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The world is going through a period of instability and uncertainty, the likes of which I have not experienced in my adult life.

Coupled with a long stretch of pushing, building, and holding everything together in your business, it's understandable if the burden is starting to weigh heavy on your shoulders.

Perhaps you don't feel this in a loud, obvious way. But in the quieter moments. The ones where you realise you haven't really switched off in months.

Where every decision, every responsibility, every "it's fine, I've got it" has been sitting with you a little longer than it should.

And with Mental Health Awareness Month here, it raises a question most business owners don't stop to ask:

What is your business actually costing you mentally right now?

Not your revenue. Not your growth targets. Not your pipeline. Your capacity. Your energy. Your headspace.

Because business ownership is a duality we don't talk about enough. On one side, there's the autonomy, the ambition, the satisfying momentum you've worked hard to build. On the other hand, there's the emotional weight of being the decision-maker, the leader, the one who carries the pressure when things feel uncertain. The constant toggling between "this is exactly what I wanted" and "this is a lot to deal with."

And as we move towards mid-year, that tension tends to intensify. Q1 adrenaline fades. Once distant targets become a reality, gaps are more obvious.

The pace doesn't slow, but your energy and resilience are tested. Which is why this is the perfect moment for recalibration. Because sustainable growth doesn't come from pushing harder.

It comes from building the habits, boundaries, and support systems that allow you to keep showing up without burning out in the process.

In this issue of *The Business Brief*, we're focusing on your mid-year money check-in: taking stock of what's really working, what's paying off, and what may be quietly draining your time, money and energy.

We'll look at how to revisit your goals, prepare financially for summer dips or growth periods, and put systems in place that support better decision-making without adding to the mental load.

Most importantly, we'll explore how to rebuild momentum and carry stronger, steadier energy into the second half of the year.

Because scaling a business shouldn't come at the cost of yourself.

Wayne



MAKING YOUR MONEY WORK HARDER

By the time you reach the middle of the year, most businesses have enough data to see what's actually working, and what's simply costing money. Yet very few take the time to properly review it.

Let's face it. With the multiple plates you're spinning daily, it's easy to lose track of what's really going on. Money continues to move in and out, subscriptions renew, campaigns run, and decisions get made based on habit rather than performance. A mid-year check-in creates an opportunity to reset that pattern and make sure your money is working with you, not against you.

Start with what you're already spending

Before looking at how to grow, it's worth assessing what's currently going out. Every business accumulates costs over time. Tools that were once essential become underused, suppliers drift from their original value, and marketing spend continues without clear measurement.

This isn't about cutting for the sake of it. It's about understanding return.

Look at your expenses through a simple lens: is this contributing to revenue, efficiency, or stability? If it's not doing at least one of those things, it's worth questioning. Small monthly costs may feel insignificant individually, but collectively they can quietly reduce your margins.

A subscription here, a retainer there — these are easy to overlook precisely because they sit in the background. A proper review surfaces them, giving you the chance to make an active decision rather than letting inertia make it for you.

Revisit your goals with real data

What you planned in January was based on assumptions. By mid-year, you have evidence. This is the point to step back and sense-check your original goals against what has actually happened in the business. Which services are selling consistently? Where are your best clients coming from? What activity is generating the strongest return?

In many cases, there's a gap between where time and money are being invested, and where results are actually coming from. Refining your focus now allows you to double down on what is working, rather than continuing to spread resources too thinly across multiple priorities.

It's also worth asking whether any of your original goals still make sense. Markets shift, client needs evolve, and opportunities that weren't visible in January may now be sitting right in front of you. Flexibility isn't a weakness — it's smart business.

Prepare for fluctuation, not just growth

Summer often brings a shift in trading patterns. For some businesses, it slows things down. For others, it creates periods of high demand. The key is to plan for both scenarios.



MAKING YOUR MONEY WORK HARDER

If a quieter period is likely, this is the time to tighten control over cash flow, reduce unnecessary spend, and ensure your reserves are in a strong position.

Having that buffer removes pressure and allows you to operate more strategically rather than reactively. It also gives you breathing room to work on the business rather than constantly in it.

If you expect growth, the focus shifts. Do you have the capacity, systems, and support in place to handle it without compromising delivery? Investing ahead of demand, whether in people, tools, or processes, can prevent growth from becoming operational strain. Scaling without preparation can cost more in the long run than the revenue it brings in.

