

LIGHTING THE WAY: BUSINESS INSIGHTS



Lighting the Way: Business Insights – February

As businesses across Tamworth return to full momentum after the summer period, February is an ideal time to pause, reflect and reset. This month's Business Insights highlight a small number of practical considerations to support forward planning, confidence and good business practice as the year unfolds.

These insights touch on areas such as revisiting business priorities, taking stock of cash flow, re-engaging with customers, investing in capability, strengthening local connections, checking in with teams, and looking ahead to the year beyond the immediate month.

The information shared is general in nature and intended to prompt reflection and conversation rather than provide specific advice. Businesses are encouraged to consider what is most relevant to their own circumstances and seek independent advice where appropriate.

Revisit Your Business Priorities

February is an ideal time to reassess where your focus is best placed.

Consider:

- What are your top three priorities for the next 90 days?
- Are your current activities aligned with those priorities?
- What can be simplified or deferred to reduce pressure?

Take Stock of Cash Flow

After the summer trading period, reviewing your financial position can provide clarity and confidence.

Consider:

- Reviewing income and expenses from recent months
- Identifying upcoming costs and obligations
- Following up any outstanding invoices or payments

Re-engage with Customers

With the new year underway, many customers are also refocusing their attention.

Consider:

- Reconnecting with existing customers or clients
- Refreshing marketing messages or promotions
- Highlighting what's ahead for your business in the coming months

Invest in Capability Early

Building skills and capability early in the year can deliver long-term benefits.

Consider:

- Identifying one capability or skill to strengthen in 2026
- Planning professional development or training in advance
- Having early conversations with staff about learning goals

Strengthen Local Connections

Strong relationships contribute to resilient businesses and communities.

Consider:

- Attending a local networking or Chamber event
- Reconnecting with suppliers or partners
- Exploring opportunities to collaborate or trade locally
- Join your local business chamber

Check in with Your Team

February is a good opportunity to set expectations and reconnect after the holiday period.

Consider:

- Checking in on workloads and priorities
- Clarifying goals for the months ahead
- Acknowledging effort and contributions

Look Ahead to the Year

Taking a longer-term view can help avoid reactive decision-making.

Consider:

- Mapping out key business dates for the year
- Planning marketing or promotional activity in advance
- Reflecting on what growth and success look like for your business in 2026

Disclaimer: The information shared in this section is general in nature and provided for awareness only. It does not constitute professional, financial or legal advice. Businesses are encouraged to seek independent advice relevant to their individual circumstances.