# Strategies for entrepreneurs to thrive in a changing landscape



The U.S. Chamber of Commerce has indicated a promising outlook for entrepreneurship as the new year approaches, with insights from a recent Intuit QuickBooks survey revealing that over 54% of respondents expressed a desire to start a new business by 2025. This optimism comes amidst ongoing challenges stemming from shifting political and economic conditions, yet many entrepreneurs are emerging with innovative ideas to redefine business operations.

Amidst this backdrop, a number of strategies have been recommended for both prospective and established small business owners seeking to capitalise on the evolving landscape. Key strategies include:

**Building Professional Partnerships with DEI in Mind**  
Leigh Higginbotham Butler, CEO and Founder of Akina, emphasised the importance of forging partnerships with organisations that prioritise diversity, equity, and inclusion (DEI). "By collaborating with forward-thinking companies and leveraging our culturally competent AI systems, we’ll unlock new markets and amplify our social impact," said Butler, highlighting the role of innovation and purpose in driving business growth.

**Creating Scalable Systems Internally**  
Mary Hagen, CEO of Colossal, noted that enhancing internal capabilities through software is crucial for scaling success. "Leveraging software to open up bandwidth and increase efficiency is anticipated to have a two- to three-times impact on the business without increasing our payroll," she stated, indicating a significant focus on internal strategy as a growth mechanism.

**Identifying Growth Opportunities Within Existing Contracts**  
Jim Camp Jr., Co-Owner and Coach at Camp Negotiations, advocates for small business leaders to consider renegotiating current contracts when market data supports potential changes. "Attempting to respectfully engage in a revised business deal will never hurt the relationship," he explained, indicating that such negotiations can lead to beneficial outcomes.

**Investing in Generative AI**  
Bob Spoerl, Owner and CEO of Bear Icebox Communications, expressed a continuous interest in integrating generative AI with human connection. "We’re focused on learning how new AI tools can help our team focus on what matters the most: delivering strategic advice, insights, and results for our clients," he conveyed, illustrating a blend of technology with personal engagement.

**Improving the Customer Experience and Value**  
Rob Scott, Co-Founder and Chief Innovator at Monjur, outlined the significance of investing in customer experience as a method to enhance brand loyalty. "We are significantly increasing our [customer experience] investment in both technology and people to increase our responsiveness," Scott noted, reinforcing the role of customer satisfaction in revenue generation.

**Focusing on Employee Investments**  
Charlie Carroll, Owner of Table33, highlighted the importance of nurturing employee engagement. "Engaged, happy employees are the driving force behind everything we do," Carroll stated, advocating for a workplace environment that values and connects employees to a larger mission.

**Direct Outreach Expansion**  
Sagnik Roy, Senior Vice President of Times Internet, advocates for a proactive engagement model to expand into North America, particularly focusing on the South Asian diaspora audience. "One key strategy is shifting from a reactive, inbound approach to a more proactive engagement model," Roy remarked, emphasising the need for direct outreach.

**Growing Email Subscriber Lists**  
Leo Ye, Founder and CEO of CUBO, suggested that businesses should expand their email subscriber base to enhance audience engagement. "Growing your email subscriber base … lessens your dependency on traditional marketing channels," Ye explained, proposing a tailored approach to customer interaction.

**Concentration on Client Retention**  
Kelley Van Boxmeer, Co-Founder and CEO of Motion Invest, noted that retaining customers can be more efficient than acquiring new ones. "If you have an integrated CRM and marketing automation system, that enables you to provide a memorable and beneficial customer experience," she said, highlighting the efficiency of client retention strategies.

**Building a Strong Referral Network**  
Brett Prentiss, Co-Founder of Instinct Marketing, advocated for establishing referral networks to motivate employees and customers. "You can … [build a network] by working with the biggest supporters of your company," Prentiss suggested, reinforcing the power of word-of-mouth marketing.

**Adapting Marketing Strategies Based on ROI**  
Jay Soni, Founder of Yorkshire Fabric Shop, advised businesses to evaluate the effectiveness of their marketing campaigns. "You may assess the ROI when you’ve established your budget," he stated, promoting a strategic approach to marketing investment.

**Automating Time-Consuming Processes**  
Kevin Holmes, Founder of Hairbro, discussed how automation can streamline business operations. "Automation can increase data entry accuracy while freeing up your employees to work on more crucial tasks," Holmes explained, indicating the operational benefits of adopting technology.

**Introducing New Offerings**  
Chelsea Clarke, Founder of HerPaperRoute, highlighted the importance of keeping customers engaged through new offerings. "When someone feels truly supported by one of your offerings, they’re likely to invest in another one," she explained, suggesting that variety and engagement are crucial for customer retention.

**Utilising AI and Machine Learning Tools**  
Martha Carlin, Co-Founder and CEO of The BioCollective, advised small businesses to embrace technology solutions for procedural efficiency. "You need a solid platform to organise communications among employees and foster teamwork," she emphasised, recommending platforms like Trello and Airtable.

**Competing Locally**  
Justin Silverman, Founder and CEO of Merchynt, suggested that small businesses leverage free tools such as a Google Business profile to enhance visibility against larger competitors. "Ninety percent of people search online for a business near them," Silverman noted, underscoring the importance of strong local presence in customer acquisition.

**Establishing Credibility with Video Content**  
Edward Mellett, Director at WikiJob, explained that video content is essential for brand awareness. "Video is your hidden weapon for establishing brand authority and enhancing SEO," he stated, promoting video as an effective marketing strategy.

These insights reflect a collective understanding among entrepreneurs on how to navigate a changing business landscape while building effective growth strategies as we approach 2025.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://home.treasury.gov/news/featured-stories/small-business-and-entrepreneurship-in-the-post-covid-expansion> - This URL supports the surge in entrepreneurship and small business growth in the post-COVID era, highlighting their significant role in job creation and economic expansion.
* <https://www.uschamber.com/small-business/small-business-weekly-forecast> - This URL provides insights into small business outlooks for 2025, including expectations for revenue growth and challenges such as workforce shortages.
* <https://www.shopify.com/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell> - This URL offers strategies for improving customer engagement and marketing, which aligns with the emphasis on enhancing customer experience and value in the article.
* <https://www.scribbr.com/plagiarism/how-to-avoid-plagiarism/> - This URL is not directly related to the article's content but provides general guidance on maintaining originality and avoiding plagiarism in writing.
* <https://www.intuit.com/> - This URL could provide information on Intuit QuickBooks surveys and insights related to small business trends, though specific survey results are not directly linked.
* <https://www.akina.io/> - This URL relates to Akina, a company mentioned in the context of DEI partnerships, though it does not directly support the specific quotation or claim.
* <https://www.colossal.com/> - This URL is associated with Colossal, a company referenced in discussions about scaling business operations through software.
* <https://www.campnegotiations.com/> - This URL pertains to Camp Negotiations, which is mentioned in the context of renegotiating contracts for business growth.
* <https://www.bearicebox.com/> - This URL relates to Bear Icebox Communications, a company noted for integrating generative AI with human connection.