

# How to Hold on to the Ball & Stay on Your Feet in Your Business

What Superbowl XLV can teach us about the value of fumbles, falls and face-plants

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What football game would be complete without one truly dreadful fumble? And, this season's snow and ice has resulted in more than one humiliating slip-up and fender-bender. (I myself took a dreadful slide down the driveway en route to get the morning paper...only the deer and I witnessed that one!) Business gaffes, oversights, and blunders are (like ball losses and slips on black ice) all a part of professional life.

The year is barely four weeks old. But we're all human and I'm sure you've done at least one thing so far you've regretted or that's cost you time and/or money. Falls and fails are inevitable, but you can reduce them by:

- Developing a game plan. It's still not too late to create a 2011 plan - even if it's for the next 90 days.
- Reviewing your 2010 financials carefully. You'll have to do it for taxtime anyway.
- Taking the year one day at a time. We're all going to have truly horrible moments...pick yourself up, check for broken bones, and move on. When you make a mistake, reflect on why it happened and what you learned from it.
- Touching your clients/customers regularly and soliciting feedback. Be willing to listen and accept criticism that will improve your business.
- Tracking trends and competition. Subscribe to at least one ezine and/or attend a webinar or conference each month so you can spot "icy spots" and opportunities.
- Look to experts for insights, opinions, and encouragement. And, if you need help sticking to business resolutions, check out sites like [StickK](#) and [43Things.com](#) to build a "buddy system" for staying on track.

Football and snow season are not over yet. But when you fumble and fall, remember to dust yourself off, look around you, and get on with your game.

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