

OUTLOOK

What winning looks like for the business a year from now

When you think about the Outlook for your company, let your sense of optimism take over. Look at what's happening across your industry and other industries. What trends do you notice? What shifts are happening? How can you make this work for your business?

For example, a couple of years ago, the owner of an interior-design firm noticed a trend of homeowners opting for DIY projects thanks to the lessons they were learning watching all the then-current design shows. When her revenue started slipping, she reworked her services and started offering consulting for "DIY gone bad," "DIY on a dime" and "DIY done right" to recoup lost revenue.

HERE ARE EXAMPLES OF WHAT WINNING LOOKS LIKE A YEAR FROM NOW FOR A FEW BUSINESS OWNERS:

Added a new product or service to increase revenue by 25 percent

Used more technology to automate routine tasks and free up time

Hired a part-time marketing assistant to help with campaigns

Won a large contract away from a competitor company

Opened another location in a business-district hot spot

ACTION: WRITE OUT YOUR OUTLOOK FOR THE BUSINESS THIS YEAR
