



Celebrate everything!

Award-winning business coach Karen Saunders from 10X in Dubbo offers practical business advice to grow you and your business.

On the other side of a four-day festival celebrating my husband's descent into middle age, I can now reflect on what a truly wonderful experience it was. A kaleidoscopic blend of family, friends, music, food and wine produced some highly memorable moments.

As the last of the family left from the big weekend, there was a call to make plans to do it all again next year, or was it the year after? Y'know, I'd be up for it. That said, it was the party we very nearly weren't going to have. The invites went out late, the catering was arranged at the last minute and the house just simply wasn't ready. It would have been much easier not to do it. To let it slide. To acquiesce to my husband's request to just bake a cake and have a nice dinner.

I started thinking about what we celebrate in life. The obvious things

are, of course, birthdays, weddings, christenings, and the lives of our loved ones who've passed. They're big events in our lives. But what about celebrating small things? Things that are really important to us on a personal level that we usually let slide, the passed exam, the finished garden...

On a business level, we could celebrate a report that's finally complete; a budget that was stuck to, or a new client on the customer database, regardless of how much they purchased. One client I have celebrates getting bad feedback from their customers – it means her team have the chance to improve how they do things. Another client celebrates great qualities in team members by way of peer-to-peer acknowledgements in team meetings.

Why go to the bother? Well, when things are good, sales are up, we're happy.

When things aren't going well and sales drop off, we can struggle. It can be a struggle just to get to work, to be motivated, consistent and happy. That's when we need to look at celebrating the things we do well. Success for most of us means dollars in the bank. But what's also important in our business is how happy we are. If we're happy we're likely to consistently we look after our customers and how motivated we are to generate new business.

Celebrating doesn't always mean throwing a party. It might be done by way of a gift, a coffee, a lunch, an email, card or phone call. Some people celebrate by writing what they're grateful for into a journal.

However you choose to celebrate, it's important and will help keep you motivated and on track to a successful business, and a successful life! ❖

CENTRAL WEST CREDIT UNION

With more and more bank branches closing in small country communities, the rise of credit union banking services has been noticeable. Sonya Ruzgas from Central West Credit Union in Parkes says the big difference between her Credit Union and most banks is that Central West Credit Union exists solely to support the people who live and work in the central west community.

"Whatever your financial needs, we've got you covered," says Sonya. "From personal accounts, cheque books, visa cards, and Internet and telephone banking, to a wide range of loans, financial planning, investment advice, general Insurance and foreign exchange. We'd love to discuss your needs."

When it comes to friendly, personal service, Sonya is proud to say the "good old days" never left us. "Over the counter or over the phone, we'll treat you like the valued friends and neighbours that you are," she promises. Contact: www.cwcu.com.au ❖

“Women own and run approximately a third of NSWs’ 650,000 small businesses”