Are you tired of running your business? Are you experiencing stress and burnout? This can too easily happen to business owners. Burnout can be described as a condition of cumulative exhaustion and diminished interest. This is both physical and emotional, and spells trouble for you and your business.

There are a few things you can do to recharge your batteries, and these strategies can help avoid burnout in the first place, too. Take steps today to keep your business and yourself on a healthy and energized track.

- Take a little time off and do some planning. That’s both short-range and long-range planning. In fact, do this regularly and you’ll see amazing results. You can use a business plan outline if you like, or any other tool that helps you put some concrete details to your overall vision. Business owners are so busy in the day-to-day details of their businesses that they forget to lift...
their eyes and look towards the horizon and remember where
they actually want to go. Revi-ta-llize your dreams for your
business. And while you’re at it, create a map to help you get
there.

• Pay closer attention to your numbers, part 1: cash flow. Being
in a cash crunch is stressful, and can happen both when a
business is not doing well, and when a business is doing so well
that cash isn’t keeping up with growth. Use cash flow planning
tools (spreadsheets are a great one for this) and plan ahead for
when you know you’ll get into trouble. You’ll be better able to
see when you need to either secure additional capital, or
postpone spending. Proactively manage your cash cycles and
you’ll feel better about having control (because burnout often
happens when we feel out of control and beat up by
circumstances).

• Pay closer attention to your numbers, part 2: break-even. At
what point do revenues equal expenditures? Or looked at from
the other angle, at what point do expenditures equal revenues?
Obviously you need more money coming in than going out, but
where exactly is that point? Pinpoint the number you need to
keep an eye on. Just the act of watching something on a daily
basis can help you feel in control, and again, that helps avoid
burnout.

• Take care of yourself. This seems obvious, but too many
business owners let their businesses run them instead of the
other way around. Take enough time in each day and each
week for exercise, proper sleep, social and recreational
activities that bring you pleasure, etc. Even a few minutes of
quiet solitude can make a big difference in your day and your
attitude. Your health and well-being are vital to your business.
Remember, if you go down to illness and disability from
overwork, your business goes down with you. So don’t go there!
Get a coach. It’s frequently difficult to see things clearly when the going gets tough. You’re too close to the situation; you’re stuck in a rut. Having a mentor can be an invaluable resource. The advisors at the TVCC SBDC can give you a fresh perspective; adding the benefit of their broad resource base and collegial network to your entrepreneurial ecosystem. Contact Debbie Jo at (541) 881-5772 to schedule an appointment with your ‘personal business coach’ and take steps to extinguish your business burn out.

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