

INFOPAYS

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5 Mid-Year Shifts That Set Up a Stronger Second Half

We're halfway through the year—a perfect time to step back and evaluate your business. A quick review now can help identify opportunities, address challenges, and keep you on track for a strong finish.



Famous pivot stories are often failures but you don't need to fail before you pivot. All a pivot is is a change in strategy without a change in vision. Whenever entrepreneurs see a new way to achieve their vision – a way to be more successful – they have to remain nimble enough to take it. –Eric Ries

The 5 Strategic Shifts

1. Are you on track to meet your goals?

Review your sales, profitability, and key business metrics. If you're falling short, there's still plenty of time to adjust.

2. Which customers drive the most value?

Not all customers contribute equally. Focus on the clients, products, and services that generate the strongest returns.

3. Is your cash flow supporting growth?

Growth often requires additional working capital. Make sure your cash flow can support upcoming expenses, opportunities, and seasonal fluctuations.

4. Where can you improve efficiency?

Identify repetitive tasks or processes that could be streamlined through better systems, automation, or delegation.

5. What's your top priority for the rest of the year?

Choose one meaningful goal and create a plan to achieve it. Focused effort often delivers the best results.

The Do's & Don'ts of Mid-Year Checkup

✓ DO

- Review your financial performance year-to-date.
- Forecast cash flow for the next 60–90 days.
- Identify opportunities to improve efficiency.
- Celebrate successes and build on what's working.
- Set clear priorities for the remainder of the year.

✗ DON'T

- Wait until year-end to assess your business.
- Focus on revenue while overlooking profitability.
- Ignore overdue invoices or aging receivables.
- Continue inefficient processes out of habit.
- Try to tackle every challenge at once.

IPS TIP OF THE MONTH

Take a look at your accounts receivable aging reports this month. Unpaid invoices can put unnecessary strain on cash flow and limit your ability to invest in growth. Addressing payment delays early can make a significant difference.



How IPS Can Help

When cash flow gaps arise, waiting for customer payments isn't always the best option. IPS promptly pays business-to-business invoices, providing fast access to working capital so you can focus on running and growing your business.

Ask Yourself

What is the one improvement that would have the biggest impact on your business before year-end?

Created by the IPS Business Owner Success School (BOSS)