

focus: small business Marv \iint DiPaolo

Set definite goals to avoid burn-out

The term burnout represents a newly coined phrase that has taken the modern business world by surptise in recent years. In the past, individuals suffering from the past, and the past, individuals with the past, ind

self-help exercises and sources of axissiance. To start, setting realistic goals that can be accomplished over a specific time frame is crucial. It accomplishes absolutely nothing to work at your business 12 hours a day if you believe it isn't getting you anywher, your spouse is un-happy and your family never sees you.

you. assist with personal and pro-fessional goal setting. I recom-mend dig Ziglar's audio tape cas-sette series, "Goals." The tapes are available at major public lithraries or can be found at local book stores.

IT IS also important to re-evalu-

ate your work situation. Can you tet up a little and still do an excelent job? Can you better delegate your responsibilities? Too many business owners and managers have the attitude that unless they do the job themselves, it won't be done properly. This philosophy not only breeds burnout, but it communicates to employees and others that they are incapable of handling new personal or professional challenges.

He-evaluating your lifestyle will help determine if you work to avoid or Invite stress into your life. Are you overweight? Do you take at least 30 minutes a day for uninterrupted relaxation? Do you required to the proportion of th

taxation and stress-reduction tech-niques.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm.

datebook

• WOMEN BUSINESS
OWNERS
TBursday, Dec. 14 — "Women in Politics: What Happens When Public Polity is Made in the Men's Hoom' presented at 5:30 p.m. at the Recess Club in Detroit. Non-member fee: 330. Information: Martha Kemmer, 651-8270.

● CAREER WOMEN

Thursday, Dec. 14 — National Association of Career Women — Metro Detroit Chapter meets 11:30 a.m. to 1:30 p.m. at the Ramada Inn in Southfield. Non-member fee: \$20. Information: 471-5171.

Dearborn, Information: 964-4000,

LOGISTICS MANAGEMENT Thursday, Dec. 14 — Eastern Mi-chighan Roundtable of the Council of Logistics Management meets at 1130 a.m. at the Days Inn Southfield convention center, 1701? W. Nine Mile. Information: Dean J. Hill, 442-609.

• HISPANIC ALLIANCE
Thursday, Dec. 14 — Hispanic
Business Alliance meets 6-9 p.m. at
25840 Catalina Drive, Southfield, Information: Mariano Pallares, 3530366.

national luncheon begins at 11:30 a.m. at the Townsend Hotel in down-town Birmingham. Fashlon show by Jacobson's, Information: Ann Dickin-

son, 549-8558.

GIVENS ORGANIZATION

wednesday, Dec. 20 — Local chapter of Charles J. Givens Organi-zation meets at 6 p.m. at the Rama-da Inn, Telegraph one-half mile south of 12 Mile. Information: Greg Adalr, 421-6915.

THE

County Chapter of the National Association of Accountants meets at 8 p.m. at Meadow Brook Hall, Oakland University, Rochester. Topic: "Cashless Economy." Information: 927-

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entertainment.

zation meets at 6 p.m. at the Ramada Inn, Telegraph one-half miseuth of 12 Mile. Information: Greg Adalr, 421-6915.

• ACCOUNTANTS

ASSOCIATION

Thursday, Dec. 21 — Oakland

Thursday, Dec. 21 — Oakland

370-3120.

PROFESSIONAL SECRETARIES Saturday, Dec. 16 — Detroit Chapter of Professional Secretaries Inter- BUILDING OWNERS Thursday, Dec. 14 — Building Owners and Managers Association of Metro Detroit meets at 11:30 a.m. in Dec. 24 Christmas wishes Beautiful come true Long Haired Natural at . . Beaver Jackets as \$ 1,597 United quantities & sizes A Fur From Dittrichs Feels Like Being Home For Christmas . . Wonderful

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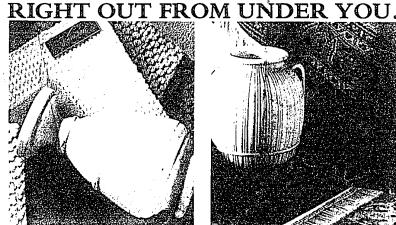
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