

Keynote Presentations

Are you looking for a Keynote Presenter for your association, conference or business meeting?

Check out my website for presentations that might meet your needs. This is not only for Colorado, but essentially anywhere in North America. I would love to present to your group. Give me a call for the fee structure and how to make this happen for your group.

Presentations include:

- Becoming a Person of Influence
- How to be In Business With People You Love - Without Hating Them
- Eating Frogs for Breakfast
- The Backpackers Guide to Business Success (NEW)
- If you Build it They Will Stay - Keys to a Winning Team
- and others.

Janna's Action in Business Radio Show



Dear Janna,

FEAR

**False Expectations Appearing Real
Forget Everything and Run
Face Everything and Rise**

Each of the above can be our reaction to FEAR. Often it saves our lives or keeps us from harm. When we are young (hopefully) we learned not to put our hand on a hot stove. That fear keeps us from getting hurt.

Yet, sometimes our fears keep us from moving forward. Fear of failure, fear of being embarrassed, fear of public speaking, fear of upsetting an employee, fear of holding them accountable, fear of scarcity... the list is long. Then there is the age old fear of spiders, unless you lived in my house growing up. My mom didn't like spiders and would vacuum them up. My dad and I would rescue them before she saw them and hide them in a plant (unless it was a black widow - those we killed).



How do you use your fears? Do you use them as a motivator to overcome and move forward?

Do you use them as an excuse to stay in your comfort zone? Do your fears hold others back? You are afraid of heights so you won't allow other family members to stand close to the edge? You are afraid of failure, so you won't allow your employees to take a risk? Yes, you see the potential for high rewards, yet, there is a high potential for failure as well.

Where we end up long term depends on how we challenge ourselves to face our every day fears. When I started to write, *The Family Business Book*, my fear was having the first person (outside my own family) read it. Would they like it? Did it make sense? Was it worth purchasing? If I had allowed my fears to control my actions, it wouldn't be published. The book wouldn't be helping family business owners look at their business in new ways and have new and different conversations with family members.

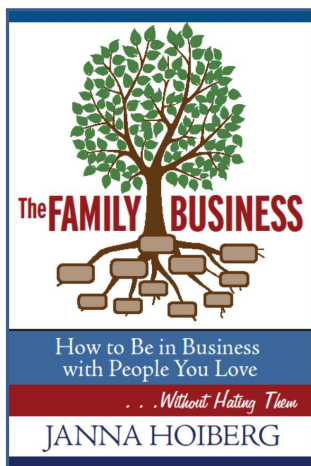


The Action in Business Radio show with Janna Hoiberg is all about providing clarity to business owners and helping them achieve their dreams!

There are so many great ways to support business. This is one of the fun ones!

To listen to our previous recordings, you can visit our archive at: [Action in Business Radio](#) !

"Changing the way You think about Business!"



The Family Business
How To Be in
Business with People
You Love...*Without
Hating Them*

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Now the idea for the second book has been born and is in the works. Are the fears there? Yes they are. Will I move through them? Absolutely. Will I breathe a sigh of relief after the first presentation on the topic (which is before the book is published) is done and I get feedback - absolutely.

Yet, even if I failed, I have learned a great deal on the journey. So what are your fears and how will you face them - starting today?

Janna Hoiberg

False Summits - This Isn't the Top?

Excerpt from

"The Backpackers Guide to Business Success", by Janna Hoiberg

When on the trail I am the one that looks *ahead*. I am always watching for what is next - looking at the scenery, taking pictures of the flowers. I love reaching the top. As I look ahead I see a crowd of people stopping. There is a flat spot and they are resting. I get excited - is this the top? Are we really there already? Now, if I have been checking my map, the compass and the GPS- I will know that we aren't there yet. Although all the signs confirm that the top hasn't been reached, my heart wishes I was there. I keep climbing until I reach the spot where everyone else has paused and I confirm again that, no, it isn't the top. There might be a view; yet I haven't really arrived.

The letdown is brief; the break is short and I continue the climb. When we are kids we start school at the bottom and, depending on the school, we reach the top at 5th grade only to start a new school. In 6th grade we are at the bottom again; the process repeats in high school, then college, then your first job, then your second job. At some point you keep looking out and wonder - is this truly the top and will I ever get there? If I arrive, how long will I stay?



So what is the top for you? Is it position, rank, salary, responsibility, leadership, respect, influence, impact? Have you defined the top? Have you determined how you define success? Do you know the next mountain you will climb?

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On the trail up a mountain there is a defined top, a marker or a spot where you can say you have arrived. In our business the top isn't as well defined. On the trail, I can have a brief moment of frustration - this isn't the top yet, but I know it is there and I know where I am going.

On our daily journey those false summits may not only be deceiving, they can be distracting from what is the real goal. False summits are also where people often turn back, they give up and they can't (or choose not to) go on. They don't realize that usually they are 80% of the way to the top.

False summits test our perseverance, desire to get ahead, and our endurance. They are a natural part of the mountain and a natural part of your career. The question is, what is your *attitude* when you reach them? Give up, turn around, or greet them with a smile and an attitude of let's get to the top?

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