

## Maximising Small Business Growth For 2022

by GregDeTisi - Wednesday, January 05, 2022

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## Maximising Small Business Growth For 2022

Plant the right seeds not just in your business but for the planet

**I trust you have had a wonderful Christmas and New Year. I don't know about you but for me 2021 seemed to go very fast, and that reminded me of my goals, dreams and what I want to achieve in this coming year. Let's face it, if we put things on the back burner all of the time, especially when we know in our minds what needs addressing, then we will struggle to meet our goals in both life and business. But you knew that right?**

- "If we win the hearts and minds of employees, we're going to have better business success."  
? Mary Barra, CEO, General Motors

So, we need to really get a grip and a hold on what we can do about it, otherwise we will fall behind.

In a small business we need a robust plan, and we need to keep revisiting that plan to adjust what needs adjusting as things change, and sometimes we have to adapt and even diversify if we are to stay relevant an stay in business - especially these days. With the added pressures of the global financial crisis, Covid and 'if in the UK or Europe the dreaded subject of Brexit, you will know that it has all taken it's toll and tested so many in all areas and of course in small business landscape. Many owners have sadly had to shut up shop, close their doors for a variety of reasons or completely reinvent themselves to stay afloat.

I hope that you are still in the game or perhaps you are just getting started? Either way my aim here is to provide you with the most powerful actions you can take as we progress through 2022 without missing those vital components. There are various components to put in place in order to achieve small business

growth, and as you may already know, each element can have an affect on growth, but I can assure you that if you miss just one or two of these you may get left behind in the fight for survival.

*So, let's get started.*

## **Maximising Small Business Growth For 2022**

### **How can we ensure your small business is set up for growth and success in 2022?**

As an entrepreneur, starting a new small business it can be very exciting, daunting, and a whole host of other emotions, and there is no doubt that the first year will present the greatest challenges as you find yourself, run around and try to keep control of the operation, and as you realize that you are no longer a person who is employed, but a person who has to become a leader, manager, a quick thinker, a hiring and firing founder, a team player and so on. So, there is no question that you will know that you cannot simply walk away at 5pm and go home, but you will be working sometimes 12 hour days.

It may even consume you as it does me. So, if you already know this then congratulations as you are realistic about what is required of you.

If you are also backed by the dynamic support of a passionate team or partner, you will know that you have had to attempt to understand others more now than ever before, and you have had to be able to communicate and listen openly, whilst you also face new challenges every day, so - you will have had to put in those long hours to make your business work and sometimes it can feel like whack a mole, as just as one thing is DONE another appears to challenge you. With me? Yeah I bet.

The trouble may be that you are trying to perform several roles also, and so your primary role is not being fulfilled? If this is the case (which is common) then you may be negating what matters most in order to run the business the right way every day. But your time needs to be managed of course, so you know that the tasks you perform each day are helping to acquire new prospects and help them buy into your brand, whilst you also try to care enough for your existing customer relationships for them to stay and not abandon ship.

## Maximizing Small Business Growth For 2022

So how can you stay sane and efficient? And how can you stay truly productive?

- You will need to work **SMARTER** with your time to be more **PRODUCTIVE** and **EFFECTIVE** this can be achieved through digital management
- You will need to **KEEP THINGS SIMPLE** where possible for all involved in processes and systems both online and offline
- You will need to help and **SUPPORT YOUR TEAM** and ensure **BY CARING** that everything **CONNECTS** wherever they are working from
- You will need to know what **MARKETING TRENDS** are changing and if you need to **SHIFT YOUR OVERALL MARKETING FOCUS**
- You will need to pay attention to **ANY SHIFTS IN STRATEGIES AND PRIORITIES REQUIRED** with the changes in digital transformation
- You will need to understand **DATA** management and how that may shift through trends and how it all integrates and connects with all systems
- You will need to understand **HOW TEAMS OPERATE** in the best ways with the changes to working styles and operations and communication
- You will need to understand **MODERN LEADERSHIP** and how important this is in today's business landscape including hiring of various types
- You will need to understand the importance of **CRM** and ensuring you are getting this right for your business as it could make or break you
- You will need to look at **YOUR BUSINESS PLAN** and make any changes required and even perhaps look at new markets and diversification
- You will need to ensure that **YOUR CUSTOMERS** can easily buy from you and enable **PROSPECTS** to also join you over your competition
- You will need to determine if **YOUR SOCIAL MEDIA AND PR** presence and efforts are actually effective enough through measuring results
- You will need to look at your products and services and look at if they meet required standards and quality and consider adding to them

