



Hello!

Whether you're climbing a mountain trail or pushing to hit that larger revenue number, planning and adaptability are your keys to success. If you travel with no plan or rely on what worked well last time, you may find yourself in a life-threatening situation--figuratively or literally.

How will you reach your summit?

*Janna*

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### **Creating A Plan Without One You Can Die!**

The best way to fail at a business is not having a plan; the best way to wander through your career and get stuck in a rut is by not having a plan; and--you guessed it--the best way to get lost on a mountain is not having a plan.



There are tools that help us stay on-track in life. On the trail it is a compass, a map, and possibly even a GPS that, used in tandem, will generally keep you on course. For example, you can be in the woods with only a map and still get lost, but add in a compass and you'll probably find your way. Because the magnetized compass needle always indicates magnetic north, you'll consistently know how to find this direction even if you go in circles. So using a compass in conjunction with your map keeps you adapting to stay on the right track.

### **In This Issue**

[Creating A Plan](#)

[Reaching The False Summits](#)

[Free Seminar](#)

[Quote Of The Month](#)

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### **Navigation Tips**

Enjoy the tips below. They are articles I have read this month which offer several different perspectives to help you navigate your business to success! This month's focus is family businesses.

#### **7 Secrets to Successful Family Businesses**

An great infographic with global survey results showing how successful family businesses stay on top.

#### **Want a Successful Company? Take a Tip From Family Businesses**

The article shares more in-depth information on how to use family business tenets to drive your company's success.

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### **Upcoming Presentations**

On June 18, 2015, Janna will be providing a FREE 90-minute seminar in Colorado Springs titled:

Your business and career plan, if you use it, accomplishes the same purpose. First, you step back from the day to day environment to create the plan of what you want to accomplish and how you'll do it. On a regular basis - at least monthly - you measure your actions against the detailed steps you of your plan. If you are straying off course, you step back again to review your plan, realign your focus, and redirect your steps.

How does this relate to business? Without a plan, you risk going off track. Are you heading into new sales situations, new markets, and new projects without doing your homework? Are you resting on the knowledge you gained last year or five years ago on how to sell? Did your education process stop the day you graduated from high school or college? Are you finding the new employee that was just hired is getting the better projects, the better office, and the better promotions?

The process of learning, growing your skills, and adapting to new environments are critical tools to stay on track and reach your goals, whatever they are.

[Read Entire Blog](#)

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## Reaching False Summits

*Below are some thoughts about achieving business goals from my upcoming book, "The Backpacker's Guide To Business Success."*

- Just about the time you think you have it all together--things are working well and you are at the pinnacle of success--you then realize there is more growth to achieve, more challenges that lay ahead.
- It isn't a straight line to the top, you may need to wander off course, and there are more hills to climb than you realized.
- You aren't at the top; you have much further to go. You have a choice. Consider it a life and stay there, or challenge yourself to move on.
- False summits on the trail are those illusions that you are almost to the top.

### [The Backpacker's Guide to Sales Success...And the 10 Things That Can Take You Off The Trail.](#)

This informative seminar will address the sales challenges of small and mid-sized companies. For more details, click on the seminar title above.

**Reserve your spot** today as space is limited!

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### 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*

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- False Summits are where people turn back, they give up, and they believe they can't go on.
- My gut tells me that what I see isn't the top; my heart wishes I was there.
- Keeping going is often hard. It takes much perseverance, determination and most of all, commitment.
- When truly committed you keep going, just because you know it is what is right for you, and in the long run you will be thankful.

Have you ever hit a false summit in your career? Did it discourage you or make you push harder for the true summit?

### **Action in Business Radio Show**

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

Listen to Janna talk with Business Coach John Brubaker who shares his tips on building a successful business.

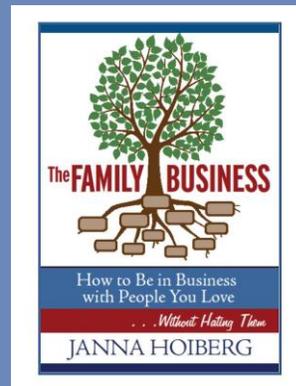
#### [Step-By-Step Business Growth](#)



### **Quote Of The Month**

*It's easy to come up with new ideas; the hard part is letting go of what worked for you two years ago, but will soon be out of date.*

Roger von Oech



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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Janna Hoiberg | Executive and Leadership Business Coach | 719-358-6936 | [janna@jannahoiberg.com](mailto:janna@jannahoiberg.com) | <http://www.jannahoiberg.com>  
620 N. Tejon Suite 201  
Colorado Springs, CO 80903