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## Why Your New Year's Business Resolutions Aren't Going to Work

**OTTAWA, ON** – November 25, 2014 – Did 2014 turn out the way you expected? Think about the promises you made to yourself ... to your business. Like so many, you may have started the New Year with the best of intentions, but somehow, bit by bit, you slipped back into your old habits, only for those broken resolutions to end up painful reminders of what you failed to achieve.

The reason most planning fails is because it doesn't tap into something deep enough. For the vast majority, goal setting is a futile exercise that's far too short-sighted and far too shallow. A recent survey revealed that a full 11% of respondents had stopped pursuing their resolutions by the end of the first week of January, and nearly 68% of people surveyed had abandoned them before the end of the month. If you're going to resolve to do something you need to change your habits and you need to dig deep:

- Get clear with your intention
- Identify the underlying issues
- Deal with the real problem
- Be accountable to someone

On December 4, 2014, Rhapsody Strategies will launch the first program in their new Accelerator Series; the 2015 Impact Accelerator. The program was developed to help business leaders and entrepreneurs dig into those key areas and tackle the necessary issues to achieve success in 2015.

The 2015 Impact Accelerator is not your average goal setting seminar, but a day spent with other game-changing business leaders and entrepreneurs who want to write their epic story in the New Year. Goals just aren't enough. The Accelerator Series is designed to tap into what really matters in your life and business, to get you ready to chart a new course and make 2015 your banner year.

"Real, lasting change cannot be achieved in isolation. You need to build a team around you that will support you on your path to success," says Eric Deschamps, General Manager and Lead Coach at Rhapsody Strategies. "The 2015 Impact Accelerator is based on this principle. Don't travel the path alone. Do whatever it takes to make sure you don't end up becoming another statistic."

To register for the 2015 Impact Accelerator call 613-686-6352 or email [info@rhapsodystrategies.com](mailto:info@rhapsodystrategies.com). For more information on Rhapsody Strategies visit [RhapsodyStrategies.com](http://RhapsodyStrategies.com)

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[About Rhapsody Strategies:](#)

Rhapsody Strategies is a business accelerator firm that works with people and organizations who know they are meant for more, but are stuck and don't know how to reach the level of success they know they are capable of. Rhapsody Strategies is a team of experts that comes alongside you to get you to the next level, from business coaching, consulting, branding and marketing, to engaging and growing your market through social media. Our team knows you've got a story to tell and a purpose to fulfill.

Rhapsody Strategies was founded in June, 2014. They have offices in Ottawa, ON and Calgary, AB. Visit [RhapsodyStrategies.com](http://RhapsodyStrategies.com) for more information.