

Brought to you free by Gold Gerstein Group

News You Can Use

856-727-0100

info@g3cpa.com

LINKS YOU CAN USE NOW



This Month –Digital Decluttering

Now that it's a new year, it's time to give your digital world a fresh start, which means digital decluttering. Here are some resources to tidy your tech.

Arguably the most tedious of all is decluttering that desktop. This handy article breaks it down into bite-sized pieces. <https://tinyurl.com/links01231>

Getting yourself organized is tough, but this article shows you 15 apps to get you feeling productive. <https://tinyurl.com/links01232>

This helpful piece by Style Factory is a how-to on how to digitally declutter your life, including how to become less distracted and give yourself more space. <https://tinyurl.com/links01233>

Now that you're on a roll with decluttering your life, it's time to get rid of anything clogging up your mobile phone. Here are five apps to help you. <https://tinyurl.com/links01234>

A good digital declutter isn't something we should dread doing once a year. The Lifestyle Files helps us tackle it with the ultimate decluttering calendar. <https://tinyurl.com/links01235>

6 Tips for Finding a Good Business Partner

Finding a business partner who believes in your idea and who you can work well with can be difficult. Here are some tips on where and how to find a good one

Coworkers. Coworkers are a great start to finding a business partner, especially if your idea already fits into the industry you work in. You already know these people in a working capacity and, importantly, how they work with you.

Find the right friend. They say you should never enter into business with a friend, but whoever said that just didn't have the right friends. Remember, if it goes south, it may take your friendship with you, so set some ground rules.

Network. Attend business or networking events in the industry you are in and see if you can pitch your idea to a possible business partner. Try starting with a professional association.

Keep it in the family. Similar to going into business with friends, this is a high-risk, high-reward option. Your family members are more likely to have similar values, but it may make the holidays awkward if the venture goes south.

Opposites attract. Finding someone to run a business with requires a lot of the same give and take. You don't want two ideas people with bad organizational skills. Find someone who can do what you can't so you have a recipe for success.

Define the relationship. When entering into business with anyone, it's important to make sure you're both clear on your business plan, your responsibilities and what to do if the venture fails.

How to Win Big in Today's Economy



GOLD GERSTEIN GROUP LLC
Certified Public Accountants and Consultants

The altered economic landscape presents innovative and nimble businesses with opportunities to thrive.

Find out how by requesting my free report "How to Win Big in Today's Economy."

Just reply to my email at info@g3cpa.com or call 856-770-1400 and I'll send it right out to you.

Brought to you free by Gold Gerstein Group



GOLD GERSTEIN GROUP LLC
Certified Public Accountants and Consultants

6 Reasons Creativity Is Important in Your Business

With January being International Creativity Month, it is the perfect time to consider how your business can benefit from more creativity. Here are six reasons creativity is important in the workplace and why encouraging creative thinking will lead to a more successful business.

It helps solve problems. At any level of a business, sometimes problems are encountered that are difficult to solve using normal measures. A workplace in which people can think creatively and critically is more likely to find better solutions to any issues that may arise. Better problem-solving is a particularly stellar reason to encourage creativity in your business, in yourself and in your employees.

It leads to more innovation. Creative thinking is what led to inventions that changed the world, such as computers, telephones and cars. Having imaginative, free-thinking ideas in the workplace will help to deliver new, innovative ideas and create a successful business.

It helps you focus. Highly creative people often find themselves in a state of flow, an intense focus on the task at hand that isn't easily broken by distractions. Promoting creative thinking will help colleagues lengthen their attention spans and boost productivity at work.

It fosters collaboration. A creative workplace will help build connection and understanding between colleagues, naturally leading to better teamwork, higher rates of success and problem-solving and, importantly, a healthy and happy workplace.

A creative workplace attracts better employees. Bright future employees are much more likely to be attracted to working with you if your business clearly demonstrates a free thinking environment where team members are encouraged to be creative and invited to bring new ideas to the table.

A creative workplace retains its best employees. Similarly, intelligent and creative employees are far more likely to stay in a business where their creativity is appreciated and rewarded. A stimulating work environment promotes happiness, motivation and a sense of self-worth among the people within it.

This is just the tip of the iceberg when it comes to reasons why creativity is important in business. Encourage and embrace creativity in your business and watch success, productivity, innovation, collaboration and employee

Contact me today:

505 Pleasant Valley Avenue
Moorestown NJ 8057

856-770-1400
info@g3cpa.com
www.g3cpa.com

Worth Quoting ...

A business has to be involving, it has to be fun, and it has to exercise your creative instincts.

Richard Branson

Creativity gives you a competitive advantage by adding value to your service or product, and differentiating your business from the competition.

Linda Naiman



This Month's Quick Quiz Question

For an answer, email me at info@g3cpa.com or call 856-770-1400.

How many countries are part of the United Nations?