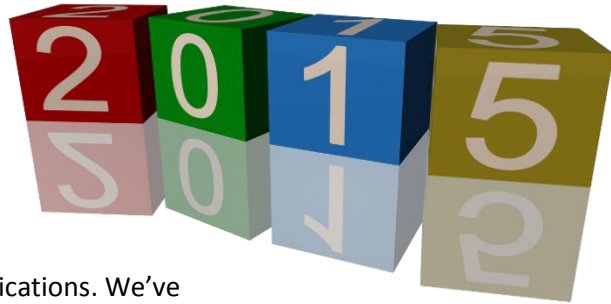


5 Goals for 2015

I don't believe in New Year's resolutions if only for the simple fact that they are often short-sighted and short-lived. However, I do believe that the New Year offers an opportunity to review and evaluate the past year and revise or create new goals for the upcoming year.



It has been a busy year here at Corporate Communications. We've partnered with [many new businesses](#) to build websites and interactive applications, design collateral pieces, develop branding, assist in marketing, and more. We've had a lot of fun coming up with new and unique ideas and delving into new markets.

So, in the spirit of the New Year and new beginnings, following are five goals we've identified to continue to work toward in 2015. Though the details are unique to us, the themes are universal and can be carried over to virtually any business.

Take time.

Take care of yourself so you can better take care of others – isn't there a saying like that? In an agency environment, we are often so busy working with existing clients and on new projects that our own initiatives often get put on the back burner. This past year we've tried to make more of an effort to take some time for ourselves and be [more active in blogging](#) and on social media to ultimately provide more information and resources to our clients. We plan to carry those efforts and increase them in 2015!

Share more.

We want our clients to be successful. Our agency is home to a group of folks with a wide range of abilities and expertise that can provide useful tips and ideas for growing your business. In 2014, we've been making an effort to share this insight through our blog and through social media. We plan to continue to do this and more as we move into 2015. Knowledge is power and our hope is that we can provide you with tools to help you market your business online and off. If there is a particular topic you'd like to learn more about, [let us know!](#)

Build relationships.

Many of our existing clients have been working with us for years. We want to take those relationships, and new relationships to a new level. For a marketing or advertising campaign to be successful, it is important to have continued communication and on-going dialogue. This past year, we've had more clients sign on to our [Partner Program](#), allowing us to form true partnerships. We hope to continue this trend in 2015 and build upon existing relationships as well as to create new ones.

Stay active.

A body in motion tends to stay in motion... [according to Newton](#). As referred to in our "take time" and

“share more” goals, we’ve made a conscious effort to be more active in our own communication efforts. We plan to continue this and build upon it as we move into 2015.

Try new things.

Old habits die hard - another common saying. Many times when you’re busy, you stick with what you know best. In 2014 we’ve been making an effort to explore new areas of service, work within new markets, and partner with our existing clients and new clients on new and innovative projects. We plan to continue this in 2015 with existing projects and in working on new projects throughout the year.

What about you? Have you looked back at the past year and taken stock in successes and lessons learned? What are some of your goals for 2015?

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