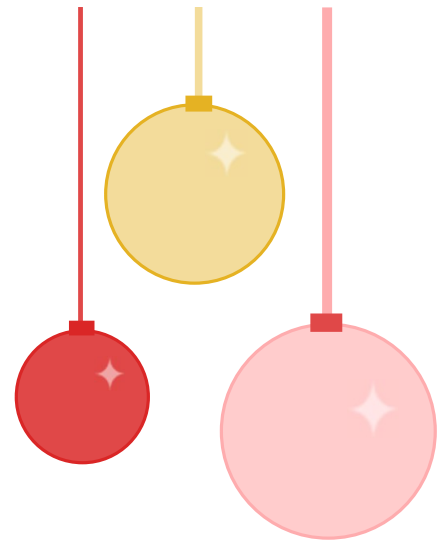


Once again, our  
predictions for 2021  
were off target!



**ROWDENS**  
CHARTERED ACCOUNTANTS

After another year of  
Zoom meetings...

**Happy ✨  
Holidays  
(finally!)**



**It's been 'accrual' world...**

...nothing has gone to plan in 2021 so  
let's redefine what success looks like!

## **For you**

[ hours, role, drawings, holidays ]



## **For your business**

[ sales, cashflow, growth, business plan ]

## **For your team**

[ culture, flexibility, salary  
progression, perks ]



**You may not feel like you've had much  
success - so focus on what you can control.**

Are you one of the few who didn't purchase either a  
puppy, a jet ski, or an air fryer? Take that as a win!

Take a moment to review your year.

Document the positives.

Record improvement opportunities.

**Wherever there is  
change, and wherever  
there is uncertainty,  
there is opportunity.**

- Mark Cuban

”

## What success do you want in 2022?

1. Pick three definitions of success.
2. Write them on a piece of paper.
3. Describe the current roadblocks.
4. Brainstorm how you intend to overcome them.

**Put your answers somewhere safe - for later.**

# TIME FREEDOM



## HOW TO BOOST HAPPY BRAIN CHEMICALS

### SEROTONIN

The Mood Stabiliser

- Sun exposure
- Mindfulness
- Nature walks



### OXYTOCIN

The Love Hormone

- Socialise
- Physical touch
- Pet an animal



### DOPAMINE

The Reward Chemical

- Food
- Achievement
- Sleep



### ENDORPHIN

The Pain Killer

- Laugh
- Exercise
- Listen to music



Making time for these activities will pay off in your business and beyond.

Habit will sustain you whether you're inspired or not.

- Octavia Butler

”

If we're happier, we're more focused & productive.



## When you're done doing what's good for you, here's 10 TV series to binge:

1. Ted Lasso.
2. Mare of Easttown.
3. The Flight Attendant.
4. Sex Education.
5. The Billion-dollar Code.
6. The Undoing.
7. Clickbait.
8. Vigil.
9. Maid.
10. Squid Game.



## Or, check out these apps to keep your brain sharp.

1. Happify - overcome negative thoughts and life's challenges.
2. Duolingo - learn a new language.
3. Balance - meditate to improve sleep and reduce stress.
4. Lumosity - strengthening brain training games.
5. Ten Percent Happier - meditations, stories and inspiration.
6. TED - learn from world-class thinkers.
7. Fit Brains Trainer - improve memory and concentration.
8. Mnemonist - improve memorisation skills.
9. edX - expand your knowledge.
10. Words With Friends - play with others to build vocabulary.

**Time you enjoy wasting is not wasted.**

- John Lennon ✨

”



# MIND FREEDOM

**If 2021 was a cocktail  
it would be a...**

## **Salty Dog**

---

### INGREDIENTS

150ml grapefruit juice

45 ml vodka

Coarse sea salt

Ice

Sliced grapefruit to garnish



**You're not  
drinking  
alone if your  
dog is home.**

1. Place salt on a small plate. Moisten the rim of the glass with a grapefruit slice and dip rim in salt!
2. Fill glass with ice.
3. Shake grapefruit juice and vodka until combined. Pour into glass and garnish with grapefruit slice.

# FINANCIAL FREEDOM



Step 1: Review your personal budget and identify areas to trim.

Step 2: Determine how much you *really* need from your business.

Step 3: Refine your processes to ensure you get paid faster.

Step 4: Review and minimise expenses.

Step 5: Make it through the year with less financial stress.

BUDGET: A  
mathematical  
confirmation of your  
suspicions.  
- A.A. Latimer



## Need help?

We have a free personal budget template & other resources that can help.

**Revel in the joy achieved by spending money on things that make you happy.**

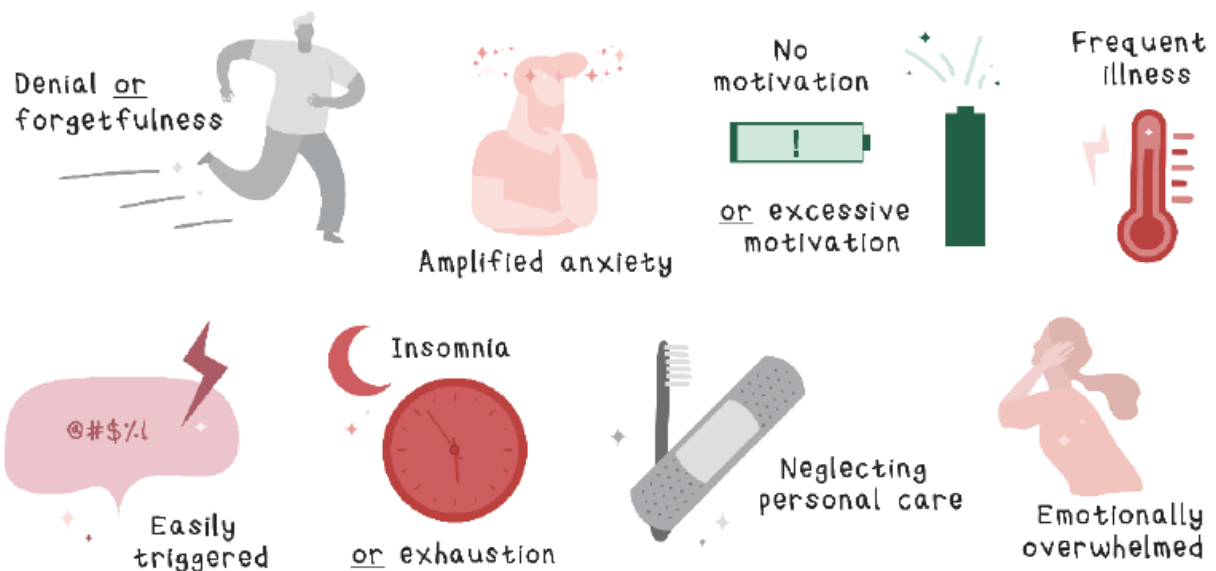


**Just know the point at which more of the thing doesn't make you any happier...**

Do 5 pairs of new shoes make you happier than 2?

For some, spreading positivity and kindness in '21, has come at the expense of personal wellbeing.

## Burn out can look like...



Reading (and addressing) the signs before you hit rock bottom can help you maintain financial freedom.

**BURNOUT  
HAPPENS WHEN  
YOU AVOID BEING  
HUMAN FOR TOO  
LONG.**

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LONG.**





**ROWDENS**  
CHARTERED ACCOUNTANTS



**HERE'S TO  
2022!**



**From us to you, stay safe, prioritise  
yourself, and have a deserved break!**



**No promises but  
WE'RE FORECASTING  
SUCCESS.**