

# Astrology: the missing link for commercial success?

**Albert Jan Hoeksema advises, supports and guides companies and entrepreneurs by combining the latest business management techniques with astrological insights. Working with specific numerical data from the client, the system is a synthesis between astrological calculations and business analysis which provides clear answers to questions ranging from strategies to takeovers, mergers, and business development. As he recently explained at the Dutch Steel Federation meeting, astrological strategy can be a useful business tool.**

By Joanne McIntyre

Based in the Netherlands, Albert Jan has a wide client base and advises companies from a range of industries. From the business management point of view Albert Jan analyses businesses using recognized models such as the Business Canvas Model or Porter's Value Analysis. Astrology then provides an extra information stream with a high degree of accuracy about developments coming up in the future, as well as providing answers and solutions to specific questions and issues. Today Albert Jan has over 80 regular clients and is active across a range of industries. He was recently a guest speaker at a meeting of the Dutch Steel Federation (*Staal Federatie*).

## Searching for certainty

"When a client comes to me I need the date and time of as many significant

factors as possible, including when the company was founded, registration at the Chamber of Commerce, the official opening, when shares were offered for sale, etc. I also need the birth date, time and place of the person and of the question they have. I also note the date and time that their question is posed to me because that is the 'birth moment' of the question. I advise people to note the time, date and location that a question occurs to them because these are important details."

The questions Albert Jan receive vary widely, from when to conduct company mergers to solving conflicts. "The limitation of astrology is its interpretation; all the information is there, but interpreting it correctly is the key. It's just like having two lawyers: both have learned from the same textbooks but only one will win the case. It's an art, and it needs to be practiced again and again."

"It also demands a high degree of honesty from people; I can tell straight away if they are not being fully honest. A common answer is also that it's not the right time to ask the question, they need to wait. This offers the advantage of being able to steer the result. All the questions I get are a desire to prove something, and astrology was developed to provide certainty. It looks at the themes that influence your life and the possibilities. You don't come for an appointment and leave with the lottery numbers; this is a tool to help you understand your situation and make better choices."

"In ancient times people were searching for certainty, and one of the few certainties in life is that the sun will rise every day and the moon and planets will

## Background

Albert Jan has been giving astro-strategic advice for over four years. "While studying for a Masters in Business Administration I met Yvonne Kalsbeek who runs the astrology training institute Ad Astra. Intrigued by the use of astrology as a business tool, I added this to my studies to assess the accuracy and possibilities of using it in business. I discovered that it actually gives you a wonderful management information stream to aid the decision-making process, assess how other people are thinking, and gain valuable business management insights. After graduating with my MBA Yvonne and I founded the company Astrostrategy which combines both studies".



travel their orbits. Classical astrology is a large database of information which has been carefully built up over thousands of years which shows us that when planets are in various positions then certain things happen on earth. However the type of astrology I practice - psychological astrology - is different. It was Napoleon who introduced the requirement to record the exact date and time of birth, so this is a very modern form of the science, although the roots leading back to classical astrology."

## Business = war

"We now live in an age where we want to know exactly how things work but until the 1700s we had a completely different way of thinking," explains Albert Jan. "After Nietzsche declared "God is dead" we came to believe nothing is pre-ordained. Post-Industrial Revolution the natural sciences flourished and both astronomy and alchemy were abandoned, whereas previously both had been vitally important. At one time people from all walks of life from bakers to merchants to noblemen consulted astronomers for advice, insight, and to help plan their lives. In times of war astrologers were vital advisors, and military strategy and company management have a lot in common. For instance 'The Art of War', an extremely influential ancient Chinese book on military strategy written around 500 BC, and is now used in business management studies. In both business and war you need strategies to stay a step ahead of your opponents, to position yourself carefully, and to know how to defend yourself. Similarly



*Albert Jan explaining how a combination of business management and astrology can be a useful tool during a meeting of the Dutch Steel Federation (Staal Federatie).*

astrology can help you to identify where you as a business are positioned: what's coming up, what are the themes for the coming years, what is your vision for dealing with imminent events."

"By observing events you will see that the advice makes sense, allowing you to tailor your responses and identify areas that need extra effort or attention. Astrology will not prevent adverse events from happening but it can quickly identify impending problems and allow you to prepare in advance."

## Trust your gut

"Over the years we have largely lost faith in our intuition. It's that gut feeling that all successful entrepreneurs have. Many books have been written about this 'sixth sense' and astrology is a tool which supports this. For example a company director who has a strong gut feeling about something in his company that he can't explain may call me for an astrology reading and then the pieces of the puzzle fit together and he understands what that 'hunch' was about. You should trust that gut feeling; it's the people in business who don't follow those hunches that end up signing the wrong contracts," says Albert-Jan.

## Timing is everything

When Albert-Jan is asked to advise a company he always deals with the person at the top. "Entrepreneurs approach me with a question; for example a client came to me because he had signed a bad contract which he wanted to get out of. As the contract was with a friend, he assumed it would be simple matter to end it. He'd already made an appointment to discuss this but had a gut feeling he should check if this was a good idea, so he approached me for a second opinion. When I looked into it I found that this issue had a very high chance of this developing into an unpleasant, drawn out conflict. My advice was to postpone the appointment for half an hour - it doesn't sound like much but it would make all the difference. There would still be a conflict but there was a far greater chance that he would be able to resolve it easily, because timing is everything."

"In China and India astrology is commonly used to determine the best moment to start companies and do deals. They think in a different way that looks at the total picture, taking a holistic view. We are here in this world to achieve and mean something and



*Albert Jan and his business partner Yvonne Kalsbeek together helps businesses plan strategies with a combination of conventional business management and astrological tools.*

we must approach the world with this in the back of our minds. Astrology provides a useful tool to achieve this by determining in which direction you should go, and when."

## The astrological drawing

Entering a client's data into an astrological program, Albert-Jan produces astrological drawings that reveal a wealth of information.

"In the astrological drawing we can see every aspect of a company; its basic status, communication & marketing, how it presents itself to the world, how it is received in the market, enemies, cooperative partners, the bank... everything can be found in what we call the 'houses'. Then we can look at how the various planetary bodies are connected and interact with each other in relation to the company. For instance the moon stands for feelings and indirect influences, the sun is often the company itself." "Within the drawing there are triangles and squares; red lines indicate energies that don't combine well and squares are also conflict points; blue lines and triangles indicate smooth connections. The planet's energies interact with each other, and each planet is linked to a 'house'. Interpreting the symbols allows me to see the current situation and what could possibly occur. It's quite a mathematical process. When addressing a question I look at the hard figures from the business management point of view, the yearly reports, the share profile etc so I already have a certain opinion; then the astrology is an extra tool that allows me to see that much more. It provides confirmation of theories, and can reveal possibilities to resolve issues."

For more information see [www.astrostrategy.nl](http://www.astrostrategy.nl)