

Winding down 2015: A good time to look forward?

By  Mike Taberner

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Many of us are approaching December with great excitement! We see the upcoming holiday season as a great time to relax! We have, after all, earned a well-deserved break so let's run hard for a couple more weeks and then sit back and relax.



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2016 is looming large!

Perhaps though we should take a moment to reflect on 2015, before the usual "*Auld Lang Syne*" moment when the promises to one's self are marginally optimistic, particularly in the business sense.

Business conditions will be challenging, budgets will be reviewed, value for money is going to gain even more moment and we are going to face many challenges as businesses in the marketing space.

Review review review

In the run down to the end of 2015 and the run up to the staff party, take a moment to review the year. Look at the successes and the failures and decide what you want to take with you into 2016.

Review your service offerings, maybe you cannot be all things to all people. Perhaps it's time to expand your offering and take some skills in-house. The key is not to wait until 2016 starts before you begin planning, take a moment or two now and see what dividends you will be able to draw from 2016.

Yes, I hear some of you saying: "It is not my year end yet!" The truth is that the New Year always brings about new thinking and taking a moment to review the 2015-year will be important, even if it spans two of your financial years.

Sustainability is key

During the review process you need to be critical! As someone once said to me "If the numbers don't work; then don't start it" You may need to drop some of your service offerings even if it means losing a client or two. Sustainability is key so don't be afraid to take something away, it may just make some space for something that will enhance your success.

In short don't just focus on the end of the year, take a moment to think about the New Year, some of the greatest opportunities come spring out failure. Taking a moment to review your successes and failures may just give you the catalyst you need for a better 2016.

ABOUT MIKE TABERNER

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