

[Time to Clear Out Those Mental Files!](#)

Posted January 14, 2011 by Rene' Street, Executive Director of the American Business Women's Association
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I hope that 2011 will bring you hope for an improving economy and with it success in your own business and/or workplace. While the economic indicators that we use to define the economy seem to be inching in the right direction, we all know that on Main Street the effects of the recession are still being felt in every aspect of our daily lives.

It's tiresome to continually preface my remarks with phrases such as "in the down economy...", or "until conditions improve...", etc. For that, I apologize. But it is times like these that test our resolve as business people and force us to seek new and creative ways to build our businesses and plan for the future. All of us, including the team at ABWA National Headquarters, are doing the things that business owners must; focusing on goals vs. the obstacles in our path. Of course, that is always easier said than done!



Case in point. In December, we relocated ABWA's National Headquarters to a smaller yet highly efficient footprint. The task of sifting through the sea of files, archives and storage was at times overwhelming. To make the job easier (wink, wink), we agreed to a simple yet effective process. Before packing any item, we asked ourselves, "Will this blah, blah, blah support us in achieving our goals? Help me perform my job better? Perpetuate the growth of the Association?" If the answer was "No" – the item was tossed - no questions asked. In the past 2 months, not only did we manage to clear out the "stuff" that was weighing us down, we kept ABWA's mission, vision and values within our line of site and found a few hidden treasures along the way.



The new bricks and mortar setting for ABWA's new National Headquarters is a convenient metaphor for what we must all do from time to time – This year, consider clearing out your mental files and toss out those outdated ideas that are weighing you down, holding you back from achieving your goals - and replace them with all of the opportunities that are waiting for you today and tomorrow in ABWA;

- Business experts with whom you can network and obtain feedback
- 17 online business and market relevant courses available in ABWA's Women's Instructional Network
- Leadership
- Recognition
- Networking
- Life long relationships with people who care about you!

Wishing you the best in 2011,

Rene'