

Keeping Your Business Healthy

Now that the first month of the New Year is complete, have you thought about your business goals for the year? Are you on track with those goals? And, have you thought about what you need to do if you aren't? In order for your business to remain healthy and vital, it is sometimes necessary to take a step back and re-evaluate where you've been and where you want to go. As you do this, it is important to take into consideration what worked and what did not, and why or why not. Although planning for each year typically takes place in the fourth quarter of the previous year, it is helpful to continually evaluate each quarter to ensure you haven't lost sight of those goals thereby negatively affecting the health of your company.

Here are five areas to consider when creating your company wellness plan. For each category, ask and answer the questions so as to recognize the pains or challenges that can be incurred with each as well as how to resolve them.

1. **Staff:** Do you have sufficient staff to run your operation? Is the work environment productive or destructive? What is your absenteeism rate? As a manager, are you respected or feared?
2. **Clients:** Do you have loyal clients who continue to patronize your business as well as refer you to others? Or, do you struggle to meet revenue goals due to always needing to focus on client retention, recruitment, and satisfaction?
3. **Operations:** Do you have business processes set in place? Are they streamlined to be cost-effective with little to no risk? Is your entire staff aware of these processes and compliant with them?
4. **Financials:** Do you operate within a budget? Have you considered the life cycle of your company (young and growing versus mature and established) when planning expenses and revenue?
5. **Overall Strategy:** Have you set goals for your company, whether it's to grow, remain stable, or prepare to sell if retirement is your plan?

The quality of your company's wellness today is in direct correlation to the decisions you made in the past. The assessments you make today and onward will determine its future wellness. When you choose to plan and then make the conscious choice to act on that plan, you will manifest your intentions and your company will healthfully thrive.

Five Steps to a Successful Corporate Wellness Plan:

(If relevant, include your staff in this process so they feel part of the team.)

1. Vision: What is your vision for your company? Take some time to list what you most desire to achieve and/or experience. Divide this list into sections taking into account the above areas: staff, clients, operations, financials, and overall strategy.

2. Intentions: Pulling from your vision list, specify intentions that your company will accomplish over the next 12 months. Consider the "what's in it for me" of your customer while always keeping in mind the realistic capability of your company meeting those needs.

3. Values: Prioritize the corporate values you will be honoring by bringing your intentions to fruition. By honoring these values, you will strengthen the overall integrity of your company and staff.

4. SMART Plan: What goals and objectives (Specific, Measurable, Attainable, Relevant, and Timely) must be achieved in order to fulfill your intentions without compromising your values? Make sure you have the necessary resources to sustain this SMART plan.

5. Actions/Tasks: Create a prioritized list of action-oriented tasks to complete your intentions for the year. Share them with the entire staff so everyone knows the plan and their role in it. Break them down into daily, weekly, monthly, quarterly and yearly segments. Check in regularly to ensure the business is on your chosen path. If not, adjust and continue. If so, congratulate yourself and your team and keep moving forward!!

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Barbara B. Appelbaum is a certified wellness coach, consultant, speaker, and published author whose genuine compassion, expertise and first-hand knowledge helps wake people up to living their lives so they can learn to be present, be purposeful and be well. Her greatest wish is to never hear a person say, "I should be taking better care of myself." Barbara is a certified member of the International Coach Federation (ICF), American Association of Drugless Practitioners (AADP), and an Ambassador for the National Multiple Sclerosis Society Greater Illinois Chapter. To learn more, visit www.appelbaumwellness.com.