



Date: January 9, 2024

Subject: How to Conquer Your Business's New Year's Resolution

We hope you had a wonderful holiday season. Coming out of it, especially in the doldrums of January, can be disheartening. The same goes for your business – transitioning from a holiday party every few days to business as usual can be difficult. New Year's resolutions can motivate us in these slow, January days with aspirations for a new year.

We know all about big goals that can get tossed by the wayside, so we've developed a few Big Picture New Year's Resolutions methods of attack to help you attain your goals. Maintain your momentum and set milestone goals throughout the year to stay on track for success.

Take these steps and set your New Year off right:

1. **Assessment:** If you're considering choosing a NYR, chances are you have some business inadequacies you'd like to address. Take a hard look at what needs your attention most. That way you're not fixing small problems that are indicative of bigger headaches. Profit, efficiency, productivity, lead conversion, etc. – determine which one you'd like to start with. [Harvard Business School](#) recommends starting with attainable goals to mitigate being overwhelmed and discouraged by the possibility of failure. Having too many is just as ineffectual as having a daunting goal.
2. **Develop a Plan for Success:** Having an overarching goal will seem less overwhelming if you have laid out a plan. Clear, step by step instructions, especially if your NYR is something your whole team is attacking are vital. Communicate to your entire team the details of the plan, when it will be enacted, and what success looks like.
3. **Check-ins Welcome:** As part of your to-do list, be sure to include metrics for success and [benchmarks](#) to determine if the NYR is on track. These should be easy to evaluate, not time-consuming metrics that quickly spawn lots of meetings.
4. **Evaluate and Pivot as needed:** As part of the plan you devised, you developed metrics for success and ways to determine if the NYR is on track. Evaluation of these variables is key so you're not pouring time, energy, and resources into a plan that has run its course. Once you've evaluated the success or failure of the plan thus far, you may have to make some adjustments or pivot to succeed. Adapting is a crucial element of business. It's not admitting defeat if you are acknowledging something needs to change to become more viable.

Use your NYR to evaluate, adapt, and improve. If you develop goals for success that are achievable instead of intimidating, you can turn your New Year's Resolution into a professional achievement.

What's our New Year's Resolution? We're hard at work to integrate Spearhead's software, helping businesses reach peak functionality. Designed to be a workflow engine geared towards seamless productivity, it can help you tackle your New Year's Resolution, too.

Best of luck in conquering your resolutions,

Incyte Energy Solutions