



FAMILY LEGACIES



COMMUNICATION IS THE KEY TO SUCCESS IN MAINTAINING A SUCCESSFUL FAMILY BUSINESS. YET, MANY FAMILIES THAT ADOPT AVOIDANCE BEHAVIOUR BELIEVE THAT CONFLICTS WILL JUST GO AWAY IF THEY PRETEND THEY DO NOT EXIST.

When people avoid putting themselves in situations or relationships in which conflicts might arise, they may be depriving themselves of opportunities for important personal growth.

Avoidance merely postpones dealing with the conflict and usually allows it to worsen. Time does not heal all wounds.

Frustrations are usually exacerbated by avoidance, and misperceptions go unclarified.

Avoidance denies parties in conflict the opportunity of using their differences to clarify their relationship and to open their minds to the possibility of improvement.



7 STEPS TO BREAKING DOWN THE WALL OF SILENCE

LISTED BELOW ARE A FEW RULES
TO HELP IMPROVE COMMUNICATION:

1

The sun should never set on an emotionally significant issue within the family that remains unresolved.

Avoid letting issues fester until they get too hot to handle.

2

Find the right time and place to talk seriously.

Avoid the interruptions at work.

3

Before saying anything, clarify in your mind what you want

and what is fair to other family members. Be sure about the principles you want to adhere to.

4

Seek objective advice on your possible hidden agendas and the best way to frame the issues.

Once the issues are on the table, look for alternative win-win solutions that address both business and family needs and promise a way out of the dilemma.

5

Family members should agree on what is expected of each other in the business,

measures to determine whether those expectations are being met together with giving frequent feedback.

6

Before assigning blame for something, ask yourself what you contributed to the problem.

Remember that the person you have the most power to change is yourself.

7

Keep discussions moving forward.

Be willing to negotiate.

Remember that other family members may not be ready to hear you. It may take time for them to be receptive to discussing the issue. Stick with it. Build goodwill through your openness.