

123Employee Questions Projections of Small Business Confidence Reaching Low levels in 2016

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"Is small business confidence beginning a significant descent in 2016, or are statistics being misread to appear that way?" 123Employee poses this question in light of recent reports that once-optimistic businesspeople are uncertain about the economy.

On Tuesday the National Federation of Independent Business reported that in January its Small Business Optimism Index fell 1.3 points to 93.9. That's lower than it's been in in two years.

What it means could be a lot, according to 123Employee CEO Daven Michaels. His company provides virtual assistance for businesses of any size, though the majority of their clientele is comprised of small business owners.

When asked about his viewpoint, Michaels explains, "Confidence is a critical factor when it comes to decision-making. This is especially true for small businesses, who have less wiggle-room than large corporations. One bad decision can put a business in jeopardy?sometimes to the extent they are unable to recover."

Some of the determinants Michaels speaks of are decisions to purchase inventory or expand business operations. A common concern of many 123Employee clients is the decision to hire staff.

123Employee offers low risk solutions by providing virtual assistance in lieu of hiring staff. Business owners may contract with a virtual assistant (VA) for such things as off-site task management, call room services, appointment setting and project management.

Michaels questions whether part of what appears to be low levels of confidence might actually be attributed to other dynamics. "Cash flow is often an issue for many businesses. A bleak outlook on the future economy may cause owners to clutch their purse strings a little tighter. 123Employee creates a low cost buffer, freeing business owners to work on business building by delegating tasks to a qualified VA."

The question remains: "Do small business owners lack confidence and if so, in what? Does the present economy worry them? Are threats of another recession looming? Or have we learned something from our past mistakes and decided that instead of going all-in, to proceed with caution?"

123Employee believes that although small business owners should consider reports such as that of The National Federation of Independent Business, future economic growth would best served by wise decision making and a positive attitude. A bright future lies ahead.

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