

RISKY BUSINESS

Insurance Info & Risk Management Tips

By Hadley Wood

www.hlinwood-insurance.com



The Risk of Resolutions



If you are like most people, January is a month when we look back at the past year and decide to make some changes – a mental or physical reset button we can push, start fresh and wipe the slate clean as they say.

5 most common New Years' resolutions are noted as being:

- Get Organized
- Outsource Tasks to Others/Hire Employees
- Focus more on Marketing/More Clients
- Learn Something New/Expand Business
- Spend More Time Away from Work/With Family

Making a resolution is a great way to identify a change that you want to make. The problem is that most people make a resolution without making a plan to execute, track and monitor it. This often leads to breaking the resolution within the first 3 months of the year and feeling a sense of failure. Which is NOT how we want to start the new year!

“A goal without a plan is just a wish”

- Antoine de Saint-Exupéry

So, what can we do to make sure our resolutions are given a fair chance to take hold? Experts agree on a few things:

1) Start with small changes that you perform daily.

If your goal is to get organized, start with one task at a time and perform it daily. It may just be one small pile

of paperwork or cleaning up a few files on the computer each day. Even if it takes 6 months to truly get organized, it will be a success!

2) Create a realistic timeline with an end date.

Map out how long you think the change should take and break the timeline into small parts that can fit into your schedule. If your goal is to increase your Marketing, think about what you want the end result to be, work backwards and map out how each step of the process looks and how much time to allow for it.

3) Have an accountability partner.

Share your resolution with a trusted person that can help you achieve your goal and encourage you when you need it. Many business owners hire a life/business coach to help them in business like we would hire a trainer at the gym. It keeps us on track, focused and makes it harder to break the commitment.

4) Set daily time breaks.

If your goal is to spend more time with family, friends or simply away from work, you may need to get up an hour earlier, take a break in the afternoon or leave the office an hour earlier. You will likely get the same amount of work done but creating intentional space for loved ones will be a win-win.

5) Congratulate yourself on small wins.

Everyone needs a pat on the back or a high-five for making progress. Gift yourself something you want with each step of progress. If your goal is to learn something new or expand the business, track your progress and reward yourself!

And if all else fails, June 1st is unofficially known as **Resolution Recommitment Day** - if you need to push the reset button again in 2024, don't feel bad – think progress not perfection.

*Wishing everyone a Happy, Healthy
and Successful 2024!*

Please reach out to me at:

www.hlinwood-insurance.com with any business insurance or risk management questions.