



## COACH YOUR BUSINESS TO A NEW YEAR OF SUCCESS

**A new year brings many small business owners the opportunity to reflect on their own performance, both in terms of the business and their own individual achievements and near misses. says Coach and Mentor Jackie Cummins**

As a Coach and Mentor I always tell people to focus on what has been achieved, not what you failed to achieve; although this is sometimes much easier said than done! Nevertheless it's a great starting point and a great measure for taking your business or career to new heights!

In my experience I tend to find that during the Winter months, many professionals start to re-evaluate their employment or business situations and make a concerted effort to make contact with a business or career coach and mentor.

It's usually not a spur of the moment decision, but one that has been articulated over many months of discontentment and anxiety, which if such a situation is allowed to manifest, then this can cause low self esteem and can affect our confidence to embrace change, new opportunities and improvements for the better.

As we all reflect on what has happened it is very easy to be hard on ourselves and yet it is a well-known fact that people often overestimate what can be done in a year but underestimate what can be achieved in 5 years. As a result of this disappointment there is a tendency to give up on our goals or dreams but it really doesn't have to be this way.

We can also beat ourselves up when we look back at an outcome which we didn't achieve, the results that were anticipated or we perhaps wasted time working on a project which was simply not required or did not fulfil our needs as a business or an individual.

Some of us get so fixated on our goals that we don't want to change them but throughout the year new information or changes will become apparent and this is likely to impact the business. Your first starting point is to acknowledge that it is absolutely fine to change your goals in light of this new information.

It's the anticipation that a new year is almost upon us and do we really want to be in the same situation this time next year? Well the answer is most definitely not!

Moving out of a comfort zone or exiting 'the devil we know' situation can be a huge decision to make once complacency sets in, so in many cases clients will hang in there way longer than they should have done and end up feeling overwhelmed, burnt out and quite emotional.

But taking that first step to researching a coach and mentor on line or picking up the phone, writing an email and admitting that you really need some guidance, a professional sounding board and a route to finding a way forward is a really big deal for many as they have decided to acknowledge that help is required.

I have often wondered why I receive an influx of new enquiries and new client programmes from the period of November through to March and I have concluded that people want to take stock of their career or business when there is more time spent at home during the colder months, which gives an opportune time for writing down their goals and intentions with a clear objective in mind. The timeline is measured, so that by the time Spring arrives a new career or exciting employment opportunities are now in place.

It is the same for business owners, as there may be a lull with their client pipeline and the balance sheet is starting to look a little lean. November and December is a great time to start creating an improved business strategy and action plan as to holistically look at where the strengths and weaknesses currently lie.

I am currently working with so many new clients, who are not quite sure of the career move they actually want to make, but are certain that their current job role is no longer serving them or bringing employment satisfaction, so they are working on coaching and mentoring programmes with me as to springboard them towards the best possible career choices, based on many things including their own transferrable skillset.

It is the same for business owners, many new clients have recently joined me as to take their business to a much higher level, looking at a growth strategy for the new financial year in April 2016 and putting essential things in place to ensure that their business is working smarter.

**To find out more about how coaching could help you and your business speak to Jackie Cummins on 0121 241 1331 [www.j21coaching.com](http://www.j21coaching.com) or email [jackiejcd@gmail.com](mailto:jackiejcd@gmail.com)**

## WEST MIDLANDS SICK DAYS REVEALED

Employees working in leisure, culture and sport roles take more sick days than any other industry, a new study reveals. Nationally those employed in this field scored highest taking 3.8 days per annum off sick on average with workers in telecoms, marketing and education also featuring high in the sickliest professions.

Teachers take above the national average at 3.17 days per year, while those working in the manufacturing industry or industrial labour take the fewest days off sick a year (1.59). In comparison the average employee in the West Midlands takes just under three sick days per year.

39 per cent of workers in the West Midlands dread having to make the call to their boss to tell them they are sick- with flu, stomach bugs and viruses the leading causes of missing work. Similarly, a third admitted they put on a 'sick voice' if ringing in to get a day off work.