



## GROW YOUR BUSINESS

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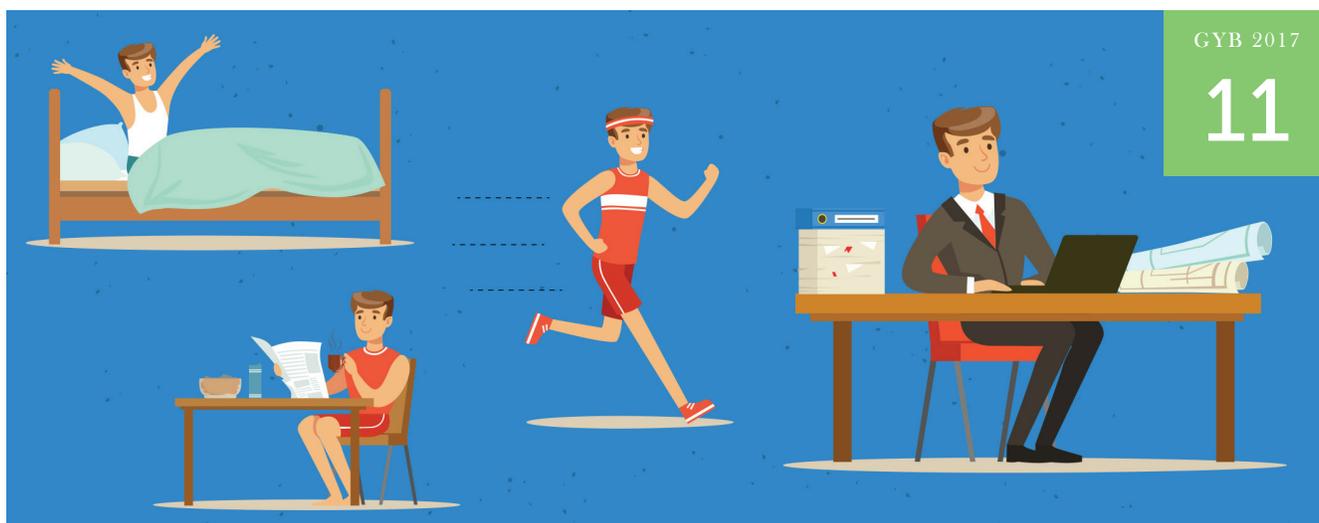
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## A good nights sleep, leads to a good way at work!

Across the board, its safe to say that in 2017, most businesses, large or small are incorporating health and wellbeing into their company culture. If you want your employees to be performing their best, its essential to provide them with tools to keep them healthy, active and feeling satisfied.

One of the more difficult factors to regulate, however a major player in what causes workplace sluggishness, is sleep!

Its not possible to tell your team that catch 8 hours of sleep, nor is it something you can contract out. But sleep has proven to be a powerful agent when it comes to the performance of your bottom line. One of the trends we are seeing (pioneered by none other than Google) are nap pods in the

workplace, encouraging employees to take a quick power nap when feeling fatigued. If this is something you could potentially support, its worth considering.

Here's the skinny on sleep...

More than 10,000 days in the life of an 85-year-old person will be spent asleep. Studies show, however, that as we are more and more immersed into our work lives, and the inability to "switch off", we are affecting our inherent sleep rhythms and cutting back on hours of rejuvenating sleep.

Another product of multiple sleep studies is how it directly affects our ability to concentrate. This paired with a slower cognitive frequency can lead to mistakes and errors, and depending on the environment, potential accidents.

Sleep deprivation can also lower the immune systems ability to fight off germs, causing employees to burn through sick days and potentially request additional time off.

If you added up all the lower productivity hours and times in which employees performance is lacking due to sleep deprivation, on average equals about 8 days of full productivity, per employee.

Those nap pods don't seem like such a silly idea, anymore, right?



