

Young Beef
Producers' Forum
In partnership with Rabobank



FAMILY BUSINESS
Communication and Relationships

Jill Rigney
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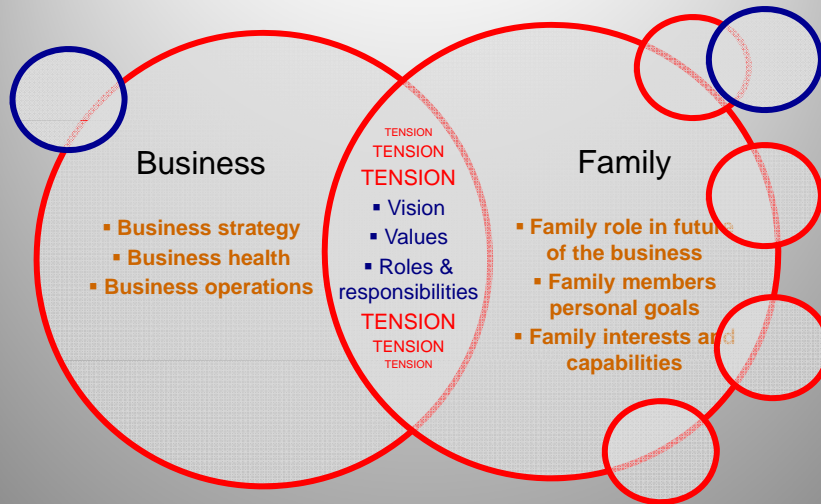


*The single biggest
problem in
communication is the
illusion that it has taken
place*

George Bernard Shaw



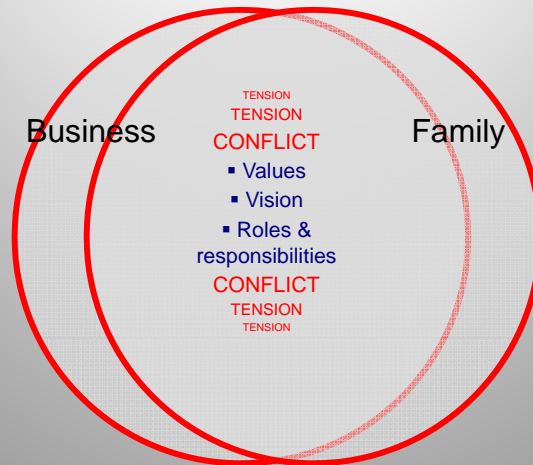
Family - Business



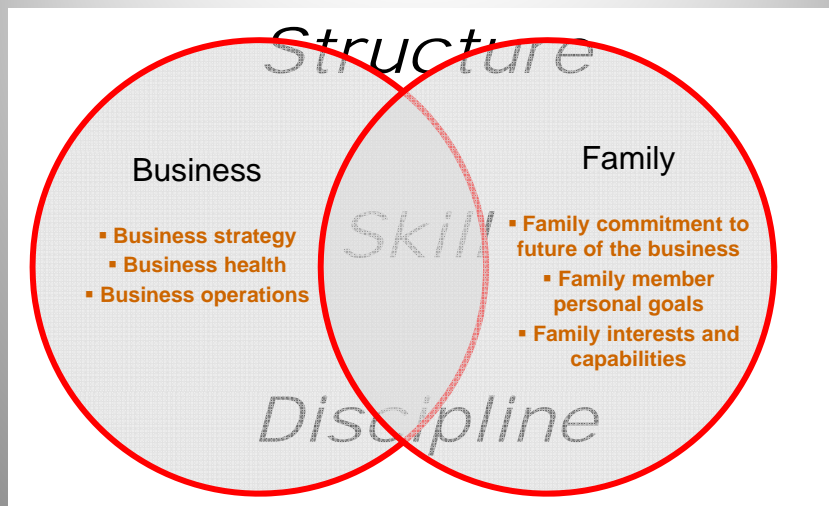
Source: Adapted from the work of Professor Sharon Danes, Department of Family Social Science, Uni of Minnesota