**And of course; you will notice that I am using green images in this post for good reason, as NOW we need to understand and implement strategies which can support sustainability, and the environment, so we can progressively play our part in helping to make this world a better place, both for our children and for the world itself. We need a more conscious drive in all areas of business to take into account our impact on the world and nature. I have a page dedicated [to this here which you can read and learn from to help understand the importance of environmental issues and our responsibility in the bigger picture.](#)**

Study the hand cos some faces ain't always listening

**Right now you are probably focused on preparing to submit your business' tax return in time for the January 31, 2022 deadline, so good for you, but before you kiss goodbye to last year entirely you also need to start considering planning for this year of course. And this has to include a plan for being more sustainable and clean but also a backup plan to ensure you are covered in case all fails.**

**You will need to know your most pressing goals, objectives and you will need to start putting together HOW you are going to reach these goals, but I also suggest you include some of the words on that hand image as a part of your strategy, and I don't mean just speaking them or saying you will do something 'as governments do', but actually doing something about implementing a strategy to become more conscious of the responsibility we all have moving forward.**

**This is the foundation to ensuring you are growing through ethical, progressive, specific and strategic action, and also that your team are on the same page. So that all of you are mindful of your priorities.**

**There will always be uncertainties, and there will always be the unknown to face, but when properly prepared you will stand a greater chance at not only surviving but thriving. As you start to plan you may find that you need to expand your products or services, adjust your current product range, or even hire more team members, or it might be that you need to begin entering into new markets or improving your tools, resources, systems or the structures in place. So, have those meetings and make them fast and effective to find solutions.**

**You may need to also look at your core values, raise funds, re-evaluate your culture or do whatever it takes to ensure you are running a model which is modern and stands out from the crowd.**

- "Trust is earned in the smallest of moments.  
It is earned not through heroic deeds,  
or even highly visible actions, but through paying attention,

listening, and gestures of genuine care and connection." ? Brene Brown

## **Maximizing Small Business Growth For 2022**

**The chances are that you will likely know what is required of you most in your operation, and what level of ambition you strive for, and also what that means to you; and there is often no single thing that will matter most in your business growth, but a series of components, some of which I have just mentioned and others I will cover now.**

*Every single element in your business makes a difference to your performance and results - so don't leave any stone unturned.*

Hopefully we ALL have learned so much from 2021 as it has been a year of significant shifts, but this has sadly meant for some that there has been tragic loss, supply chain issues, failure and for some the end of business, but on the other hand for some it has meant significant transformation and opportunities across many industries. We have witnessed global disasters, economic and environmental shifts and yet we are seeing new emerging markets which have meant that new trends are making their way into the lives of consumers, and so you should keep your eyes and ears open to stay ahead of the curve.

One thing you can ensure you take into account right now 'if this applies to you' is with your supply chains, and creating greater communication channels to ensure that you can collaborate more with your manufacturing and transportation partners. Because, failure to get ahead and manage this will likely harm your ability to provide your products at the right time or even have enough of your product, and this causes disgruntled customers and consumers who will go elsewhere - and so this will impact on your reputation.

It may be that you will even need to offer different products from your supplier to help you and your consumers stay satisfied?

**This will also mean that you need to update your consumers or customers on any changes that may be on the horizon.**

**This will include explaining that 'in making some changes' it will be of greater benefit to them as the landscape moves and evolves into a different animal. So be prepared to look ahead at what you will need to give thought to and action on.**

- "Price is what you pay. Value is what you get." ? Warren Buffett

As we embrace these inevitable changes and even if we are somewhat reluctant to do so, we can make it work, and one way to do so may mean looking at partnering with other similar businesses, governments and other organizations in order to source contracts and even leverage off of others.

I know it sounds cliché but don't negate your own growth.