## 5 Things That Keep Business Owners Up At Night

Sleepless nights are no stranger to the small business owner. In fact, they should be in the job description! There are some common issues that keep business owners up at night, and we hope to provide some simple solutions to help put those issues to bed, so you can rest easy:

### 1. **Overwhelming workload:**

Lying down to rest can often be tough when your brain is still whizzing and clicking away, even though you left the office hours ago. Prioritize tasks at the start of every day, creating a visual to-do list. Close the day by ticking things off the list and moving unfinished tasks to the next days' to-do list. Assessing accomplishments and reassigning tasks still to be tackled will help you feel a sense of completion for each day and may relieve the overwhelming feeling that you did not get enough done.

### 2. **Lack of skills:**

This could be a couple of things: your own lack of skills needed in order to complete all said tasks or the lack of employees with said needed skills. Consider outsourcing as an immediate fix to such problems- instead of investing the time and energy in educating yourself or your team, find contractors who have the knowledge and put them to work. Careful though- this can be more like a Band-Aid then a permanent fix! In slower times, always consider adding to your skill set with courses, seminars, etc.

### 3. **Slow moving sales:**

Sales = profits. The stress of slow moving sales weighs heavily, as it has a direct trickledown effect on all operations and departments. Alleviate the pressure by ramping up marketing efforts during slow periods and reaching out to loyal customers with great deals and

incentives to up their buys. Add these tasks to your daily to-do list, so that you are actively working on them every day.

### 4. **Debt/Paying creditors:**

Poorly managed credit/debt is one of the indicators of a struggling or doomed to fail small business. Tackling debt is always easier when you get out in front of it. Be in constant contact with your lenders, keeping them updating and exploring solutions together. Lenders can help you restructure your debt, increase credit limits and lower interest rates to help manage.

### 5. **Managing Staff:**

Managing money is hard but managing people is harder. A solid HR department and a software management system that handles payroll, employee files, scheduling, etc. can help you breathe easier and help you catch more of those much needed ZZZ's!



## 4 Things That Make You CLICK

It's a never-ending battle- you produce and post content, then you do everything you can to get reactions from your action. When it comes to your website, its all about the clicks!

Breaking it down- what are the three main goals of a website? Generate new business, cultivate reputation and promote brand awareness, we could start there. How do you go about doing those things? CLICKS.

Think about how people might be landing on your site- mostly likely through three portals- external links from other sites, generated search results or organically typing your web address into the browser. All of these portals then require clicks, in order for the website to become ultimately effective.

So how you get these elusive clicks?? C.T.F.Q of course!

### **Clean.**

This goes for everything. The cleaner and more precise all aspects of your website are, the better. Clean up the look, clean up the content, clean up the layout- streamline, simplify, and modernize. It is a proven fact that clutter and confusion are a deterrent to the human psyche when navigating the waters of the web. People will feel more at ease and are more likely to continue their browsing experience when not being hounded by pop-up's, moving images, sounds, flashes, etc.

### **Targeted.**

This is where you constant research and efforts come into play. Your messages must be targeted- catered to call directly to you ideal customer- which may change over time or product. Cultivate new messages and headlines regularly, be laser-focused when sending out the call and you will siphon through the casual, uninterested browser.

### **Fast.**

Speed is the name of the game these days. When it comes to the consumer, they are web-savvy and have high expectations. When their search ends on a site that cannot load properly, takes more than 3 seconds to convert or constantly slows their roll, it's simple: they move on. This ties in to keeping it clean- debug, remove old or irrelevant content, be wary of image size, resolution and load times.

### **Quality.**

In a nutshell, consumers have become web-snobs, and rightly so. With access to the internet, options have become infinite. If your option does not produce the highest quality content, it will fall to wayside in favor of something more relevant, snappier, and more alive. Web presence is not stagnant. Quality over quantity always applies when it comes to clicks.



## Prepping for 2018- 5 Trends that may affect your Small Business

Only a couple months left in 2017- on the cusp of yet another new year, it is also a great time to look ahead at some projected trends that may affect your workplace.

We compiled a list of 5 trends that you might consider carefully:

### 1. “Gig Economy”

- the phrase, coined in 2009 at the height of the financial crisis but we will see a strong resurgence of this trend heading into 2018. Remote work, contract and temp work and freelancers will make a mark on how we do business, more than ever. As a small business owner, pay close attention here, and find the ways that incorporating this into your company culture may work to help, rather than hurt you.

