

How to Finish the Year Strong

Hi, it's Siimon Reynolds from The Fortune Institute, and today I want to talk to you about finishing the year strongly. You know, so many people just spend the last few weeks of the year having parties, chilling out... really just winding down for the end of the year, and while I understand that, I think it's absolutely crazy. There are three weeks left of the year - you can do a hell of a lot of stuff to move your business forward and build a better life for yourself and still do a bit of partying on the side.

I want to give you four tips today about how to spend the next three weeks, so that you finish the year strong.

Tip 1

So tip 1 is to make a grab for last minute business. Literally look back on your last year and think, 'Who's somebody that showed some interest in buying my product?' Re-contact them, reignite them and if need be, give them a special bonus or discount to get them across the line. You know there are a lot of customers out there that would buy your product if they just got pushed one more time.

In the next three weeks, go out and close those deals. That way when you go into the new year, you not only have more revenue inside your company's bank account, but you're also going to feel really inspired and motivated.

Tip 2

Okay, tip 2 is to clean up your messes; both your admin messes and your people messes. If there are people you haven't contacted that you should, contact them. If there are emails you haven't answered that you should, do it.

Throw out as much as you can. Literally aim to throw out 70% of all the papers and documents you have that you're not using. Just ask yourself this question, NOT "Do I do need it?" BUT "Could I get it again if I need it?"

... A critical question to ask to make sure you keep your environment neat and tidy. Look, environment matters. How you feel around you is deeply aligned with how many objects and extraneous materials you have. Clean it all out... Get a Zen-like feel to your office, and when you come in in the new year, you're going to feel really inspired.

Tip 3

Okay tip 3 for making sure you finish the year strongly is review and thank your staff. Sit them down and say “Hey, how was the year for you?... This is what I thought you did well... This is what I thought you could do better... How do you feel about that?” And thank them sincerely and genuinely one-by-one for the work that they have done.

People are crying out for some appreciation - some affection from their bosses - and the vast majority of them do not get it over the course of the year. So finish the year being very complementary in a genuine way about their performance and then in the New Year you're going to have a team that's on fire, ready to do what you want.

Tip 4

And technique four for finishing this last three weeks really strongly is to review *your* vision and your goals. So what's your vision for your company: do you need to refresh that? What's your vision for yourself?

You know at The Fortune Institute we believe that you shouldn't just have 'doing goals', or 'I'm going to get somewhere or the business is gonna achieve this', but you should also have 'being goals'... 'I aim to BE this type of person... I aim to BE this type of entrepreneur... I aim to BE this type of leader... I aim to BE this type of character' ... These are very important parts of your vision.

And then of course make sure your goals are fresh and organise in December for the new year, so that you go straight in very clear about what you want, and even during the holiday break you're thinking about cogitating on these goals that you've already set, versus most people who go into the new year all muddled, half-hearted and unclear about what they need to do.

Now if you do these four things: make a last minute grab for business, then clean up your messes, both admin messes and people messes, then review and thank your staff sincerely, and review your vision and your goals for the next year, you are going to have an awesome year - that's for sure.