



January 2015

Dear Janna,

Why are we, as a society, having such a hard time dreaming? As children, we dream on a regular basis. We fly, conquer the world, create imaginary friends, and plan to accomplish things never considered by anyone 20 years older. Then the aging process starts and conformity begins. We conform not only in our behavior (which is mostly good), but in our ability to dream. One by one, we are told (and often not outright), that our dreams are impossible. Our dreams are unreasonable, not possible, or even why would you ever try that - you might FAIL!

What this creates is a society of control freaks. These control freaks become business owners who want it done their way, as that way is the only right way. What they are losing is the ability to leverage the world to get things done for them. They don't hire for new ideas, they hire for fitting into the box the business owner created. The problem: business owner wealth creation is often best accomplished by people with the desire to dream in a world without boxes.

Dream without boxes - what does that mean? It means stepping out and doing things differently. A perfect example is Steve Jobs, he created something that was new and different that we didn't know we needed (actually we didn't), yet how many of us want to go back to what life was like prior to Apple creations. You need to get away from the day to day so you have time to dream. It is learning to always challenge your own thinking and be open. You also must be willing to let others challenge your thinking - they also have dreams that might just allow you to fly, conquer the world, and accomplish things you were told were impossible.

Dream dreams for yourself, your family, and your business. Dreams do come true, but only if there is a dream in the first place.

Quick Links

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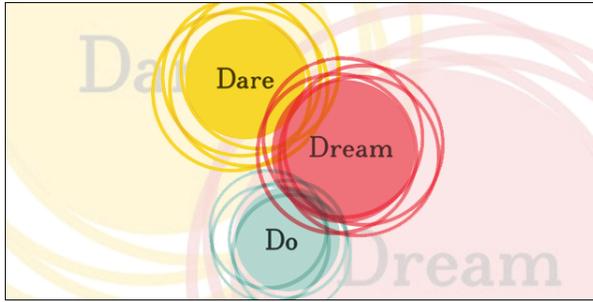
Keynote Presentations

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 am the Keynote presenter for a conference in Toronto in January (yes, I know - Toronto in January!!) 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 Hoiberg



7 Habits of Highly Useless People...

[Action in Business Radio Show](#)

Most people would like to be more successful, achieve more and lead happier more productive lives - pretty good as sweeping generalizations go...

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

Defining what makes people successful is tricky; defining what makes people Useless is more straightforward and fun..

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

So, I thought I'd offer a virtual Kick up the Backside to anyone who needs it with a no holds barred critique of the blatantly Useless..

Join me every Sunday at 7:30 a.m. on KRDO Newsradio 105.5 FM and 1240 AM.

Clearly - none of these will apply to you, but I bet you know someone....

Up Coming Shows will focus on Social Media and to use it for your business along with some business owners sharing how they have overcome adversity in their business.

Written in the Second Person so the content will have more of an effect; I wouldn't let these thoughts enter my mind in the First Person...

"Changing the way You think about Business!"

So if your life, career or business sucks - here's why...

If you have a topic on business you want us to cover, give us a call, we'd love to hear from you!

1. **You are Lazy** - you treat your business & career as a Job and do the least you can get away with to not get fired. You take days off sick when you shouldn't and the day before your ill-earned holiday is your most productive. Would you hire yourself as the CEO of your life...?

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2. **Your Ego is bigger than your Dream** - you ignore advice and think you are better than other people. In fact because of your experience you think you actually deserve more money, a promotion or more clients;



3. **You have a Phd** - Procrastination harms dreams - you think too much. Opportunities pass you by and you begrudge others the success they have by taking the actions you refused to. You put off what you can so that you can stay comfortable in the stench of mediocrity.

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4. **Cosmic Laws don't apply to you** - the Law of Attraction, Vacuum, Vibration and Precession are foreign and are simply the strategies of the Tree Hugger. You think that life is logical in the vain hope that being adequate is acceptable. What you attract is determined by your dominant behavior - is it time to change..?

5. **You Know Everything** - it was better in the Old Days and what worked then will work now. You don't read books, you think TED is a nickname and going to events, seminars and workshops is for losers. What would happen if you got just one great idea and actually used it in your life...?

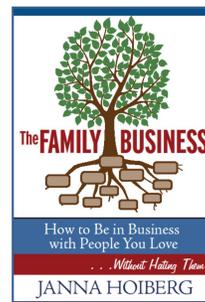
6. **You want to be Liked** - the fear of upsetting friends, family and colleagues means that you have become a doormat for them to walk over. Your need for calm is higher than your desire for success so you tell yourself you are happy and compensate with alcohol, cigarettes and mind numbing reality TV and Facebook; when you are your own favorite person, life will get better...

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CenturyLink: <http://www.centurylink.com>



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

Order Your Copy Today!

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