



How to stay **motivated**

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With business ownership comes many highs but also lows

Motivation will come and go, and you might not always feel at the top of your game. But ensuring that you recognise when you are in a lull and knowing what you have to do to pull yourself out of it is the most important thing.

A business leader's drive to succeed is the heartbeat of the organisation, your motivation and vision ensure that your company is moving forward and underpins the entire culture of the business.

Whether it's day to day pressure of being a business leader or the demands of feeling you need all the answers - when things just aren't right, you can't just walk away. Motivation doesn't grow on trees, finding the source of your frustration and tackling it will help get you back on track and ready to take the challenge head on.

So, read on to get our top ten tips on how to stay motivated and regain the love for your business.



Set a morning routine

Start the day with a healthy breakfast, a cup of coffee and some time to set a list of goals for the day. Try and make a list of business and personal goals to help you stay focused and organised. This could be anything from securing a coffee with a potential new partner, putting together a communications strategy or examining your supply chain to drinking enough water or taking your children to the park.

Set goals

How do you get to where you want to go if you don't know where that is? By setting clear goals you can see, and celebrate, progress towards your target or address problems early before they develop into something further. Break up your goals into achievable chunks and reward yourself as you hit each milestone.



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Close your eyes, and visualise the end result

Visualise the end result and what it will feel like when you've achieved your end goal, that includes the sweat and maybe tears, the feeling of relief when you get there, and the excitement of what comes next.



Surround yourself with positivity

By surrounding yourself with a positive team, your challenges will seem easier to work through. It's difficult to stop other people's negativity rubbing off on you, but if your team is excited and confident then their enthusiasm will be infectious.

Lean on your family and friends and find out what makes you happy. If you are not able to talk around your work issues at home then this can have an impact on you; talking about stresses or problems in the office isn't about the work, it is about you and the support of your loved ones is important to help you stay motivated day-to-day.

Ask for help

Leadership can be a lonely place - it can feel like no-one understands what you are going through and sometimes the best way to re-motivate yourself is to feel like there is someone who can relate to what you are going through. Find a peer group or mentor who has faced similar challenges and lean on people who see the struggle and understand why it is important. Asking for help is never a sign of weakness and you may be surprised at how many others have been in your position and learn new skills for dealing with a dip in motivation.



Go with **your gut**

Feeling demotivated could be a sign that you're not 100 percent invested in what needs to be done. Take a step back and look at why you might be feeling less driven than usual, is it because you don't think the tasks you are avoiding are the right course of action? It's important to really address what is making you feel this way; revisit your business plan, work out the problem and adjust it. Take time to reflect and plan how you are going to make the changes and you will begin to see light at the end of the tunnel.

Make sure you have **a healthy lifestyle**

It's easy to forget to look after your body as well as your mind. But, staying fit and healthy can have a positive impact on your mental health. Make sure that you make the time to exercise regularly, get enough sleep and maintain a healthy diet and you'll find yourself able to concentrate more and make better decisions.



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Start by doing what's necessary, then do what's possible and pretty soon you'll be doing the impossible!”

Break things up **into bitesized chunks**

Motivation can often be affected by trying to tackle too much at once. They say the best way to eat an elephant is one bite at a time. Start by doing what's necessary, then do what's possible and pretty soon you'll be doing the impossible! Looking at the whole picture can be daunting and make you want to bury your head in the sand but if you break it down and create a manageable and realistic timeline of actions then you will start to see success.



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Get excited about the future

Remember why you first started the business and the enthusiasm you had, but try not to dwell on things that went wrong. You can't change the past but you can learn from your mistakes and look forward to starting the next chapter. Motivation can dip when things become dull so take time to think about what you are excited about and how you can spend more time working on getting there.

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Remember to reward yourself

Make sure that you reward yourself when you have achieved something you set out to do, however big or small that is. Your victories are all stepping stones to the overall success of your business and by treating yourself you're acknowledging the hard work that has got you here. Buy yourself dinner at your favourite restaurant, take a holiday or organise drinks with your friends to celebrate and blow off some steam.





How Haines Watts can help

Are you losing motivation in your business? Do you need a different approach? Whatever the next stage is, we've got people that can support you.

Whether it's funding the next stage of growth, a business acquisition to give you and your business a new lease of life, or simply understanding that it's time for a change and planning your exit, we can help.

We have a huge amount of experience in supporting business owners through the challenges of running a business. Our support and advice cover strategic planning, people, financials, systems, processes, risk and someone to talk to about your next steps. If these or any other challenges are affecting you [contact us](#).





About Haines Watts

Haines Watts is a Top 15 firm of chartered accountants and business advisors that specialise in supporting business owners. We support over 35,000 companies and business owners around the UK, which gives our clients access to a huge amount of business expertise and knowledge. We can help you to identify opportunities to grow your business, save money and minimise risk to help you reach your business goals and personal aspirations.

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