

# THE OSBORNE OBSERVER

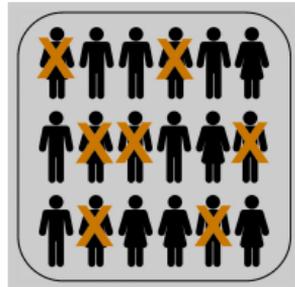
June 2016

## Has Business Cut Off Its Nose to Spite Its Face?

The last 18 months have been hard for Albertans, and while the price of oil is on a sluggish rise, we have seen reductions and layoffs in all industries, not just the energy sector, with a slow return to hiring. These cuts will have an impact in a way that has not yet been perceived, with the question being, have we gone too far?

The boom-bust cycle in Alberta is nothing new. As a matter of fact, the Baby Boomers have experienced this before, first in the early 1980s, with several others of varying degrees leading up to the current downturn. By all accounts though, this cycle is different as it is expected to be a structural change for the oil and gas industry that will affect how companies do business going forward. However, did companies consider their people asset requirements for the future in the latest cost cutting initiatives?

To read the remainder of the article, [click here](#).



## What's New

[OIM Calgary Welcomes Joel Benjamin to the Team](#)

[Shaun See Joins OBA Calgary](#)

### New Mandate - CANTERRA SEEDS

CANTERRA is a Western Canadian seed company based in Winnipeg, selling to farmers via several different channels. Our Principal will be working with its new Director of Sales and CEO on business planning processes, including conducting a one day session with its sales team.

## Case Study

Financial best practices to align with a new organizational structure was required for a large provincial not-for-profit company. [Read More](#)

## Affiliate's Corner

Below are some blog posts from our Ontario partner, The Osborne Group.

[Simplify - and Increase Sales](#)

[Building Value in Your Business](#)

[Are Canadian Entrepreneurs Ambitious Enough?](#)

## Reading Corner

[Oil Prices Poised to Hit Sweet Spot for Global Economy](#)

[From Wall Street to Waffle House: 6 Ways to Rebound From Failure](#)

[Why the Next Generation of CEOs Will Have Vastly Different Resumes From Their Predecessors](#)

## Newsletter Archives

[Click here](#) to read our previous newsletters.

[Contact Osborne](#)

## Featured OIM Principals



[Norm Dreger](#) has over 30 years of experience in the agri-business sector. His numerous and wide-ranging positions have included both technical and commercial roles. He creatively identifies the optimal solutions and effectively supports the associated change management challenges.



[Randy Williams](#) is recognized as a leader in developing and executing strategies to reposition or restructure organizations. He has extensive experience in re-energizing organizations to offer shareholders a motivated and service oriented workforce.

To learn more about other members of the OIM team, [click here](#).

## Featured OBA Advisors



[François Chevallier](#) is an IT and Operations leader who gets things done. He is a detail-oriented senior executive with a track record of developing and fostering high performance teams. He is a trained business coach and a mentor with the UBC Business Graduate Program.



[Jade Alberts](#) is an entrepreneurial business executive with over 25 years of experience. His areas of specialty include: workplace strategy, business development, productivity optimization, leadership development and company culture.

To learn more about other members of the OBA team, [click here](#).