**What this means is that we need think creatively in how we source opportunities for growth and expansion.**

To mitigate these challenges, we may need to look differently at our selling and promotion methods and also attempt to expand sales channels for certain products to grow the companies' sales through increasing product lines or service options.

Ensure you look around at others and see what they are doing, so you know what might also work for you.

TIP: As a Small business owner who is busy in your operation, you might consider bringing in more

specific workers who can focus on carrying out temporary tasks on projects to increase sales channels where required - so you can maintain the focus on your role of leading or managing the day to day operations needed to ensure the business runs effectively and efficiently to maintain standards and so can your team.

**Taking care of my role I believe that as a responsible business owner/operator I need to always improve on myself and my mindset, and as I grow and expand it makes an impact on my decisions and choices and helps me to get sharper, so of course this means I am becoming more conscious of every element in what my actions create good and bad. So, through constant growth, I increase my education and create greater experience, in seeking to always understand how I can make a greater difference.**

**This includes ensuring that this world is left in a better state than how I found it.**

Your customers, clients or consumers expect a certain standard now more than ever, and this means that they may expect to have a variety of options to buy, or know where your products are made, so your processes have to follow through with engaging with the client from beginning to end and afterwards in follow up.

So be AWARE of the needs of the client's expectations, and of the fact that now the online space is highly favored by many today, as a significant proportion of sales are made online, and clients now expect to use e-commerce platforms to buy from in many cases.

Think about your own actions; how do you buy now?  
Study your behavior and look at what you value the most.

Do you prefer to go local now and to support independent businesses or do you prefer to simply buy online for ease?  
And how does that affect quality, progress, community support, choice and so on?

If you sell services as I do, then you need to ensure that these are placed and visible on the right websites and media spaces, and that they stand out amongst a sea of similar offers. This comes back to ensuring the right tools are used, and the right branding, strap line and content is selling for you through your Unique sales proposition or unique selling point in your model. And if you don't already know this - it is the marketing strategy of informing prospects and targeted customers about how your BRAND PRODUCT OR SERVICE in some way is superior to the competition.

Automation is another area which is very powerful now in systems, processes and buying, and this is also known as digital transformation, which is 'the technology-enabled automation of complex business processes.' It can help to streamline your business for simplicity, and help you to achieve digital transformation, but also increase your service quality, and improve service delivery or contain some of your costs.

So, so ensure that 'you or another member of your organization' manages this.

Simplicity is a sophisticated thing, and a focus in today's world around a consumer being able to simply buy and go is essential. In fact we all expect more simplicity in what what we do now don't we? So bear in mind how you can start to create more automation whilst a the same time do so including that personal touch. Just because customers may want what is easy, they still want to know WE CARE. We are all human beings after all.

And again - this should mean we play our part in ensuring this is managed in ethical ways as much as anything else.

I include another picture of the wonderful planet we reside on and that is because we really cannot afford to ignore the impact 'all of us have', in our everyday lives - and if we think about this, everything is connected in one way or another, so consider how your actions, behaviors, daily habits, routines and so on, as all make an impact on every other element in our local community, country and world.

Green things make the world go round

- "Act as if what you do makes a difference. It does." ? William James

## Maximizing Small Business Growth For 2022

Now, let's talk marketing.

Are all your marketing and advertising tools optimized?

### Do you have videos?

A Linked in account?

An Instagram account?

A TikTok account?

How are these being used?



You need to maximize the effectiveness of all of your assets.

Now before you laugh at the idea of a TikTok account as something a spotty teenager who is an aspiring influencer would have, think again!

**Focusing on video alone, it is a powerful and cheap way to get seen and heard. And adding this to your marketing arsenal is critical in making the most out of your work now. Maybe you should consider TikTok as this is now seen by literally millions of eyes, so ensure you look to use what is being used by others if it makes sense to do so. Video marketing isn't slowing down either and will account for the majority of marketing for targeted traffic in 2022, so don't get left behind. Consider hiring a professional just for this or get your marketing expert on it.**

**You will need to know how to test these videos of course, and how to measure their effectiveness and adjust what is needed. In constantly striving to improve the number of leads who come through this platform of YouTube or another and turning them into fans and followers is not a waste of time and effort, as you can increase numbers and create that growth.**

**Once you have a prospect interested and looking at an offer you have you then have only a few seconds to get them to take action.**

With the use of video, you might create just simple mini-videos for demonstrations, and place them on your website to bring in more attention organically. And just like with this blog, I am looking for organic traffic, and have always seen growth from the organic traffic from here, through further actions taken by visitors once they want to learn more. Some may take my free ebook, and they are on my list, others may click a link and book in a call with me. And from there I can ensure the right communication is in place for them; and the point is that this leads them to take action.

