**3 Tips to Deconstruct Your Business Practices in the New Year**

You're probably aiming high for the coming year. You might want to grow your business exponentially, increasing revenue, marketing and net profits as much as possible. There's a lot of enthusiasm.

But have you thought things through enough? Have you deconstructed your business practices bit by bit and eliminated all those little things that get in the way? If not, here are a few ideas:

**When was the last time you did something new in your business?**

A lot of accountants think they just need to do more of what they're doing right now, if they want to grow their business. This can work. But what really helps a business to grow is innovation.

So try to bring some new ideas into your business. Offer a new service, change your website, change your marketing strategy, try appealing to a different demographic etc.

**Is your business still growing or has it reached a plateau?**

Sometimes, accountants don't realize when they’ve reached a plateau. However, if you want to keep growing your business, you have to be cognizant of the fact that your profits haven't increased over the last six months, or the fact that traffic to your website is also not increasing.

There are many indicators that point to fact that you've reached a plateau. So make sure you keep an eye on them.

**Are your employees happy and enthusiastic or are they dull and bored?**

One indicator of how well a business is doing is the attitude of its employees. Businesses with happy, enthusiastic employees are generally going somewhere. Businesses where the employees seem bored and dull are generally in a rut.

No matter which category your practice falls into, it won't hurt to focus on improving your company culture in 2018.

[Contact us](http://www.adeptbusiness.biz) for more great tips when it comes to goal-setting in the new year.