



# Family Business Basics

## 2017 Oregon Cranberry School

### February 3, 2017

# Roadmap

- The Basics
- Communication and Conflict
- Starting the Conversation
- Contingency Planning

# Family Business

**What makes it great?**

**Could it be better?**

**Are you committed?**



# The Basics

Here to Help You Grow

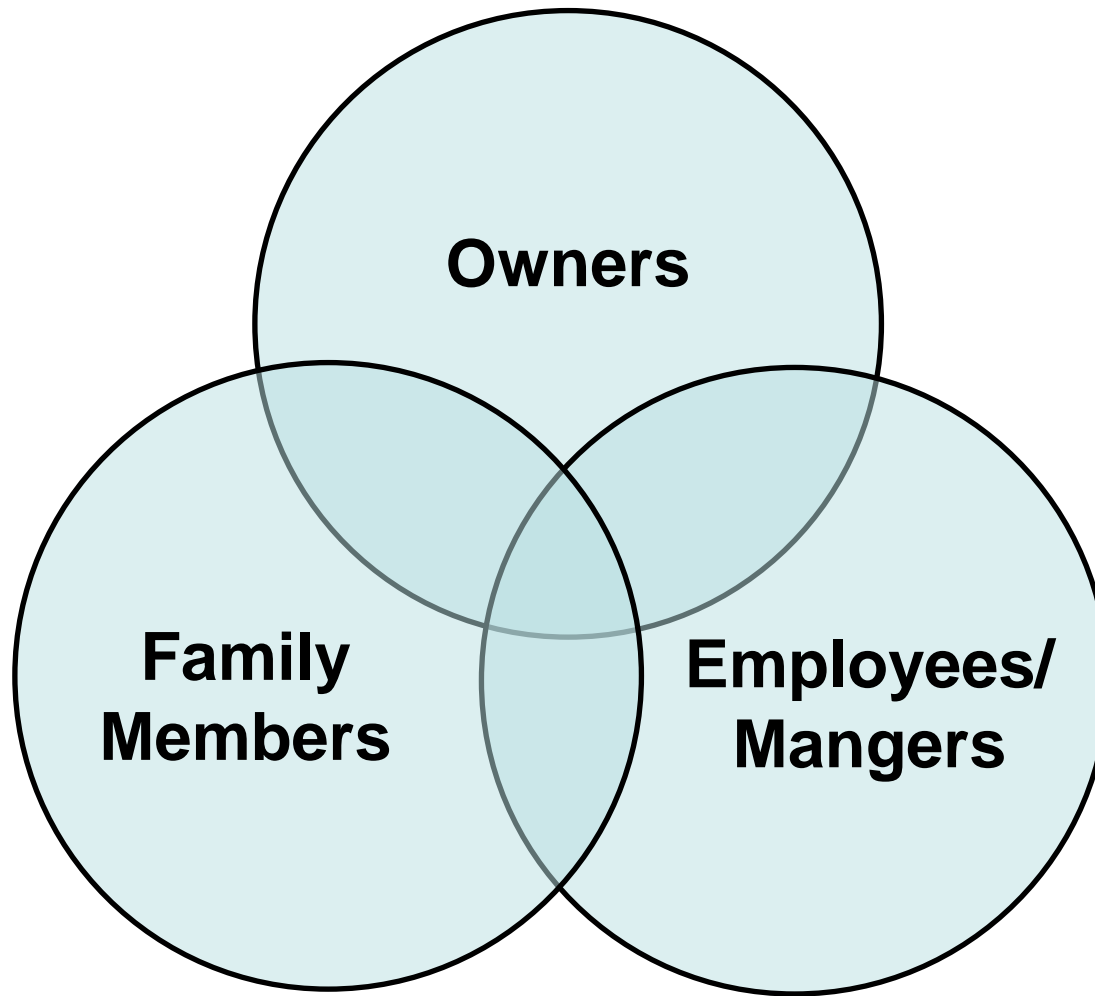
# The Barn



# The Bus

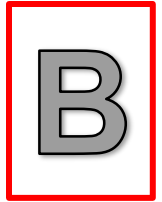


# It's Complicated...



Adapted from: Perpetuating the Family Business  
by John L. Ward

# Vision and Alignment



# Vision and Alignment



# Communication and Conflict

# Communication Evolves

**The Kayak**

**The Raft**

# Incomplete Conversations



# Sources of Conflict

- Crucial conversations:
  - Emotions high
  - Stakes high
  - Difference of opinion

**Silence**  **Violence**

\*Adapted from *Crucial Conversations*  
by Patterson, Grenny, McMillan and Switzler

# Overcoming Conflict

**Different Styles ≠ Wrong**  
**Different Opinions ≠ Wrong**

Mutual Respect  
+ Mutual Purpose  
Success

# Put Yourself in Their Shoes





# Starting the Conversation

Here to Help You Grow

# Starting the Conversation

- History Timeline
- Put yourself in their shoes
  - Self esteem, mortality and letting go
  - Fair vs. equal
  - Wealth
- Engage
  - Hopes, aspirations, vision for the future
  - Celebrate legacy, lessons and values

# Starting the Conversation

- What most excites you...
- What are you most proud of...
- How do you see \_\_\_\_ shaping the future of our business and our family?
- What do you see as our family's legacy – your legacy?



# Contingency Planning

Here to Help You Grow

Everything's Great!

# Contingency Planning

## **Punches to the face**

- Death
- Disease
- Disability
- Divorce
- Disaster
- Significant Conflict
- Everything Else...

## **Pre-Solutions**

- Wills
- Insurance
- Power of Attorney
- Health Care Directive
- Business Agreements
- Operation Stop-Gaps
- Rainy Day Fund
- Rules of Entry
- Pre/Post-Nuptials



# Success in Family Business

Here to Help You Grow

# Success in Family Business

- Put yourself in their boots
- Mutual respect + mutual purpose
- Be a process champion

## **Resources:**

[northwestfcs.com/resources](http://northwestfcs.com/resources)

[bmc@northwestfcs.com](mailto:bmc@northwestfcs.com)

# Success in Family Business

**1% Vision**

**99% Alignment**

\*Adapted from author Jim Collins



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