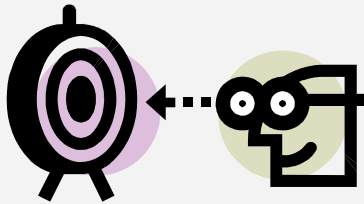




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## Aiming for the Bull's-eye ... By having the RIGHT Resolutions for your Career or your Business

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**January is traditionally the month for making and breaking New Year's resolutions.** Indeed, according to statistics 60-80 percent of resolutions get broken during the first two weeks of January. I hope that this article will provide you with some tips and solutions to help you identify or re-establish the right resolutions for your professional life, and help you achieve both a successful and profitable year!

**The way I map out a path for the new year is by starting with an appraisal of the previous year.** What went well in my job (and business) and what didn't? What have I personally learned and achieved?



**A bit like a 'work' fitness assessment, I call this process 'SWOT-L'.** A basic SWOT assessment analyses your **S**trengths, **W**eaknesses, **O**pportunities & **T**hreats, and mine has an added '**L**' for Lessons or Learning, as there is always some learning to be gained from tough or negative business experiences. Incidentally, a SWOT is a very simple tool for reflecting, decision making and appraisal in both career and business planning.

I use a mind map to write my SWOT-L, since mind maps make the process easy to organise and highly visual. (A free mind map template for SWOT-L can be downloaded [here](#)). However a large piece of paper, different coloured pens and individual columns for each header work well too.

My SWOT-L helps me evaluate what I want to build on this year and how I can take advantage of the *opportunities*. Knowing my *weak* areas and business *threats* helps me look for ways to either eliminate them or find ways to work with them. I can also try and turn them into achievements for the coming year.

The SWOT-L assessment is a simple yet thorough tool, but you can also look at resolutions from other angles, by asking yourself:

- What really needs to change?
- What do you need to do more (or less) of, or learn to do better?
- What are you currently doing that's not producing the results you want? Or....
- What are you going to change and by when?
- How are you going to achieve it?
- What action steps will be required to take your work or your business to the next level?
- When will you be taking these steps?

**So to sum up, what message have you taken on board from last year that you will act on this year?** Can you think of at least one thing that you are going to do differently this year that you have been putting off? Here's a thought...what would happen to you, your job or your business, if you didn't make any changes? Or, if you didn't achieve any of your resolutions and make any progress...?

Finally, once you have established your resolutions why not share them with someone? You may find this will help you commit to your goals and stay on track.

By the way, you are very welcome to tell me your plans- in fact the first two lucky people who write to me will **win a free 1 hour business development session!**

Best wishes for a successful New Year!

Ute Wieczorek-King | www.uwk.biz | ute@uwk.biz | m: 07729 212299 | office: 01628 780126

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