

# 4 New Year's Resolutions for Small Business Owners

Primarily because of COVID-19, 2020 was an unprecedented and challenging year for small business owners. And while the pandemic is far from over, it's possible that 2021 will prove to hold better days for everyone. With that in mind, today we're going to share a few ideas for small business owners looking to improve their community, company, and personal performance next year. Here are four New Year's resolution ideas for small business owners:

## **Increase Sustainability**

Not only is it a good idea to start green and eco-friendly initiatives for the sake of the environment, but doing so can also help your business operate with greater efficiency. Transitioning from paper files to digital documents, for instance, is a fantastic way to streamline your internal processes and cut costs. Plus, many professionals and customers will go out of their way to connect with businesses that prioritize sustainability.

## **Plan for the Future Today**

If 2020 has taught us anything, it's that you can't predict the future. While it may not be possible to see what the next five, ten, or twenty years will bring for small businesses, it is possible to prepare for numerous potential issues. Taking time now to develop expansion plans, emergency protocols, and even succession strategies can save you tons of stress — and capital — down the line. Thankfully, you can also work with organizations like [Helm Financial](#) that will help you prepare for the future with confidence.

## **Delegate More Often**

Do you want your company to grow? Do you want your employees to [feel happy and motivated at work](#)? Do you want to ensure consistent success on a regular basis? If so, then as a business leader, you need to learn how to delegate tasks effectively. Identifying and allocating opportunities for your team members to grow is an essential part of being a successful manager. While it may not be easy for dedicated business owners to relinquish control of certain projects, you need to let your staff take on new roles to ensure overall business progress.

### **Embrace Positive Thinking**

Running a small business can be extremely draining and frustrating at times. Even the most dedicated business leaders may struggle to stay upbeat and motivated consistently. Still, it's vital that small business owners [reduce their stress levels](#) and learn to embrace positive thinking. Remember, company culture starts with your attitude at the top. So if you bring energy and enthusiasm to the office, your team will pick up on those good vibes too. In the end, a little positivity can go a very long way!