Now, you can look at the idea of 'short-form' videos, as when you study how you interact with them, you

will see that this current popular trend could become a solid future marketing tool for more companies and of course influencers, as it is well FAST and our attention spans are SMALLER today. So make it quick and effective.

- "Many companies have forgotten they sell to actual people. Humans care about the entire experience, not just the marketing or sales or service. To really win in the modern age, you must solve for humans."  
? Dharmesh Shah, CTO & Co-Founder, HubSpot

## How about doing collaborations with others?

**Have you ever considered connecting with others, partners or companies that can support you and you them? This can be the developmental boost you need to improve your marketing effectiveness right now.** Think about this, if you are looking to target a specific type and so are your partners, then instead of hating them, and throwing darts at their branded image, why not put all of your power and resources together? This is not even outside the box, but just making the most out of what is already there.

This means that the marketing and growth of your brand will reach much further through using combined efforts.

How? Think about offers, discounts, coupons, codes etc. You have seen them right? And I bet you have used them also, so you can offer your stuff on another's website, and vice versa. Just look around, and you will see how some companies have helped one-another. It might be a bank that offer you shopping vouchers, or an insurance company offering you Amazon vouchers. There are tons of companies who are leveraging off of other companies all the time, so find which organizations could be best for you and them.

I touched on this before, but do pay attention to hiring temporary team members, because you can hire specialists to perform certain tasks whilst you maintain that focus, as I stated before. You don't need to use your team to change what they do, as they are needed in those current areas and the business needs to function at full power without changes being made to the tasks and levels of performance.

This is way less of a headache for you, as you won't need to train these people in the same way you do with permanent team members. Also, with the increase of remote workers today it is easier to find those who can add value, and you can hand them specific tasks without them even being on site.

### **We have to open our eyes to the opportunities for growth in all areas whilst simultaneously considering how this is ethical and responsible.**

Because, GREED is certainly not a word which is going to sit well in today's world or the future. A healthy profit which considers each and every element of the sales process and how that impacts on everything else, is a far wiser mindset to have now. Thinking of waste, transport, import and export, pollution, and all ethics is critical to our strategic objectives moving forward 'if 'we are to stay in business and stay relevant.

And when we think about it we may help the planet by hiring remote staff, as this may mean there is less travel and resources involved.

This could mean, less of a human impact on the entire process!

As hiring someone who needs to be physically present at a company or establishment is less necessary. And it could mean less resources needed in the entire process. This may even contribute to the human footprint? As we all need to consider more our **energy quantities, resources, and the products we consume throughout our lives. Including the food we eat, water intake, fuel and our level of waste. I know it may sound extreme, or like this is grasping at straws but 'every little helps' as Tesco say.**

CAVEAT: Some believe that having the team fully present and there in the flesh is way more effective, as the energy as a unit is more dynamic, passionate and focused, and I agree to a degree, as I have seen this myself many times, but - that is why we need to balance this. Could we have a small dynamic team fully functioning, but also dynamic specialists working remotely but perhaps not a million miles away? Why not a million miles away? Because, if you have remote team members who can visit from time to time or you can visit, this has been proven to help with the output and performance because the remote member is fully aware that they cannot simply slack off. Yes there has to be trust as we all know, but it makes a mental difference.

- "Leadership is knowing when to lean on others and let them step up and shine."  
? Michelle Peluso, CEO Gilt

## **Maximising Small Business Growth For 2022**

### **Can you hire a few younger dynamic types?**

There are tons of very popular influencers out there now who may be able to shout out your stuff in front of their audience, or in front of your audience. Where some of your competition may suffer is by not looking at their options in this way, as you may outperform businesses and companies with vastly larger budgets because they not being creative enough.

