

Checklist to Sanity

...When Your Booming Business is Driving You Bonkers

9 Ways to Keep (or Find) Your Sanity Under Stress

☒ *Systemize, standardize, and enjoy the process*

In business, process is king. Imagine how much easier your life would be if every task required for your business to run was defined in such detail that...well...a monkey could do it. **Once you have all your processes clearly defined, your mind (and time) is freed for creativity.** And that's really where you shine.

☒ *Culture is queen*

Companies with a strong culture and sense of purpose, understood by all employees from housekeeper to CEO, **create a positive work environment, strong financial performance, satisfied customers and employees, and a brand that stands out.** Want less stress? Use your vision to create a strong culture, put processes in place to support that culture, and kiss your customer and employee retention worries goodbye.

☒ *Lead with your values*

The best way to create your company culture is to clarify your values; communicate them to staff; translate them into specific, enforceable behaviors; and consistently demonstrate those values to your customers. You'll be **living and working from a holistic belief system that feels right to you and draws the best staff and clients.**

☒ *Run with your strengths*

Are you tired of working on your weaknesses? Look, if you have performance anxiety and you're required to do public speaking, then I guess you'd better come on in and we'll fix you right up. Otherwise, **determine the aspects of your business in which you don't excel, don't aspire to master, and/or don't love. Ditch or delegate.** You'll be so much happier and so much more effective.

☒ *Call in the cavalry*

Speaking of ditching and delegating weakness so you can focus on your strengths...do ask for help! No excuses. If you have staff that can help or funds to hire, that's great. If you don't, don't despair. Your neighbor's 15-year old kid can manage your computer system far better than you can for precious little money, if it ain't your thing. Your 12-year-old niece or your buddy can help you decorate your newsletter...or your lobby. Or trade services with a colleague. **There is no reason to do this alone.**

☑ *Be the head coach and let it trickle down*

You probably already wear too many hats, but the best way to whittle that down is by cultivating a personal coaching and mentorship relationship with each of your employees. Show your interest and simultaneously **develop a fleet of leaders** who will coach downstream as your company grows. You'll also have the opportunity to understand your employees' viewpoint and motivation – **key retention information**. Brief, structured coaching yields powerful results. It's the royal road to **improving company culture and employee commitment**. So, add this cap to the rack.

☑ *Catch on to continuous improvement*

Continuous improvement is an ongoing effort to **improve products, services or processes**. It encourages open communication and collaboration at all levels. Empower your employees to improve their areas of responsibility and resolve issues, so you don't have to do it! Demonstrate your respect, and you'll **reap the rewards in accountability, motivation, and loyalty**. This is the key to effective growth.

☑ *Schedule regular accountability meetings*

The term "meeting" may send a chill down your spine, but these aren't the energy-sapping, accomplish-nothing, meetings of yore. These new-fangled meetings are a **quick way to reinforce company culture, encourage communication and collaboration, and hold employees accountable** for systemizing, standardizing, and improving their areas of responsibility. Publicly credit employees for their efforts and celebrate their successes to **create role models and motivation** to succeed. Make these short (no longer than 15 minutes), structured, focused, positive, and mandatory. **Invest 15 minutes once a week and watch culture and commitment blossom.**

☑ *Manage time with technology*

Whether you can't figure out where your time goes, want help managing tasks, need an easy way to transfer content to other devices or people, want to capture your ideas, thoughts, and images in one place, or need to track project time, **there's an app for that**. Do a quick google search for "best _____ app", and presto, problem solved. Warning: Be careful not to get obsessive and spend hours on this. Just pick the "best in class apps" and get on with it.

If you'd like some help using these sanity-savers, **don't hesitate to reach out**. I specialize in helping stressed-out owners of booming businesses regain their sanity.