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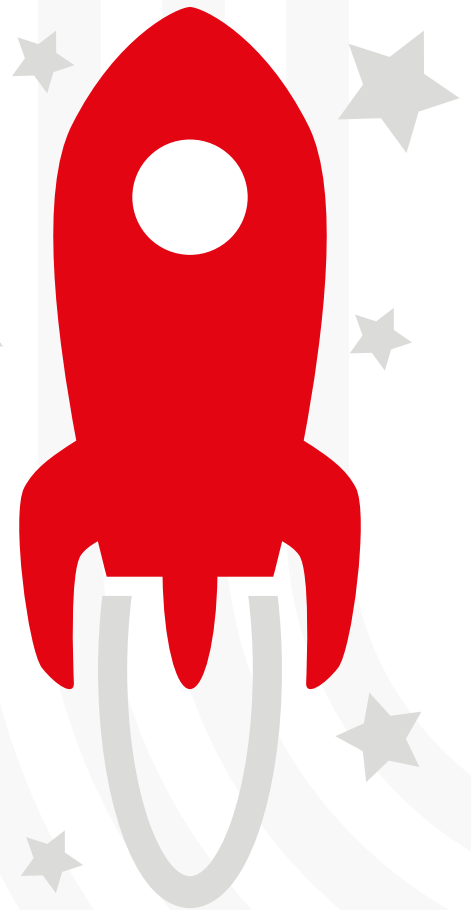
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Back to business

Discover how to optimize your restart in 5 steps.

Restarting in an efficient way can help you improve your tools for growth.



Giving your business **the boost** it needs to get back on track after a break is not just about putting in the effort, but about understanding how to **channel your fresh energy** in a profitable way. How? By giving substance to your business goals, optimizing the aspects that need it and finding the **right partners** to make your work easier day by day.

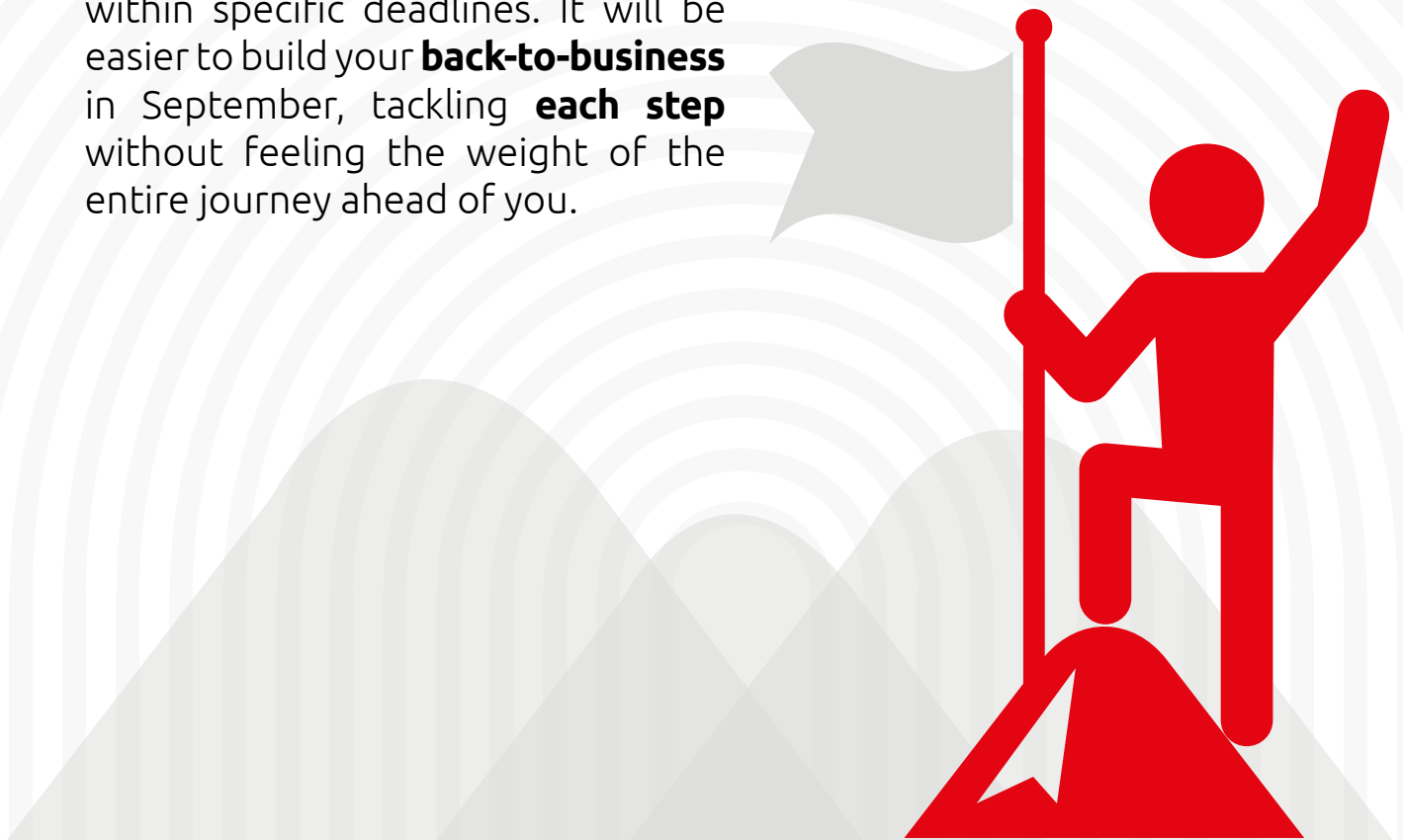
For all of this, you just need a few but very important things: a structured **action plan, time and dedication**. Some decisive factors to enable you to carefully identify all **areas of intervention**, to decide how to **evolve your business**, and to allow it to take off.