I have personally hired smaller influencers to work with me in some campaigns I have created for launches and for promotion.

**This may also mean lower costs yet greater impact than those just throwing money at conventional or predictable marketing channels.**

*I see trees in the buildings. It's not just a pretty image though, it's a message to not allow corporate and global growth to destroy nature. But you knew that right? We as small business owners can create greater standards for all, and move progressively forward through becoming the standard, the vanguard and the role model for how businesses should operate for future generations.*

## **Maximizing Small Business Growth For 2022**

**Coming back to teams and culture - all members should have the ethical progressive standard etched into their mindsets.**

**And as these areas change and evolve, great shifts occur, and we advance forward, so 'you and me' need to always look at how we are making the most of what we have got and what we are doing with it.**

**I have found with teams of around ten is that performance is at the greatest level because, its not too small but big enough to make a decent enough impact, and a solid team of ten can easily outperform a team of 30 where there is less collaboration, communication and connection.**

**When working with teams, I always support what team members feel works for them, and as a whole, but all understand what is expected.**

**Some team members prefer to work at home, and others prefer to be in the office, but I always listen to how I can help them to progress in the right ways and as a whole organization. So getting the balance right helps to ensure they are productive, happier, more excited and focused but also looking ahead to what the brand needs, the customer demands and the world needs as a whole.**

**I believe we all need to at least be prepared to be more open and flexible in our roles and outlooks, as it really will help with your small business growth in 2022.**

**What I try to help with is in taking down barriers and walls in businesses for the human aspect to thrive, as all business comes down to it in some form, regardless of how much we start to use automation or AI, and what helps teams is listening, and for me what helps is looking back in my old roles and jobs, and as I look at what I hated about old roles, I am able to see what is outdated, no longer applicable and down right backward about the way some businesses operate. I help to create cultures which works for all, and this means not a leader centric culture but team centric culture. So, this means that there will be less sabotage by ego driven self interested types.**

**And this also means that we all grow together.**

**In helping to support high quality team members, and with less staff turnover, a company also saves money by training less people.**

- "The strength of the team is each individual member.  
The strength of each member is the team."  
? Phil Jackson

If you don't consider the well being of your staff then they will likely go elsewhere these days, it's really that simple!

In 2020 and 2021 we saw so much uncertainty in so many areas that it forced many people re-think their own priorities in life and work, and this also turned some people away from wanting what they previously had.

It is of course a fine balance though, because a leader or founder doesn't want to just give free reign over everything, as this can also mean that some members can become more demanding and selfish, and **the last thing a business operation needs is spoilt kids demanding more and more, but on the other hand - these operations cannot always afford to lose the great people, so it is often a balancing act. Tread carefully to manage this, and measure the effects and monitor how this works.**

I would suggest that we ask better questions, care and listen to our teams, so we can find out what most matters to them individually because if we don't have a strategy in place here then we will have issues down the road, from my experience and from what I have seen.

TIP: Look at all aspects of each person's role, look at the time off, salaries, benefits and the culture of the team, and be sure to always be prepared to tweak what is necessary, be supportive of others even if what they demand cannot be met, as there are always ways of offering solutions to meet in the middle or to compromise.

*By the way - if any of this seems foreign to you then you may wish to consider consulting with a business expert, as sometimes an outside force is going to be the best way to manage this, from the outside looking in. As respectfully - it may be that you are a little blind to the obvious.*

Just ensure that your goal is to stay on top of your operation to survive in 2022, and do whatever it takes and do so with passion, fun and creativity.

**As Best Selling Author, top leadership expert and speaker for Inc Magazine. Orrin**

**Woodward once said; "Those who do not study their businesses do not stay in business."**

## **Maximising Small Business Growth For 2022**

### **3 Important Digital Marketing Trends for 2022 Tips from the wonderful Leadpages:**

#### **2022 is Here. Are You Ready?**

Here are 4 digital marketing trends to be aware of this year.

With many of us coming off an extended break it can be hard to get back into the swing of things. But as a small business owner, there's likely no time to "ease back into it."

