



How to Protect Your Peace During the Busiest Season in Business



With the holiday season approaching with the speed of a bullet train (holiday prep, year-end sales pushes, family gatherings, budget reviews, etc.), it's no surprise many of us feel our blood pressure and tension rise, while our patience comes crashing down. While this season is one of the most exciting of the year, it brings lots of extra stress.

But what if some of that stress was unavoidable?

Maybe we can't keep that troublesome relative away but we can borrow wisdom from the minimalist movement and writer Joshua Becker's article, "The Stress We Needlessly Bring into Our Lives."

Here are four practical reframes you can share with your team and apply to your own workflow, designed specifically for business juggling multiple moving parts in busy months ahead.

1. Stop Comparing—Start Aligning

It's tempting to look at other businesses and feel like you're falling behind. Maybe their social media looks polished, their storefront's decorated like a movie set, or their sales numbers seem untouchable.

But comparison steals focus.

Your business has its own rhythm, audience, and goals. Instead of chasing what others are doing, take stock of what's working for *you*. Consistency and authenticity will always outlast temporary trends.

2. Simplify Your Season

Overcommitment is one of the biggest stress traps. For business owners, that often means piling on extra promotions, extending hours you can't sustain, or saying yes to every collaboration that comes along.

You might be busy and pulled in many directions but it's unlikely you'll feel accomplished if you overcommit yourself to trying to do it all at the same time. Imagine if you wanted to paint your entire house. If every day you woke up and painted a different area for one hour, it would be a very long time before the house would feel complete. At the end of a month, you will have put in 30 or so hours in painting but you may not even have an entire room finished. You'll feel depleted and dissatisfied even though you spent a month working on it.

This year, try doing fewer things better. Focus your efforts on what brings in customers or builds lasting relationships. Simplifying isn't a step back; it's a strategy for quality and control and doing more of what works, not more of a little bit of everything.

3. Build Breathing Room Into Your Calendar

Every business has busy seasons, but nonstop hustle doesn't equal progress. Schedule short breaks or "quiet hours" each week to regroup, brainstorm, or catch up. You'll make better decisions when you're not rushing from one task to the next.

Encourage your employees to do the same. A calm, focused team provides better service and represents your business more positively, especially during the holidays, when stress levels tend to spill over.

4. Reevaluate Expectations

The pressure to please customers, employees, and family can quickly become overwhelming. But not every long-standing tradition or offer is worth the toll it takes.

If a particular sale or event no longer delivers value, it's okay to let it go or reinvent it. Communicate changes early and clearly, and most customers will understand. When expectations are realistic, everyone wins.

5. Redefine Success for the Season

This time of year, we tend to measure success by numbers—sales totals, event attendance, new clients. But remember, success also looks like closing the year without burnout, keeping your team motivated, or maintaining great customer experiences through the chaos.

As Becker notes, "We can't control everything. We can only control our choices." Choose the ones that keep you steady, clear-minded, and ready for what's next.

Running a business is demanding, and the holidays only amplify that reality. As your Chamber, we encourage you to slow down where you can, focus on what truly matters, and give yourself credit for how far you've come.

You've built something worth protecting—your time, your team, and your wellbeing included. As we move into the holiday season, we're here to support your continued success, one thoughtful choice at a time. Let us know how we can help.