Don't worry, you don't have to think of everything yourself. We are here to help you! In the following pages you will discover **5 tips** to tackle your **back-to-business** by improving each phase of the **restart**.

1 Aim high but proceed in steps.

During the **“Back-to-business” phase** professionals usually face September with lots of **plans and ideas**. Having a new purpose is a great source of motivation, because it nurtures an essential part of entrepreneurship: **professional ambition**. Do your best so it does not remain just a purpose. Taking care to complete the **necessary steps** to reach your goals.

In order to remain determined and not give up after the first few weeks, break down each goal into measurable **micro-goals** that can be scheduled within specific deadlines. It will be easier to build your **back-to-business** in September, tackling **each step** without feeling the weight of the entire journey ahead of you.



Don't restart with deadweight on your shoulders.

2

Restarting can be challenging.

Because you need to have everything in place to face the new working year in the **right way**. A careful **general check-up** is necessary: have you finished old projects? Have you updated your financial targets? Are your marketing tools still effective? Are there processes in shipping management that can be improved? Are there any expenses you could optimize, to improve your chances in the coming months?

By **cutting unnecessary costs** and distributing resources better, you can make room for more **strategic goals**. Take a **good look** at your weak points and pending tasks: if you **act now**, you can leave them behind and avoid delays. It will take time, of course, but it will make **everything easier** when business becomes more **intense**.



3 Plan the timing of each project well.

Let's tell it like it is: deadlines are often not proportionate to the amount of work. Because it happens that customers ask you to **shorten the time**. Or that you yourself want to **rush**, to take on **other projects**. Or because you think it's a good way to **to optimize management**. This is where a **short circuit** can occur. By shortening the deadlines too much you risk not **evaluating the needs** of the project properly and triggering a series of misunderstandings with **your staff** and delays with customers.

That's why it's so important to **calculate timing** according to your real possibilities. If you set **well-calibrated deadlines** and stick to them, operations can flow more smoothly. With your **customers**, with **your staff** and with **your goals**.



Always check that you are heading in the right direction.

4



When your only thought is to reach the **finish line**, it's easy to not pay attention to the milestones along the way – and to forget to reconsider them when **necessary**.

Properly **monitoring** your **company's business goals** means asking the **right questions**: am I on the right track? Should we change directions? Do results prove me right? To find the answers, it's important to **regularly crunch the numbers** and seek for **feedback**. So, decide how often you need to reassess and block out the required time in your calendar. This will allow you to be sure that you are still going in the **right direction**.

5

Find the right help to go further.

Does a restart require a lot of energy? Yes! And you probably can't do everything by yourself: **delegating** can turn your business around. Find the **right business partner** and expert to lighten your workload and improve processes at the same time, so you can **focus** your attention and expertise **on your business**.

With MBE you can count on a **range of custom solutions** to help you overcome obstacle and **simplify** your day-to-day work. From **Pack & Ship**, to **Logistics & E-commerce** and **Print & Marketing Solutions**: reliability and expertise with a range of **professional services** designed to **support your business** and help you aim even further!





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