollars. Maybe you arrived at too many appointments late. Maybe you're employing a person who isn't performing for the firm.



You might also want to think about areas for which you would really enjoy having more focused time. This could be the amount of time you spend directly selling vs doing paper work. Or, do you find yourself distracted by office-mates, email or ringing phones and would prefer a less distracted work space? Maybe you'd like to spend more time learning new skills.

What are some of your strengths that just aren't being used? Do you believe you excel at scheduling and project management but you keep getting bogged down in the details? Do you want to develop your network, staying in touch with more contacts? Would you like to use your encourager skills more often to help co-workers feel positive about their jobs?



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Are there areas you fear so it would help to get some education on and discover you can lose the fear? A common area of apprehension for people over 40 is technology. Or do you fear having to speak in front of a crowd? Generally these fears are about things on which we just need education or practice. Get some training!

After you have a couple ideas on things to make a better new year, there are 2 more steps to getting started:

1. Write them down (or type them into a computer)
2. Talk to someone to get some suggestions on how to accomplish your ideas. I believe you'll find great energy in talking to someone about your ideas. This will help you get moving.

Through business coaching, I provide structured help in getting new things accomplished in your business. Give a call if you are serious about having a better year.

Sincerely,
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