



THE V-EDITION

January 2017

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AS WE TAKE A BIG LEAP FROM 2016 AND WELCOME THE NEW YEAR, WE SAY GOODBYE TO A YEAR FULL OF ACHIEVEMENTS AND HARD WORK. LOOKING FORWARD TO BUILDING AND EXPANDING IN 2017.



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GOT BIG PLANS TO START 2017 WITH A BANG?

A new year is a perfect time to clear the slate, or build on past successes. However, there's just one problem: many businesses fail to plan how they'll really execute their goals. Start planning now and you can hit your straps right from the start – potentially getting a massive jump on your competitors. A proper plan, broken down into small steps, can be a game-changer. Here's how.



Break it down

Break down the year into three chunks of 100 days, with a specific goal for each. Think about what you want to achieve by the end of 2017, and divide it up by three. Thirty day things are too small because there's not enough time for things that are going to take a little bit longer to mature. If you've got employees, it (the 100 day goal) is good for them too. In between, there's about three weeks to reflect on what worked and to think, OK, what do I still want to achieve?

Start planning before you head off

Writing a draft before you down tools will allow the plan to circulate in the back of your mind during the break, bringing further clarity. It will also help you to start on the front foot from day one of the new year, rather than flailing about aimlessly.

Plan to make an actual change

If you don't make a detailed plan, then it's likely nothing will change. You end up on the 31st of December the same you were on the 1st of January – a bit disappointed. Often you think something's not right with my business, but it is you that has not done anything to change anything.

Start with the end in mind

When it comes to business, many people get fixated on what they should be doing this week, or this month. You really should be focused on what's my ideal life 10 years from now. Your goal might be to exit your business and start another, grow to a certain size or achieve financial freedom. From there you can backtrack: where will you need to be in three years and one year to achieve your long-term goal?

Be clear on your goals

Increasing revenue is often the top priority for very small businesses. If you're business is small, you would probably do revenue three times running. Bigger businesses are more likely to choose three different goals for the year. For larger small businesses, pick something like revenue, profitability and people.

Don't break the chain

This can be done by using a psychological trick. For each day you achieve your goal, simply put a red cross through the calendar. The longer you keep that chain going, the more you're going to want to carry on.