Make intentional adjustments

A mid-year check-in is not about making dramatic changes. It's about making informed ones. You might decide to reallocate budget from underperforming marketing into a channel that is consistently delivering.

You might streamline your tech stack or invest in something that reduces time spent on manual tasks.

For example, if one lead source has generated 70% of your new business so far this year, increasing investment there is far more effective than continuing to fund five lower-performing channels equally.

Clarity on what's driving results makes those decisions straightforward. Without it, you're guessing — and guessing gets expensive.

The same logic applies to time. Where you and your team are focusing energy matters just as much as where money is going. If effort and spend aren't aligned with outcomes, the mid-year point is exactly the right moment to realign them.

A more disciplined approach to money

Financial performance is not driven by how much you earn, but by how well you manage what you already have. Taking the time to review, question, and adjust your spending at this point in the year puts you back in control. It ensures your money is being used with purpose, aligned to what is actually driving your business forward.

The businesses that finish the year strongly are rarely the ones that simply worked harder. They're the ones that paused, checked the numbers, and made deliberate choices about where to focus next.

Because ultimately, growth is about using your resources better.



Rebuilding momentum: a mid-year reset that actually works.

Momentum in business isn't lost all at once. It tends to fade gradually.

A busy period, a few reactive weeks, shifting priorities, and before you know it, you're working hard but not necessarily moving forward in a meaningful way. By this point in the year, that feeling is more common than most admit.

The good news is that momentum is also something you can rebuild deliberately. This isn't about doing more. It's about getting back into alignment with how your time, energy, and focus are being used.

Start with a time audit

Before making any changes, you need a clear view of where your time is actually going. Most business owners have a rough idea, but the reality is often different. Time gets absorbed by client work, internal issues, and low-level tasks that feel urgent but don't contribute to growth.

Spend a week tracking your time honestly. Not just meetings and calls, but everything. Admin, messaging, small interruptions, and the tasks that expand beyond what they should take. Once you can see it clearly, patterns start to emerge.

You'll likely find time being spent in areas that don't justify the investment. Tasks that could be delegated, streamlined, or removed entirely.

And more importantly, a lack of time spent on the work that actually drives the business forward. Momentum is closely tied to where your time goes. If your time is misaligned, your results will be too.

It can also be useful to look back at a period when you felt most productive and ask what was different. Often the answer isn't that you had more hours — it's that those hours were being used more deliberately. That's something you can recreate.

Recalibrate your focus

Once you understand where your time is going, the next step is to adjust it. This is where many business owners overcomplicate things. You don't need a complete overhaul. You need a small number of clear priorities that directly support your current goals.

Look at what is already working in your business and bring your focus back to that. The services that are selling, the channels that are converting, the activities that are generating consistent results. Then make a deliberate shift. Reduce time spent on low-impact work and reallocate it towards these core areas.

Momentum builds when effort is concentrated, not scattered. If most of your new business is coming through referrals or a specific platform, it makes far more sense to invest time strengthening that source than trying to maintain visibility everywhere else.



Rebuilding momentum: a mid-year reset that actually works.

It's also worth considering what you've been putting off.

Most business owners carry a short list of actions they know would make a real difference but haven't found space for. Recalibrating your focus isn't just about doubling down on what works — it's about creating room for the decisions and conversations that keep getting delayed. Often, those are the things with the greatest impact.

Schedule rest with intention

One of the most overlooked parts of maintaining momentum is rest. Without it, energy drops, decision-making slows, and everything starts to feel heavier than it should. This is often what sits behind that sense of lost momentum — not a lack of capability, but a lack of capacity.

As you move towards summer, this becomes even more important. Instead of working until you're forced to stop, plan your downtime in advance. That might mean lighter weeks, protected days without meetings, or fully switching off for a period.

Rest is not a reward for finishing everything. It's a tool that allows you to sustain performance. When it's built into your schedule properly, you return with clearer thinking, better focus, and the ability to move faster on the things that matter.

The businesses that maintain momentum over the long term aren't the ones where the owner is always available and always on.

They're the ones where energy is managed as carefully as time. Treating rest as non-negotiable — rather than something to fit in when things quiet down — is one of the simplest shifts you can make, and one of the most effective.

