

JERSEY SHORE WOMAN NEWSPAPER™

"The #1 Women's Educational Newspaper" V.H.

ask our **LOCAL EXPERT**

The Business **'Not To-Do' List** for the New Year

By Lisa Kanda

At the start of every New Year, we are inundated with lists of what we "should" be doing to improve our business. Rather than add more to your task list of things that you already don't have time to do, stop doing the things that are counterproductive and start doing things that will give you a measurable return on your investment.

Ask yourself, what should you not be doing next year? Here are some ideas:

1. Keep doing the same thing over and over again and expect a different result! Yes, that is the definition of insanity, but more importantly, it's time to stop doing the things that are not giving you the results you are looking to achieve. Look at your processes and procedures and find out how you can streamline them and cut out the waste. Clearly define what results you are looking for and make sure your actions are focused on getting those and not because "you've always done it that way."

2. Throw spaghetti at the wall! If you are only "doing" tactical marketing efforts without a plan, you are throwing whatever you can out there to see what sticks. This is not a good use of your time, money or resources. Create a strategic plan to keep your efforts goal and outcome focused.

3. Wear too many hats! This is hard for many small businesses for many reasons. While financial concerns are usually the top reason you need to "do it all," make sure you're not doing it all because you must control everything. Smart business owners do what they do best and focus on bringing in revenue and building the business. Administrative tasks and other functions that don't need your expertise should be outsourced. If money is tight, get creative and barter services. Find ways to optimize your strengths and put growing your business first.

4. Ignore social media! Depending on the era you were born and your adoption of new technology, it's possible that you don't see the benefit or want to spend the time to learn this ever changing medium. Would you even think of doing business today without a web site? In today's world, you're not even on the map if you don't have a web site. That is how social media will be in the coming years. If you don't have a social media presence, your business will not be on the same level with your competitors. The public will expect that you interact with them on their terms, not yours, and that is what will be happening with social media. Don't be left behind.

5. Forget to appreciate your staff! It's easy to take other people for granted. I can remember hearing a former boss saying that your paycheck is the sign of appreciation. While being paid a fair wage for your work is important, studies show we are all motivated in different ways. Showing appreciation in words and actions can deliver support, loyalty and a workforce that is invested in the success of your business, and not just showing up to collect a paycheck.

6. Wait for tomorrow! Have you ever noticed that if you want to get something done you ask someone who is already busy? That's because they live in the moment and get things done today. Procrastination is not a strategy. Taking action, even in the smallest ways, will provide momentum towards your goals.

7. Don't ask for help! This goes back to thinking you have to do it all yourself. Whether a sole proprietor or company, we all need help now and then. Look for internal resources or hire a consultant or coach to get you on the right track.

The New Year brings an opportunity for starting fresh and maybe taking a new approach. Find more time by doing less of the things you shouldn't be doing and invest your time in those activities that will give you different results. ■



Lisa Kanda, Elkay Corporate Advisors specializes in leading, coaching, consulting and training businesses and individuals to help them be more effective and profitable. We use customized processes and practical guidance to help clients make strategic and informed decisions to achieve success faster and easier than they could on their own.



- Business / Marketing Strategic Plan Development
- Social Media Consulting & Training
- Coaching - Executives, Personal Branding, Leadership, Customer Loyalty, Team Building & Time Management
- Keynote/Conference Addresses and Training Workshops

732-963-9234
P.O.Box 3104, Long Branch, NJ 07740
Facebook.com/elkaycorporatoadvisors Twitter.com/lisakanda
Website: www.elkayadvisors.com Email: lisa@elkayadvisors.com

Elkay Corporate Advisors is dedicated to helping individuals, entrepreneurs and businesses achieve success.