

# THE DESIGNERS' ADVISOR

## the time is now!



As we dive head first into 2020, **Polly Williams**, Founder, **Camberyard**, reflects on the impact and emphasis on the word resolution and how we can implement change in our businesses all year round

**R**esolution is something I often talk to my clients about but it's a word I become slightly allergic to when combined with "New Year". Why wait until the start of a new year to have a new resolution? You can embrace a new strategy, way of thinking or way of doing business at any time of the year. Often the best resolutions come from an experience, they are sparked during an "aha moment" of inspiration.

I always try to instil in my interiors clients the mantra that they deserve health – financial, mental and physical health. Resolving to incorporate this into their day-to-day life is essential to growing and sustaining a profitable and enjoyable business. In my experience, you have to look at your business as a whole to find the connection between the elements required to sustain your own health as well as that of your business. This holistic approach comes in various guises, for instance: turning down

work to enable you to accept other work that better suits your needs; working with clients aligned with your ethos; and working in a way that suits your family life.

Part of growing a healthy, well-rounded business is understanding your final destination. I often ask my clients to create a moodboard displaying their aspirations, motivations and inspirations. This future-looking visual can help us focus on the essentials to success – that is, a business founded on financial health, but which also has a founder who is healthy and wise. Envisaging your company in one or five years, or even further down the line, can feel daunting or uncomfortable, but looking ahead is critical to discovering what choices you will have to make to arrive at your destination. Truly understanding what success means to you – e.g. financial, community-focused, sustainable, incorporating education – is important to maintaining the right vision, focus, drive and

determination to carry you forward. In other words, don't think of business development as a once a year resolution, as something that feels like a duty. It can be used as a tool for growth, for more clearly understanding on a daily basis how to encourage and evaluate growth in your business while staying connected to your founding principles.

Therefore, don't be led into "New Year, New Resolution". Be proactive and consistent – stop, breathe and contemplate. Ask yourself who you want to be as a designer and what kind of clients you want to attract; consider how you will find these clients. Then take an in-depth look at your principles of marketing, PR, social media and networking to make sure the odds are aligned to work in your favour. Be bold. Be brave. Be fearless. Make this your mantra for 2020!

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