

YOUR 2012 RESOLUTIONS: 5 WAYS TO GUARANTEE SUCCESS

Like taxes in April and , we can always count on the “New Year’s Resolutions” buzz in January. Who hasn’t amped up gym visits, toned down spending or said no to dessert - for a few weeks? But what about New Year’s Resolutions for your business? What’s the best way to make them last? Here are 5 tips – for women especially - to help guarantee that what you resolve is what you achieve...

- 1. Make resolutions fun:** Which is easier to keep? “Lose that double chin” or “Find an activity I enjoy”? In your business, make goals positive and appealing. Instead of yawningly projecting that “we’re going to sell x more widgets this year,” how about rallying around, “We’re going to do such a terrific job for 20 new clients that they’ll be calling us!”
- 2. Stifle the inner critic:** Don’t expect overnight success or punish yourself if your progress is slow. Remember the story of the tortoise and the hare, and that slow and steady can win the race. Pat yourself on the back for small achievements. Otherwise the entire process of resolutions becomes like a weight around your neck, which is why so many people never follow through.
- 3. Keep them simple:** Don’t bog yourself down. Avoid creating so many goals that your own ambition paralyzes you (or becomes your worst enemy). Best number is 2 or 3 well-defined resolutions.
- 4. Aim high, but not out of reach:** The highest level of productivity typically comes when you believe, but aren’t 100% sure, you can achieve your goals. Set them too low and you’ll step right over them.
- 5. Celebrate and reward yourself:** Women in leadership tend to beat themselves up if they fall short of their goals. Instead, congratulate yourself when you are successful and ask others - especially those who helped - to join in the celebration. Throw confetti, blow horns, eat brownies. It’ll get you psyched for your next set of resolutions!