

Here are three worthwhile New Year's resolutions and tips for how you can achieve them:

1. Delegate more



To make this goal realistic, consider what you're spending your time on and eliminate the tasks that are time consuming but not business building. Also consider delegating duties that help build the business but might not be the best use of your time, like customer support. For example, when we started our Web Agency, my brother and I were the sales team, and we serviced all existing accounts while acquiring new business. That made sense for the first year. But when it got to the point where servicing accounts began to take up so much time that it got in the way of bringing in new clients, we knew it was time to hire an assistant and now we have a professionals Team to assist us.

2. Improve work-life balance



The key when setting this as a goal for the new year is doing so in a way that's both realistic and productive. Again, young entrepreneurs shouldn't have an expectation of a true 50/50 balance. It's pretty hard to build a successful business that way. But it's also important that you don't kill yourself in the process. So set up resolutions that free up time without losing momentum or productivity. Try hiring a freelancer at strategic times of the year to help alleviate some of the pressure, for instance. Also, evaluate the effectiveness of what you're doing. Is the time you're spending on social media, networking events and conferences actually resulting in new business?

3. Streamline processes



In all of our businesses, we've always been fanatical about evaluating how we do everything and making improvements on the spot whenever possible. There's always room for improvement, and you'll never survive if you aren't flexible enough to change with the market and constantly develop as a company. The key to success for this resolution is to make it about developing a company culture around the idea that we're always looking for the best, most efficient, most productive approach -- even if we've been doing it the same way for 20 years, it's time to think it differently.