If you want to improve on last year's results and crush your 2022 goals you need to get started now.

Your first step is to take a look at the digital marketing landscape to see what's changed from last year. The space is constantly evolving, so if you want to keep growing your business you need to stay up to date with the latest trends.

Part of our own success at Leadpages is due to always analyzing and adapting our marketing strategies. We like to reassess our approach at the start of each year to make sure we're focused on the right areas.

#### **Here are 3 solid digital marketing trends to consider for 2022.**

##### **1. Email is still king**

You would think with the emergence of so many different marketing channels that an older technology like email would be irrelevant by now.

However, the exact opposite is true.

According to Litmus' recent [State of Email report](#), 91% of respondents said that email is critical to the success of their business.

This is no surprise, considering Hubspot reports that email marketing generates an ROI of 4,200%. That means for every \$1 you invest in email marketing you can aim for a return of \$42.

So, continuing to grow your email list through optimized landing pages, pop-ups, and alert bars should remain one of your top priorities.

### **Can we have some privacy, please?**

The last few years have been a golden age for digital advertisers.

Cookies (text files with small pieces of data that track users between websites) have allowed marketers to serve highly targeted ads to potential customers.

But that began to change last year as internet users became more concerned with their privacy.

Apple's iOS 14 update prevented Facebook from tracking its users' activity. Safari and Firefox browsers already block third-party cookies, and Google Chrome is set to adopt this practice in 2023.

So, what does this mean for your marketing? Digital advertising is here to stay, but moving forward you might have fewer ways to target your ads.

This is another reason why building an email list is so important. And it's also why it's crucial to have a strong organic search strategy, in addition to your paid advertising.

This leads us to our next tip...

### **2) Search is changing—make sure you're changing along with it**

This year, there are two search trends you need to be aware of: voice search and zero-click searches.

Voice search has been around for a while, but as more people utilize Siri, Alexa, and Google Home it's finally starting to catch on. In fact, according to Search Engine Journal, almost 40% of internet users perform a voice search at least once a month.

If you want to optimize for voice search here are a few tips:

- Focus on conversational keywords. If someone uses voice search to find you, how will they pose their question?
- Address and answer your customers' most common questions in your content. Ideally, you'll use the header to pose a question and then answer that question in the first paragraph.
- Include a FAQ page to further answer any questions your customers might be asking.

Once you optimize for voice search you need to consider **zero-click searches**. With the rise of Google's featured snippets, many people now perform a search, get the answer they're looking for at the top of the results page—also called “position zero”—and never click through to a site.

While it's beneficial to rank for one of these snippets, it's not great for clicks.

This doesn't mean you shouldn't try and rank for terms that can be answered with a snippet. However,

you might want to put some more thought into which keywords you're targeting. Try to choose more terms that require a detailed explanation to encourage users to click through to your site.

### 3) Have something to say? Film it

Over the last few years video has been growing in popularity amongst marketers. So much so that according to Hubspot it's now the primary form of marketing media being produced, ahead of blogs and infographics.

The fact that YouTube is now the second most visited website on the internet is just further proof that people are hungry for video.

This isn't to say you should completely disregard still images or the written word. However, supplementing this media with an accompanying video is a great idea.

For example, you could include a quick video with your blogs that sums up the content and provides some additional visuals. A short pitch video on your landing pages can also help increase conversions.

So, now that you're up to date with the latest digital marketing trends, what are you waiting for? It's time to start promoting your business.

Best of luck in 2022!

Leadpages.com

**Now, if you are a conscientious leader and you wish to always stay ahead of the curve and perform at your highest levels then you may wish to keep expanding your own knowledge rather than hire others? OR you may wish to help your team improve through taking courses? If so then you may feel that getting on one of the hundreds of courses there are out there is the best move. Personally I am always taking courses as it is my job to be in the know and be as aware as I can be. So, perhaps consider getting yourself and your team into the most effective and powerful positions for 2022.**



