



JANNA HOIBERG

Family Business Specialist



Greetings!

Living a vibrant life also requires the ability to deal with change, and often frequent changes. As I reflect, not a month goes by that doesn't include change and challenges. They are to be embraced and faced head on to assist with the learning and application for the future. What changes and challenges have you faced? Mine include:

- Building a stronger brand and focus for Family Businesses. What does that really mean?
- Transitioning out of ActionCOACH--which actually happened last summer. As I have focused more on the Family Business in my speaking and writing, the franchise model wasn't providing a return on investment. I do need to practice what I preach.
- Driving 2000 miles back to Boston with "stuff" and moving our son into an apartment. (Who gave him permission to become an adult!)
- Building a garage on our summer home in New Hampshire and beginning the journey of remodeling the house from 2000 miles away. (No, we aren't moving back. Who wants a New Hampshire winter?)

These are all good and yet challenging types of transitions. They force us to look at life and make intentional steps to move forward. There are many others I could share, but these cover some highlights.

Another transition that will be taking place next month is moving from Constant Contact to MailChimp for my newsletter. I am also creating an opt in structure as well. You will be getting an email requesting that you opt in to receive the newsletter. If you choose not to, then I totally understand as I often work with people to declutter their email boxes. As well, if there are topics you would like to see covered, then let me know. I want to be focused, relevant, and intentional in all I do.

Have a great June, and all comments are appreciated.

Janna



In This Issue

[Supporting Family Business Transitions, Communication, and Leadership](#)

[Navigation Tips](#)

[LinkedIn Author Page](#)

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Navigation Tips

[The Advantages Of A Family Business](#)

If you're starting or already part of a family business, you've made a good career choice.

[Strategies: 7 People To Listen To For Small Business Advice](#)

Sound recommendations on whose business advice is worth noting and whose you should ignore.



LinkedIn Author Page

You can read additional articles and information

Supporting Family Business Transitions, Communication, and Leadership

By Janna Hoiberg

As I continue shifting my focus to work with family businesses, I thought it might be helpful to describe what I do as a Family Business Specialist.



There are three primary areas of focus for the family business:

1. Generational Transition Consulting
2. Executive Family Consulting
3. Next Generation Leadership Training

Generational Transition Consulting

As a successful Family Business Specialist, one of my areas of expertise is in working with companies who are currently in or considering a generational transition. By providing a conduit between the current generation and the next, I enable families to pass along their heritage to one another. I am essentially a generational translator. Being a forward-looking leader, my expertise lays in assisting the two generations in moving forward rather than staying stuck in non-productive stasis.

Conflict often times occurs in family-owned businesses when the new generation is given or wants more authority. This incoming generation seeks autonomy as they move forward in growing and shaping the business, while the older generation may feel as if their own impact and efforts are gradually being diminished. I work to identify the cultural (generational) problems that exist to tease out the discrepancies between one generation and the next in terms of interpersonal conflicts, generational conventions, and expectations. I also work to ensure the focus remains on the critical business aspects during the transition.

I use techniques that do not conflict with either generation's beliefs, but rather I provide a bridge between the two so that they may safely traverse the potentially widening chasm that exists. I work with all parties concerned to explore the content and belief systems that shape generational expectations and biases. This exploration encourages all parties to identify conflicts between both generations and to gain clarity about the conflicts. Thus consensus building begins.

about general and family business issues on my [LinkedIn Author Page](#).

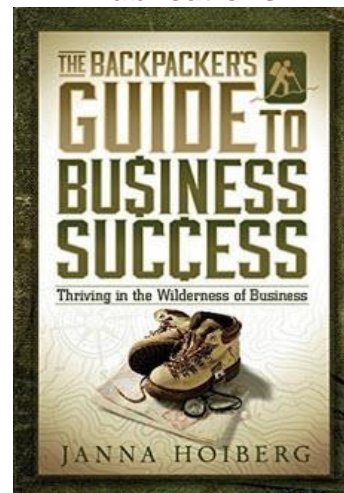
Keynote Presentations

Are you looking for a Keynote Presenter for your upcoming client gathering, convention, or conference meeting?

Check out my [website](#) for presentations that might meet your needs. This is not only for Colorado, but essentially for anywhere in North America.

I would love to present to your group. [Contact me](#) for the fee structure and details on how to make this happen for your group.

Publications



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

Executive Family Consulting

As the family successfully transitions the business from one generation to the next, the opportunity exists for the new generation to create substantial growth for the business. Yet, there is a significant need for the new generation to have a strong sounding board that is outside the family. The new generation often wants to walk without their parents' involvement in decision-making and vision for the business. I have successfully navigated those waters. My understanding of business, knowledge of the baby boomers' path toward running a successful business, and ability to relate, challenge, and encourage the new millennial generation in business practices provides that generational translation. Through my teaching, I help these new trailblazers to understand current leadership styles as well as how to communicate, lead, and build the strong team that is needed for the business.

Next Generation Leadership Training

Leadership is the difference-maker and the deal-breaker. It's how we grow organizations. It's how we impact lives. But, as you also know, leadership cannot be an idea we simply talk about; leadership is the action we must live out. For the new leadership person or team, the ability to truly lead into the next generation is critical for the family, the business, and future success. Sometimes the new leadership has been put in place due to being a member of the family, not due to having proven business or leadership skills. I walk alongside the new or rising leadership to be that outside voice that offers challenging perspectives, help with understanding relationships, and encouragement of the next generation to rise to their potential.

Please share your thoughts or feedback about this article on [my blog page](#).

The Backpacker's Guide To Business Success Thriving In The Wilderness Of Business

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order Jenna's first book:

The Family Business How To Be In Business With People You Love... Without Hating Them

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