

## 'Don't set a New Years resolution, change your mindset' says Syrac Inspirations

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With the New Year in full swing, many people are beginning to think about changes they want to make in their life in 2016, and are starting to make New Year's resolutions. Sheffield based sales and marketing firm [Syrac Inspirations](http://www.syracinspirations.com/), have claimed people need to change their mindset rather than setting New Year's resolutions.

About Syrac Inspirations: <http://www.syracinspirations.com/>

Every year people use the New Year as a time to make changes in their life and they believe a way to assist with those changes is to make New Year's resolutions. However a large majority of people don't follow through on those changes, and Syrac Inspirations have outlined 3 main reasons why.

### 1. The timing is wrong

After the holidays, it's back to the harsh realities again and the bleak winter months with summer a whole 6 months away. January is not exactly an inspiring time to be making important decisions but most importantly, big decisions shouldn't be left to one single day.

### 2. Decisions are based on assumptions

When New Year's resolutions become a topic of discussion, there are three main activities that are associated with the practice: stop smoking, start exercising and eat healthily. These 3 activities are what people look to when making New Year's resolutions and therefore often decisions are based on assumptions of what people believe they should be doing rather than what someone really wants to do.

### 3. No motivation or commitment

Research shows that over a third of resolutions aren't continued after January, and over three quarters are abandoned soon after. At Syrac Inspirations they believe the reason for this is a lack of commitment. The problem is more often than not, resolutions lack a foundation of meaning and personal relevance and therefore motivation weans and the resolutions fall by the wayside.

At Syrac Inspirations they believe that New Year's resolutions set people up for failure and that in order to follow through on their goals it requires a shift in their mind-set. "Success starts in the mind. It takes a definite shift in the way someone thinks in order to work towards a goal and ultimately achieve success," said a representative for Syrac Inspirations. The firm regularly run seminars and workshops to help their contractors learn how to set and achieve goals.

Syrac Inspirations is a dynamic sales and marketing firm based in Sheffield. The firm works with a range of clients to devise unique marketing campaigns with brand awareness and customer satisfaction in mind. Each marketing campaign will guarantee a personalised service to customers, which in turn increases consumer satisfaction and overall levels of customer service.

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