

5 Ways to Making Your Business Resolutions Stick

January is a crazy month at the gym. It's no surprise that just about everyone makes fitness one of his or her top resolutions every year. February is not so crazy though. What happened? Well, like most goals, they go by the way side and after the initial excitement has worn off, we settle back into our normal pre-new year ways.

Resolutions and strategic changes for your business are no different. They are exciting initially, but once that wears off you are left wondering why you ever decided to do this in the first place. What's more, you cheat one day and skip the desired activity. Then you skip another day. Before you know it, it's the end of the year and you cannot even remember what it was you set out to do because it has been so long since you have even done it.

Making resolutions stick is important so that you can keep them going even when the initial excitement has worn off. The following are 5 ways to help you make them stick. These are in no particular order.

1. **Engage a partner**, colleague, friend, etc. in your new resolution. Ask them to set a yearlong reminder to simply check in with you once a week to make sure you are doing what you said you are going to. We are wired by default to feel guiltier for letting others down than we do ourselves. So design it so that if you do cheat, you are letting someone other than yourself down.
2. **Align your resolution** with existing habits and goals. This "piggybacking" will help you take advantage of existing habits and routines to push the new one through. When resolutions, habits, and goals are integrated, we stand a much better chance of sticking to them. Reason for this is that it mimics the way our brain works. So it just feels right.
3. **Adjust your environment** accordingly to make way for your new resolution. Make the space on your calendar for the entire year. Have the browser already set to open that page you need every time you open the browser. Tell others that you will work on this new resolution at a certain time every week (or day or month). Set your alarm indefinitely. Create reminders that automatically refresh every day. Arrange your space so that it makes that new activity easy to accomplish and difficult to forget.
4. **Set metrics** to attach to your resolution. Don't go to crazy with this though. You don't want to make half the resolution just keeping track of it. Keep the metric and goal simple so that you can obtain feedback as often as necessary and see your progress.
5. **Set and engage in other related resolutions** and goals. Make it a package deal. This will help you do and be helped by all of the above. By packaging it up you get more achievement and satisfaction for your effort. Your metrics are easier to keep track of since they are related. You can design your environment in a way that supports your entire package of related resolutions. Finally, you can piggyback them to each other since they are all related.

Written by: Roger Osorio, Senior Consultant