Setting yourself up for a strong second half

Rebuilding momentum is about creating a rhythm you can maintain. A clearer understanding of your time. A more focused use of your effort. And enough space to sustain your energy.

None of this requires a dramatic reset or a long list of new commitments. It requires honesty about where things currently stand, and a few deliberate adjustments to bring them back into alignment.

If you get those three things right now, you don't just recover momentum — you carry it forward into the next phase of the year with far more control.

IS DECISION FATIGUE HOLDING YOUR BUSINESS BACK?



How many decisions do you make each day? As business owners, we're no strangers to the relentless stream of decisions that inundate our daily lives. From strategic business moves to mundane tasks, the choices we face can be overwhelming, leaving us vulnerable to the insidious effects of decision fatigue.

Picture this: You wake up, ready to conquer the day, only to be greeted by a barrage of decisions from the moment you open your eyes. What to wear, what to eat for breakfast, which project to tackle first — the list goes on. With each decision, your cognitive resources are depleted, diminishing your ability to make sound judgments as the day wears on.

This is where decision fatigue starts.

It's not about balancing a busy workload. It's about the mental strain of having to think, assess, and choose, over and over again. Over time, that slows you down, reduces clarity, and makes even simple tasks feel heavier than they should.

The solution isn't to avoid decisions (an average adult makes over 35,000 per day so let's face it, it's never going to be realistic!). It's to reduce the number of unnecessary ones.

Start with your defaults

One of the simplest ways to reduce decision fatigue is to remove choice where it isn't needed. Defaults create consistency without requiring active thought.

This might be standard ways of working, set pricing structures, or clear boundaries around availability.

Having fixed days for meetings or a consistent approach to onboarding clients removes the need to rethink the same decisions every time. You're not limiting flexibility where it matters — you're removing friction where it doesn't.

The more you can standardise routine choices, the more mental space you free up for the decisions that actually require your attention. Think of it as protecting your best thinking for the moments that genuinely need it.

Use templates to reduce repetition

A large proportion of decision-making sits in repeated tasks. Emails, proposals, reports, content, internal processes. These are often recreated from scratch each time, which not only takes longer but also requires unnecessary mental effort.

Templates provide a starting point. They don't remove personalisation, but they eliminate the need to build everything from zero. Whether it's a proposal structure, a client update format, or a response to common enquiries, having a template reduces both time and cognitive load.

Over time, this creates consistency across your business while also making day-to-day work feel more manageable.

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It also makes it significantly easier to bring in support, whether that's a team member or a virtual assistant, because the thinking has already been done and captured.

Automate where it makes sense

Not every task needs your input. Automation is often viewed as a tool for efficiency, but it's just as valuable for protecting your focus.

If something happens regularly and follows a clear process, there's a strong case for removing yourself from it.

For example, automating invoice reminders removes the need to repeatedly check, chase, and decide when to follow up. It's handled consistently without requiring your attention.

The goal is not to automate everything. It's to remove the need for you to think about tasks that don't benefit from your involvement.

Create simple routines

Routines are one of the most undervalued tools for combating decision fatigue, precisely because they reduce the number of choices you need to make throughout the day. Without them, your time is shaped by whatever comes up.

You decide what to do next, how to approach it, and when to switch tasks. That constant adjustment adds up quickly.

A small amount of structure can change this. Starting your day the same way, having set times for focused work, or grouping similar tasks together creates a rhythm that reduces mental effort.

You're no longer deciding what to do at every moment — you're following a pattern that supports how you work best.

This doesn't need to be rigid. It just needs to be consistent enough to remove unnecessary choice. Even a loose framework for your week — certain types of work on certain days — can make a significant difference to how clear-headed you feel by the afternoon.

Protect your mental capacity

Decision fatigue doesn't just affect productivity. It affects the quality of your thinking. When your mental capacity is stretched, you're more likely to delay decisions, avoid complex tasks, or default to the easiest option rather than the best one.

By introducing systems, templates, automation, and routines, you reduce that strain. You create space to think clearly, act decisively, and focus on the areas of the business that actually require your input.

Because running a business will always involve decision-making. The difference is whether your energy is being spent on the decisions that matter, or diluted across the ones that don't.

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**the way to get
started is to
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AND
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