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Greetings!

As I mentioned last month, 2016 has already been a year of lessons for me, in particular on the inevitable contrasts that life presents to us.

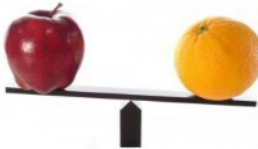
While we can't avoid these contrasts, we can learn to harness what they teach us to improve both our personal and business lives. Contrasts can help us to adapt and grow in ways that often cannot be found in times of peace and calm.

How will you use the contrasts that come your way in 2016?

Janna

A Perspective Of Contrasts

By Janna Hoiberg



What is a contrast? It is really a set of opposites, and it defined my life at the start of 2016.

On January 2nd I was at the top of a mountain skiing with family and friends. It was cold outside, yet a beautiful sunny day. One week later I was sitting on a beach in Barbados. Not a bad transition in my opinion.

On January 3rd my father-in-law passed away. He had turned 99 on January 1st and lived a good long life. One week later a close friend found out her daughter was expecting a first child. We celebrated the end of a life well-lived and the joy of a new life to come, both within a short time frame.

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[How Couples Work](#)

[Together Without Killing Each Other](#)

This great article from Fortune Magazine focuses on couples in business together, but there are tips for family businesses of all shapes and sizes.

[How You Can Market A Small Business On A Smaller Budget](#)

Helpful marketing tips for those businesses who are watching every penny.

Keynote Presentations

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On January 4th we learned that my sister-in-law's family needed to allow their dog of 14 years to go peacefully to sleep. Always a hard decision. Three days later in Barbados we were playing with two Rottweiler puppies - one named Clinton and the other Trump. (Oh, I could have so much fun with that but not in this blog!)

So what do all these experiences have to do with business? Each business day can be (and generally is) filled with contrasts: the new customer, the lost customer; the new opportunity, the one that passes by; the new employee, the departing employee. The list can go on. The challenge and opportunity is how each of us faces the personal and business contrasts that come our way.

In life, does the loss of a father overshadow the celebration of the life that he lived? This does not mean we do not mourn, but mourning has its time and place. It is a time of reflection, a time to think about how we, too, would like to be remembered.

In our business lives, does the lost customer overshadow the new one? Do we fail to embrace the new employee because we're sad that the old employee has left? Have we missed a window for more business and income by focusing on what we let get away? How you react, adjust, and move forward can and does affect the future of your business.

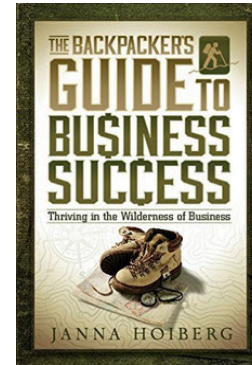
What are your contrasts? How are you using them to challenge yourself and your team, and how are you helping those around you to learn, adapt, and grow?

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

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



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Thriving In The Wilderness
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