



To find out more about how we can help you, please get in touch.

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# 20 TIPS



## for BUSINESS OWNERS to STAY SANE

Running your own business can be rewarding, and there are many advantages to being in control of your working life, but sometimes this responsibility and the non-stop work, decision-making and staff management can take its toll.

According to a study by insurance provider Simply Business, almost half of the 2,000 individuals surveyed cancel social plans at least once a week, a quarter take less than 10 days' annual leave and 25% have fallen ill due to stress and overwork.

So how can you make sure you enjoy the good bits of being your own boss, and don't get overwhelmed by the other bits?

Turn over to discover Castletons'

# 20 TIPS

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Castletons was established in 1997, meaning 2017 is our 20th birthday.

We have grown the business over the past 20 years to offer clients bespoke solutions for all their accounting, business and finance needs. With a dedicated team of experienced professionals, we have a reputation for friendly and approachable accounting, tax and business advisory services.

Our team is a mix of home-grown talent and senior professionals who have previously worked for national firms – which means our clients enjoy a high level of expertise and a very personal service.

We would like to thank all our clients – old and new – for their business, and of course all our staff for the part they have played over the last 20 years.

**1****Goal-orientate**

If you know where you're heading and what you're trying to achieve it will make it much less stressful to deal with the day to day tasks.

**2****Plan and prioritise**

Being organised is crucial in business. Make sure to keep track of what's been done and what's to be done each day or week; this will help you stay on top of demands and manage your life effectively.

**3****Delegate effectively**

Use your staff and free up your time for the important stuff.

**4****Get your timing right**

Identify your most productive time of the day – deal with challenging work at this time.

**5****Embrace technology**

There are hundreds of apps available to download for your phone/tablet which are designed to assist small businesses keep on top of things like money, appointments, stock – you name it!

**6****Set boundaries**

Whilst the influx of technology can greatly help in business, it can also create unrealistic expectations of our availability. Setting boundaries to your own availability is a great solution to maintaining a work-life balance.

**7****Use experts**

Don't try to do everything yourself. For instance, if cashflow is a problem, consider employing a credit management company.

**8****Create your space**

For business owners without an office, it's important to set aside a space in your home or wherever you work which is exclusively dedicated to the business.

**9****Take time off**

No one is able to work 24/7 without losing their passionate approach, nor incurring the inevitable effects of burnout. Don't make yourself available 24 hours a day – learn to turn off your email.

**10****Spice up your life (...or day)!**

There are few things worse than a repetitive, monotonous working day, given the fact that most people work into their mid-late 60s. Embrace the freedom of running your own business and change your environment/tasks as much as you can.

**11****Embrace the madness**

Unexpected chaos and uncontrolled events are as inevitable in life as the sunrise in the sky. Instead of panicking or trying desperately to avoid it, embrace it and view it as something to be tackled and overcome.

**12****Talk**

A problem shared is a problem solved and this has never been truer than when used in relation to business worries. Sharing and discussing your concerns will not only be a truly cathartic process, but will help you gain some much-needed perspective.

**13****Keep external interests**

Starting and running a business can be all-consuming, but it's fundamental to maintain your other hobbies and pursuits. Continuing with these activities will act as great ways to decompress and relieve stress.

**14****Stay social**

Small business owners often find themselves encased in their vision and determination. Whilst this is positive to a degree, we can't totally seclude ourselves from social interaction. Make time for yourself and your friends and family.

**15****Look after yourself**

For instance by practicing mindfulness techniques, yoga or pilates. Anyone anywhere can practice mindfulness and it can help to avoid becoming overwhelmed by your thoughts and feelings.

**16****Make time for exercise**

As little as 30 minutes a day can drastically improve your headspace and has even shown to reduce the symptoms of mental health issues such as depression.

**17****Eat well**

Tempting as it can be to skip a meal here and there, or eat some junk on the go because it's quick, we often overlook the importance of balanced nutritional intake.

**18****Sleep well**

The benefits of a good night's sleep are never to be taken lightly, with just four nights of bad sleep having negative consequences. The average person needs between six and eight hours a night, so try to maintain this healthy pattern.

**19****Self-congratulate**

Everyone thrives when they feel they are appreciated and this is just as important for you as for your team. So recognise your own achievements and notice when you should feel pride: even something as simple as congratulating yourself for one small task per day can motivate you and cheer you up!

**20****Have fun at work**

Remember why you started your business and what you enjoy about it. Have fun with your staff – take them out for lunch or for drinks after work, do some charity fund-raising together in the office, or hold a cake-baking competition.

*And most importantly...*