

**Workshop Title:**

Business Skills & Smart Habits

**Speakers:**

Michelle Wolf

**Executive Summary:**

Speaker gave a number of business guidelines and habits that have led to success in her business experience as well as others business experiences. Thinking like an entrepreneur, cultivating a winning business mindset, planning for success, good time management, work-life balance (especially in seasonal businesses), the importance of vocational renewal and many other skills and habits were address that can greatly increase one's success in the business field or the farmers' market.

**Main Notes:**

- Business skills and smart habits for growing a successful business or farmers' market
- Big picture thinking
- Cultivating a winning business mindset
- Integration
- Using personal development to benefit entrepreneurial skills
- Thinking like an entrepreneur
- Local food movement
- Use planning, budgeting, they are innovative, take some risks, make money, follow trends (gluten free, microbrewery, etc.), develop loyal clientele

- Repeat loyal customers bring people to you, give you more money (marketing and vendor)
- Focused on the bottom line – this is what makes it a business rather than a hobby
- Planning for success
- 50% Core offering (growing, making, etc.)
- 25% Marketing
- 15% Admin (paper work)
- 10% Planning
- Understanding the difference between a hobby and a business
- Mindset is the difference – profit must be made in a business to be considered an actual business
- Good time management ideas and prioritizing
- What we are not good at and then find people who are good at those who could help
- Do things that you are naturally good at
- Work-life balance in seasonal businesses
- Fill out a broader calendar – preservatives, freezing, season extenders
- Shift the calendar
- Do less – is scaling-down a more profitable option? (Upkeep of equipment, employees, etc.)
- When is enough? Try to understand where that is and take that freedom; don't take on more than you can

- Take moments when they come despite living in a seasonal business – tomorrow is not the answer.
- Speaker's experience
- Prioritizing records and paper trails – transparent and sharable work is valuable
- Working from home – blessing or burden?
- It depends on the person
- It is challenging – for the majority, a lot of the benefits are the major challenges (managing the schedule, making the decisions, setting hours, employee work, etc.)
- Not perfect, messiness does not mean that there is no productivity
- Have separate areas – personal from work
- Building healthy work habits
- Everybody has habits that are unique to each individual
- Ex. Stop and eat lunch to break up stressful work day
- Vocational renewal
- Actively examining our work experience to draw meaning
- What was that original calling? Keep that sense of purpose to maintain your sense of wellbeing
- It helps other people/your organization by your renewal
- It is NOT a luxury or indulgence – it is a tool to maintain a successful business