

"Making Tough Decisions"

Dear Small Business Owner:

This month, the newsletter will provide you with practical steps to making better decisions in your business and personal life.

Tips for Better Decisions



Each of us has things we're "tolerating" in life. These are things we're not real happy with but we let continue because we're reluctant to mess with what already is.

Making a decision to do something new usually involves giving up something else. That's what makes it difficult---there's a loss to deal with as well as the uncertainty of the future.

Instead of letting these issues just continue, here are some suggestions to help make progress on getting unstuck.

1. Put a time deadline on when you will make a decision. Example: by the end of the month, I will have chosen a new subcontractor to use.
2. Put an event deadline on when you will make a decision. Example: when our overhead hits 30% of sales, I will let an office person go.
3. Weigh the positives and negatives of the change. Create a list of these pros and cons and score them for importance to you. Which side ends up with the higher score?
4. If you're really stuck, focus on the upside to getting past this issue. Example: if I let this marginal employee go, I can try out someone new who will better fit the company.



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5. Believe in your ability to control a situation. If you decide to target a specific niche market, stick to your decision and have confidence that decision will pay off.



6. Think that any adjustment is just a short-term change.
Example: If you have to cut back hours for employees in order to reduce cost, you can always increase hours when sales pick up.

7. Talk to someone you trust about how you see the issue and your possible solution. Be gut honest.

8. Make a choice in your head and try it out for 24 hours. See how it sits. Does it feel right? Sometimes, go with your gut!

As a coaching company, Alpha tries to help our clients see things from an outside perspective. We're not as close to the situation as you are. Make sure to find a way to bring this angle to your decisions.



I wish you the best decision making in 2009.

Sincerely,

Lynda Hess, Business Coach

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