### 2. Move over, millennials!

GenZ'ers are coming in hot, and according to a recent study, there are double the amount of them. Defined by birthdates that fall

between 1994 and 2010, by 2020 they are projected to make up 20 percent of the workforce (US based study). So just as you have learned to embrace the quirks of the millennials, another shake it up is coming to a head and flexibility will be clutch in 2018. The major prediction about this generation is that while career driven and hard working, they will redefine what it means to be a job jumper- taking it from a ding on your resume to the definition of success. Recruitment and retention need to be revamped.

### 3. Real-time feedback will replace the standard performance review.

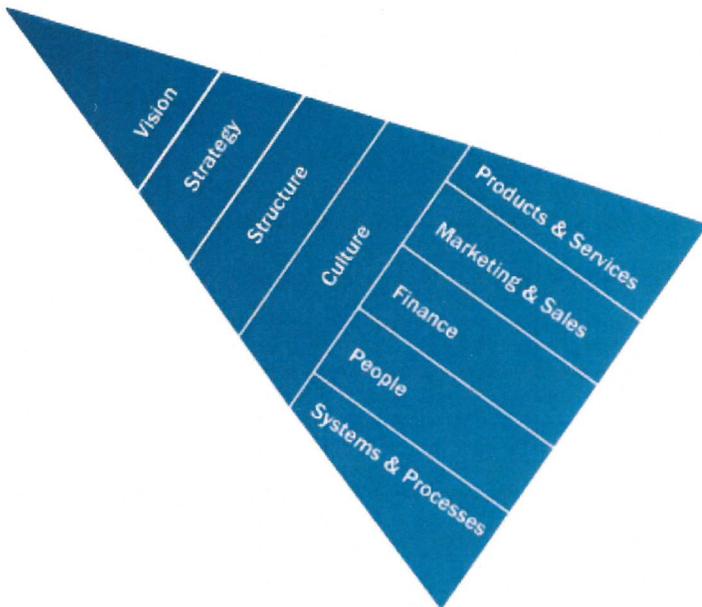
This one will be a big deal in small business environments. With vocal employee's realizing their worth, as an employer you will need to embrace this new trend and find better ways to provide effective, timely feedback, rather than bank on a once-a-year review.

### 4. Robots will rule the world- well, they will start with HR!

Not a joke- artificial intelligence is already making its mark on human resources, in particular when it comes to recruitment and hiring processes. Programs based in A.I are being used to assess candidates to an alarmingly high rate of success. At this stage, these programs are being used largely in the early stages of recruitment, determining matches based on a series of analytics.

### 5. The evolution of what it means to ‘work’ somewhere.

When considering positions, its no longer just about pay. The formula has become more inclusive of things like online presence, brand reputation and company perks; which have taken a huge step to the front of the line. Think outside the box, be creative and be prepared to highlight your features in their best light as we coast into 2018!



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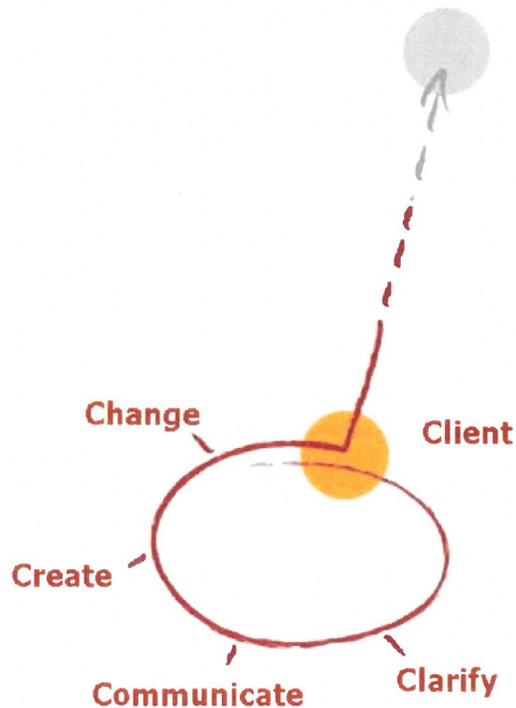
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