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## **HOW CAN I RUN MY BUSINESS AND HAVE ENOUGH TIME TO COVER WHAT I NEED TO?**

There are many details to cover in running a business – bookkeeping and accounting, financing, legal, marketing, sales, customer service, personnel, quality control, operations, product production or service provision, research & development.

Getting caught up in the details can cause us to lose sight of the big picture. Not taking care of the details, on the other hand, can get us into trouble with, for example, cash flow issues, low profitability, unhappy customers, sub-optimal quality of products or services, low employee retention.

What happens when we first ask ourselves: “What do we want to accomplish? “What do we want for our business in a year, 3 years, 5 years?” We are much more likely to prioritize our plans and decisions around what we are clear we want to accomplish rather than reacting to what comes up.

There are many ways to manage time once we know where we’re heading.:

1. Identify the activities required to run your business effectively.
2. Set time blocks for like activities instead of doing a little bit of each a day.
3. Automate, streamline and eliminate what you can.
4. Delegate or outsource where possible. There are bookkeepers, virtual assistants and other experts that can be hired outside your organization if you are not yet ready or able to hire a full-time in-house team.

Work on having enough reserves to do what you need to do. If the business is not set up or run well from the outset, how will it grow and prosper? How will it become what you have envisioned it to be? Time management is secondary to determining what you want ... and it is exceptionally important to the long-term growth and health of you and your business.

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