

Starting the New Year

2024 has arrived and with it the promise of progress and the vision of growth. December is a time of assessment and evaluation, and January is a time of implementation and positive action, an important time to set in motion strategies for success in 2024.

Organize, organize, organize

It is undisputed that being unorganized slows down a business. Organization is essential to maximizing your business' efficiency. Make checklists that contain all the necessary supplies needed, make sure software is up-to-date, and all emails have been ready and responded to, among other practices specific to your trade. While organization is important year-round, this time of the year is a perfect time to kickstart it.

Look for ways to simplify

These practices will vary depending on the nature of your business, spend some time identifying areas of opportunity where streamlining and simplification of processes is possible, such as looking for apps and tools that will aid in the workflow. Be patient as the implementation of these systems may create the illusion of “more work” during the setup process yielding great results once activated.

Cut costs

This will look very different for each unique small business. A common occurrence in the digital age is that several companies have switched to subscription-based methods. Often businesses do not realize that they are paying for subscription-based services that they are not even using. Additionally, update your budget for 2024 (if you don't already do so) and make it a goal to stick to it for the year.

Learn New Skills

The only constant in life is change and a growth mindset for your business guarantees that these changes will be beacons of progress. Consider activating a culture of learning and repetition within your organization where enrichment and education resources are always available, and systems are designed to foster the application of new knowledge.

Ask yourself these three questions

What's working really well in my system?

What's causing me the most stress?

What improvement would make the biggest impact?

Excerpts taken from [Medium](#) and [MIndBody](#)

