

123Employee Responds to Reports of Small Business Confidence Reaching Lowest Level in Two Years

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On February 9, 2016, The National Federation of Independent Business reported that in January, its Small Business Optimism Index fell 1.3 points to 93.9. This is the weakest reading in 24 months.

Daven Michaels, CEO of virtual assistance company, 123Employee commented:

“After a tumultuous restructuring of the US economy, in 2014 small business owners began seeing the light at the end of the tunnel. For several years prior, loss had been lingering on almost every doorstep. Outlooks were bleak.”

Added Michaels, “The economy began to recover and with it everything shifted. We were facing a new economy and small business owners went with the flow.”

The NFIB report claimed that business owners' perceptions of business conditions over the last six months weakened as did their views of expected sales. These factors weigh in heavily when important growth-oriented decisions must be made.

123Employee agrees. Hiring new employees and expanding business operations are decisions made when owners feel confident with those types of investments. Wise businesspeople don't just infuse their businesses with cash unless they see the value in doing so. Cash flow is still tight for many people so when confidence is low, spending is low.

“Low levels of confidence and the decisions that go with it have a direct impact on economic growth,” says Michaels. “123Employee serves many of these businesses through our virtual assistance programs. Lesser commitment means less risk. Also, by handing off operational tasks to a VA, business owners are freed to work on income generation to build cash flow and expand their businesses.”

Confidence is an important element of growing a business. Small business owners benefit by the comradery

of others like themselves. 123Employee urges networking and social media marketing, both of which are inexpensive and in some cases free. Both can offer tremendous value to small business owners.

To learn more about how your business can be impacted by virtual assistance, contact 123Employee. They're happy to answer your questions.

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