

Focus on 5

Happy New Year!!! It seems like yesterday, we were all working diligently to achieve those year-end goals. Well, the year-end has passed and one thing that is certain, if you are a business owner or in a leadership position there are 5 essential actions you need to take immediately. Doing so just might mean the difference between a successful 2013 and a year full of disappointment. So here you go -- "**Focus on 5**" *the 5 Actions that you can take to be successful in 2013:*

1. Focus on your financials. Become familiar with the new tax laws and understand what they really mean for you and your business. Everyone will be affected in one way or another. If you understand them, you can be sure you are making the right decisions relative to your budgets, expenses, investments, strategy and tactics. It is definitely NOT business as usual. If you don't have a good financial advisor, do not delay. S/he will be critical to your success. Also, be sure you know, really know, your complete financial picture on a monthly basis (revenues, expenses, cash flow, profit, top customers, etc.)



2. Clearly define and communicate goals and expectations for this year.

Whether you lead a multi-national organization or are a solopreneur, having well-defined goals and plans to implement are critical success factors. When you establish your annual goals, be sure you also define milestones and have 90 days plans in place to achieve. Take the time this month to create your plan to achieve the goals - do not try to execute without a plan.

3. Align your team around 2013 goals and instill a sense of engagement and urgency. We cannot achieve our goals without the assistance of others. Be sure your team understands the mission, the goals, their role, and the operating principles. If all are committed, aligned, and understand their role in accomplishing the goals, you are setting everyone up for success. If you can take them one step further and all feel a true sense of engagement and urgency toward accomplishing the goals, you immediately add a multiplier effect! There is nothing more powerful than those who truly feel their work is urgent and important!

4. Provide the tools, systems, and resources to get the work done efficiently with impact. Evaluate your systems and processes. Know at what you are the BEST, as well as where improvements are needed. Leverage your strengths and demonstrate best practices. Knowing what is important to your customers, clients and stakeholders. If you can delight them at every interaction, success will follow. Remember, your employees and partners are vital stakeholders. Be sure they have the processes and tools to demonstrate high performance.

5. Lead!!!! Leadership is the "make it or break it" factor for every organization. A strong and effective leader can make the difference between a good year and a great year. Are you an effective leader? Write down the top five characteristics of a great leader and demonstrate those characteristics consistently and every day. If you do this, you will make a difference. It does not matter which five attributes you choose - there are many characteristics that define highly effective leaders. If you can consistently demonstrate the five you choose, your leadership will make a defining difference. Ask others for feedback; it's the best way to assess how you are leading.

Again, remember, 2013 will not be "Business as Usual". Take the time this week to "Focus on 5" Then, keep them front and center all year. We wish you every success in 2013. Please do not hesitate to call on us at IMPACT Learning Inc. if we can help you in any way!!!