

Preparing for a successful 2015

By [Jan de Beer](#)

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With so many things to consider in business, where do you even start when planning for the new business year? Perhaps the ideal starting point is review what accomplishments last year brought, as it is important for a business owner to determine which goals and targets were achieved. No matter what the targets were, a business owner needs to conduct a thorough 'stocktake' of the current business situation, so that the business can be steered forward in an improved direction.



For the business owner who wants to improve their business and prosper in 2015, here are a few pointers:

- **Set realistic goals**

Even though goal setting is a valuable habit - if the goals lead to distress rather than success you are setting yourself up for failure. Goals need to be realistic and attainable. The easiest guide to follow is by setting SMART goals - goals that are Simple, Measureable, Attainable, Realistic and Timed. Goal setting will be the first step to achievement so take the first step wisely.

- **If it is slowing you down, it has to go**

If there are areas in business that are holding you, back and affecting your productivity and growth why keep utilising them. Assess what needs to go, you will never move forward if something is holding you back. Sometimes, in order

for something to grow better, a little pruning is required

- **Be a better boss**

Unless you choose to be a 'one man show', you will always be dependent on your staff. If you do not treat them with loyalty and respect, they will only return the favour. If you truly want to start turning things around in your business, start investing more in the people who are working in the business to make it work. Initiate plans to encourage staff to grow, both within and outside the business, and assist them in reaching these growth points as best you can. The only way to ensure a return on investment when it comes to employees is by investing in them to begin with.

To make 2015 your best business year yet, it is vital to put your plan in motion as soon as you can. Stop procrastinating as time waits for no man, make the changes that need to be made as soon as you can and embrace the new possibilities with an open mind.

ABOUT THE AUTHOR

Jan de Beer is the Managing Executive of The Fish & Chip Co.

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