



Dear Lisa,

We generally don't think about potholes--until we hit one. Then we're left to assess and repair the damages while wishing we'd taken a different road.

Have you spotted the potholes in your business, and are you taking steps to fix them? It could make all the difference.

Janna

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## ***We Have Potholes In The Business World, Too*** - By Janna Hoiberg

*This article recently appeared in the [Colorado Springs Business Journal](#) and can also be found on my website.*



Colorado Springs is a wonderful place to live. We have beauty all around us, weather that is fantastic, and residents who would never want to live elsewhere. As business owners, what more could we ask for as a foundation of the local economy?

While we love Colorado Springs, we have all felt the impact (literally) of potholes on our streets. Having lived in the pothole capital of the US--Boston--for many years, I never thought I would say Boston roads are in better shape than those in Colorado Springs. Yet they are.

As a community we have not taken care of our infrastructure (roads, storm water, etc.). There are many excuses. Yes, I did say excuses. The beauty of the local area is compromised by the effects of not caring for its physical foundation.

This concept also is true of business owners. We

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## **Navigation Tips**

[When Your To-Do List Is Running You](#)

Sound advice on the importance of taking a break for our sanity as well as our success.

[Small Business Advice: How To Attract and Retain Loyal Millennials](#)

The answer from this Washington Post article might surprise you.

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## **A Story of Hope**

One of the speakers at the recent NSA Conference was Immaculée Ilibagiza.

During the 1994 Rwandan genocide, Immaculée and seven other women spent 91 days hiding in the small bathroom of a local pastor.

She lost most of her family and was overcome with rage and resentment until she found another way.

It's worth a few minutes to check out her [inspirational story](#).

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want to live here, start businesses here, and retire here. Yet what have we learned from the lack of attention to the foundational infrastructure in the community that we can apply to our businesses? In other words, what potholes do you have in your business? How will those potholes affect you when business challenges storm against them?

Investment in our business is critical. Investment in our city is critical. Yes, it will cost us money. Yes, I expect the taxes will go up. To be clear, I don't like to spend money. I am, however, willing to invest money in building a stronger local business environment that reaches outside of our wonderful city. Investing is very different than spending. We must invest. Investing creates wealth; spending creates little.

Is the local business community investing in the creation of solid companies that can build wealth? Or are we building something that will fall apart the minute we as business owners stop propping it up? The terms "wealth," "creating," and "building" are not dirty words. Business owners have a responsibility to build a strong foundation in our companies, investing in the infrastructure of the company so it can withstand the storms of changing competition and economic uncertainty.

Building wealth is not just about more money but also includes the riches of having qualified employees and true leaders in our companies. It is a diverse business environment that makes other businesses want to move to Colorado Springs, not just for our natural beauty, but because the business community has learned how to build true wealth that comes from strong and resilient organizations, people, education, and leadership.

[Business owners](#), what are you truly doing with your time? Yes, you are busy, but are you busy doing the right things for your business? Too many business owners are spending too much time working on things that keep the business afloat. The business owner needs to stop doing the \$20 and \$30 and \$50 per hour jobs and start doing the jobs that few in the company can accomplish. What innovations, new technology, or new ways of looking at old problems can you generate? One idea from the owner can often generate tens of thousands of dollars for the company and the community. Those new ideas do not come when you are working ten-hour days on bookkeeping, purchasing, or customer service.

True wealth comes from leveraging your time to actually make new ideas happen. This doesn't necessarily mean revolutionizing your business the way Cirque Du Soleil did the circus, but key

## Keynote Presentations

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

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:

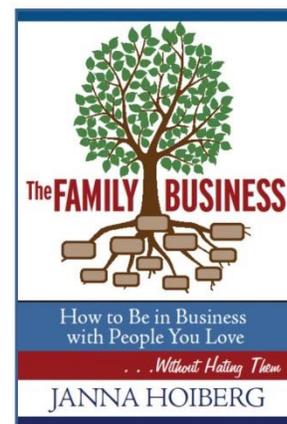
*Becoming a Person of Influence*

*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*



Click the image above to order Janna's latest book:

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

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results can come from continually stepping away, learning new concepts, implementing new ideas and strengthening the foundation of the business you have created.

Potholes on our roads come from harsh weather conditions, poor road maintenance, and improper road foundations. Potholes in business come from harsh economic conditions, poor investment in our business infrastructure, and inadequate business foundations.

What are you ready to invest in your business infrastructure to ensure potholes don't have a lasting effect on your business?

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## Stay Connected



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