

SO YOU RUN A SMALL BUSINESS?

Firstly, you are the backbone of our New Zealand economy and you must be congratulated on getting out there and doing it yourself. As Fred Dagg would have said “good on ya mate.”

Many small business owners often talk about the busyness of being in business. Juggling multiple roles throughout the day is a necessity in a small team (or when you are that team of only one). Then there’s the admin/paperwork/everything else to catch up on in the evenings – sound familiar?

There is no easy answer to getting that “busyness” under control and often you just get busier, sometimes falling victim to your own success. In simple terms, “do a good job and you get more work coming your way”.



There is no magic formula to controlling that “busyness” but I do have a couple of suggestions ...

You need a forum, an opportunity to share your busyness with other like-minded people in business so that you know that you’re not on your own. You need a place or space where you can unload and share those frustrations and you need to be prepared to give a bit away in return for getting a bit back. Avoid unleashing your “busyness” on your spouse, partner or family. You definitely need an outlet to talk to others whom, as sure as night reaches day will be in exactly the same boat as you and you need to make time to do this and you needn’t feel shy about this.



If you are storing these frustrations up in your bottle, then so are others. Don’t be naïve and think that you can get through this and resolve these frustrations on your own because; (a) you can’t and (b) you won’t.

Here are some ideas to get started:

- Start by having a coffee with a friend/colleague who is in business.
- Progress that coffee to inviting a couple of others along who are in business.
- You could even initiate a small networking group of business owners in your line of work.
- Develop some points of focus for these meetings/catch ups to help you deal to the “busyness”.



I can guarantee that you will gain from the experiences. If anything, it will confirm to you that you are not alone. To get the best opportunities out of these forums then you have to be prepared to share some of your own unique thoughts or business ideas so that you can get the benefits of the thoughts and ideas of others.

Even if you don’t come away with a new idea, you will have unloaded some of those frustrations of being “busy” and you will know that you are not alone.

That in itself, will be a release!