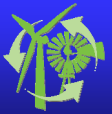


# Why choose Randall Resources Int'l to speak on Family Businesses?



**In short, Jack and Kathleen grew up in family businesses, worked in multi-generational (and multi-family) family businesses, left the family businesses, and came back, full-circle, to once again own and operate a family business. They have lived it and continue to live it!**

## **Insights that Randall Resources Int'l brings: What it is like and how to affect the following:**

- Marry into a family business: be the in-law entering into an existing family business.
- Purchase another family business.
- Co-own a multi-generational family business.
- Work with, go to church with, and vacation *with extended family*; and how to plan time for your own family
- Work with the ones you love, while *learning to like the ones you love*.
- Agree, disagree, and voice concerns with family business partners and still maintain the relationships with respect.
- Understand that families have internal cultures that can either make or break your business.
- Understand that how you treat your employees says much more about your business than any well-designed marketing plan.
- Understand that the details of a simple conversation may be remembered differently over time but written documentation can alleviate potential conflict.
- Understand the value of learning conflict management skills in order to keep family business relationships healthy.
- Raise a family within a family business and teach our children the value of people, hard work, business concepts, and how to live life on a budget.
- Learn that some second and third--generation family members stay in a family business by default, by guilt, or both--rather than by choice.
- Learn that passing the baton from generation to generation takes vision, emotional understanding, strategic planning, and conscious choice by all parties.
- Learn positive forms of employee and family-member motivation to replace the non-productive negative motivators of guilt, finance, and obligation.
- Learn how to delegate to motivate and grow your staff.
- Learn how to say "No."
- Learn how to deal with the effects of family members' change over time.
- Learn how to paint a written "picture of future success" and how it will be measured and achieved.
- Learn how to gain buy-in without force or coercion.
- Understand what is needed to start, maintain, exist within, and balance life in a family business.
- Understand how to respond to the ups, downs, and *unspoken expectations* of a family business.