## This will help you also with 21 Tips For Setting Goals for 2022

### **GREAT Goals are:**

1. **Outcome focused:** Once you understand your WHY (and it's an enthusiastic WHY) you're 90% there!
2. **In line with your values:** The more a goal aligns with your inner or core values - the EASIER it will be to NOTE: We can achieve goals that don't align with our values but it's harder to do and less satisfying.
3. **Stated in the positive:** "I want healthy fingernails" rather than "I want to stop biting my nails"

### **and SMART:**

**Specific** (so you know exactly what you're trying to achieve)

**Measurable** (so you know when you've achieved it!)

**Action-oriented** (so you can DO something about it!)

**Realistic** (so it IS achievable) and

**Time-Bound** (has a deadline)

### **Focusing on the Outcome:**

1. What is it that you really, REALLY want? *Dig deep...*
2. What is the SPECIFIC outcome you're looking for?
3. What is the PAIN for you of NOT achieving your goal?

### **Aligning with your Values:**

4. Is this goal in line with your life vision/overall life-plan? (*Don't know - what does your gut tell you?*)
5. Is this goal in line with your values? (*Unsure? Ask yourself what's REALLY important to you in life - will this goal help you achieve more of that?*)
6. Are the goals something YOU truly want, or are they something you think you SHOULD have or SHOULD be doing? (*Tip: If it is a SHOULD, it may be someone else's dream...*)
7. When you think about your goal does it give you a sense of deep contentment or 'rightness', happiness and/or excitement? (*If so, these are good signs that it's a healthy goal.*)
8. If you could have the goal RIGHT NOW – would you take it? (*If not, why not? What issues are there?*)
9. How does this goal fit into your life/lifestyle? (*Time/effort/commitments/who else might be impacted?*)

### Identifying Obstacles:

10. Can YOU start & maintain this goal/outcome? (*ie. Do you have complete control over achieving it?*)
11. How will making this change affect other aspects of your life? (*ie. What else might you need to deal with?*)
  - What's good about your CURRENT SITUATION? (*ie. What's the benefit of staying right where you are?*) Then ask, how can I keep those good aspects while STILL making this change?
  - WHAT might you have to give up/stop doing to achieve this goal? (*Essentially, what's the price of making this change – and are you willing to pay it?*)
14. If there was something important around achieving this goal (to help you succeed, or that could get in the way) that you haven't mentioned yet, what would it be?
  - WHO will you have to BE to achieve this goal?

### Goal Sizing:

- Is your goal the right size to be working on?  
*Too big? Break down into smaller goals. Too small? Fit into a larger goal.*
- What would be the MINIMUM/Super-Easy level of goal to achieve?
- What would be your TARGET level of goal to achieve?
- What would be your EXTRAORDINARY level of goal to achieve?

### Resources - get moving:

20. What RESOURCES do you already have to help you achieve your goal? Make a list! (*eg. things, support from people, contacts, personal qualities, knowledge, skills, money, time etc*).
21. What RESOURCES do you NEED to help you achieve your goal? Make a list!

***IMPORTANT: REMEMBER – GOALS are there to INSPIRE YOU not to beat yourself up with!  
Have fun with the process!***

Operating, running and growing a Small business can be a lot of fun and be very exciting and exhilarating. The opportunities for growth and change are always there; but we must also have an the ability to be able to adapt quickly to various situations and circumstances. And we must have that close team dynamic in order to reach our goals and push past previous results. But there will ALWAYS be risks, challenges, setbacks and trials.

It might be challenging keeping customers and acquiring new ones, or it might be standing out in a sea of competition. You may need to evolve a part of your business or diversify, or even present new products or services.

Each and every part of your small business needs to operate in the best ways in order to reach your growth goals, but as we all know this is always a continual process in order to become the primary choice. So, you have to ensure that you have the right systems and processes in place, not to mention the human touch and care in order to grow the relationships, not just with regards to customers but with each and every person on your team. All whilst attempting to be as productive and effective as you can be, so it's certainly not for the faint of heart, but I am sure armed with this information that you can dominate your niche market and increase your growth this year.

**I hope you have found this useful, and if you wish to connect with me anytime about teams, planning, performance or strategy simply head to:**

[www.GregDeTisi.com](http://www.GregDeTisi.com) and fill in the contact form there or here at my blog for general questions.

As always I wish you the very best

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Maximizing Small Business Growth For 2022