

## 5 Key Strategies in Business

Business owners often find themselves pulled in different directions. Every issue and crisis demands our attention. If we are not putting out fires, new opportunities distract us. So how do you stay focused on the big goal?

### **Visible goals**

To stay focused on the goal, you firstly need to articulate that goal very clearly. Write down the goal, document it, and put it somewhere within your line of sight.

### **Accountability**

Share your goals. Tell people what you are focused on achieving. By verbalising your goals to others, you commit to them. There's nothing like the pressure of being asked about the progress you are making on a goal to motivate you to stay focus.

### **Planning**

Life happens. Every day you get to work, you kept busy reacting to issues that arise but you need to ask yourself... "If I am busy doing this, what am I not doing?" Planning is key to keeping focused on your role and the goal at hand. Have a list of things to do that need to be checked by the end of the day that will result in you achieving the end goal.

### **Focus**

I think many of us can agree that while multi-tasking is impressive, it's not really do-able. The best way to stay focused in your business is to focus on one thing at a time. And to do it thoroughly and properly. Don't move on to the next thing until it's complete.

### **Think**

And finally, give yourself at least 10 minutes every day to sit and think about your goals. Do what works for you. But get into the habit of spending a short time each day thinking about the bigger picture and how you can use today to get one step closer to your goal.