

Morton turns adversity into opportunity

In the past four and one-half years, Justine Morton has proved something good can develop from adversity.

Morton became a victim of downsizing in the mid-1990s. Instead of letting the situation get her down, she turned the layoff into a life-changing event. Her company took her job, but it couldn't take her knowledge or pride. She used both, plus determination and will, to begin Morton Consulting, which offers creative solutions for traditional business solutions and consulting to management and human resources professionals.

It wasn't a coffee shop or bistro that Morton wanted to open. She is a human resources generalist by trade, and wanted stay in that field. Plus, she enjoyed helping people and companies with work-related issues.

She has traveled to Nashville to assist a company in hiring workers for a new plant it



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was opening. It isn't uncommon for Morton to join a company's human resources staff for two to three months while working on a specific project. Morton said she enjoys all facets of the business, but being a business owner poses its own set of challenges. One of those is performing tasks and projects for a client while marketing her services in the community and throughout the country.

"It is always a challenge to be the practitioner and the marketer, so it always keeps

you on your toes," Morton said. "I constantly stay active and am always networking."

Her efforts are paying off as she is developing a good reputation across the country, resulting in more inquiries about her services.

One advantage Morton finds about the consulting business over working as an H.R. employee is she is continually sharpening her skills because she learns something new with every project.

"I get to experience many different type of work environments and business practices," she said.

But the "here today, gone tomorrow" nature of consulting also has a drawback — she doesn't witness the finished product of her handiwork.

"I don't get to see what happens in the end," she said. "There isn't any closure." ■