Family -v- Business



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Structure

- *Who we are (visions)*
- *What we do (goals)*
- *How we do it (values)*
- *Roles and responsibility*
 - *Accountabilities*

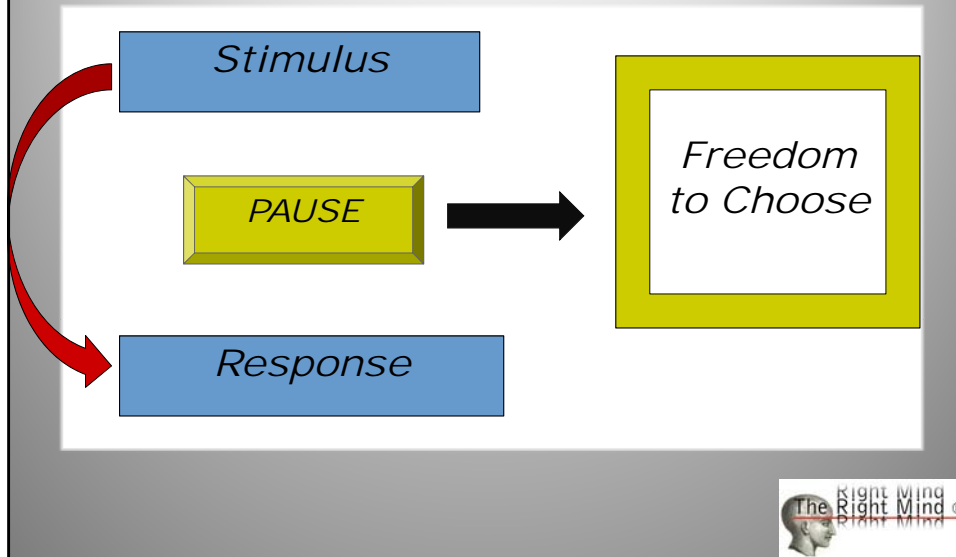


Skill

*Communicating takes time,
energy and a lot of skill*



PAUSE



LISTENING

Single biggest issue

Greatest skill you can master.....



ASK Q's

It's how you ask them....

Timing is important....



*Separate the
issue(s) from the
person*



BEHAVIOUR

You can not talk yourself out of that which you have behaved yourself into.

Choose your behavior....



Discipline

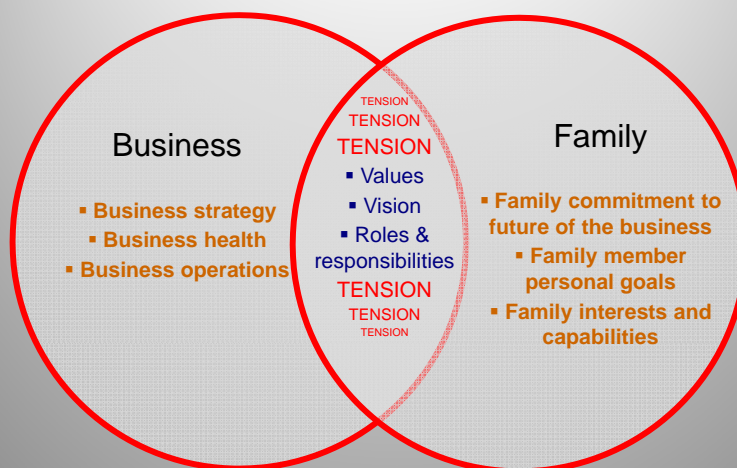
- *Meetings*
 - *Separate*
 - *Regular*
 - *Formalised -Agenda/agreements*
- *Quarantine areas*
- *Focus - what you want...*



We are either *contributing* to or *contaminating* a relationship but there is no in between.



Family -v- Business



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In closing

*Your capacity to talk and have confronting conversations **whilst** being able to enjoy and respect each other will determine the generational success of a business*



Thank you

Contacts

T: 07 3869 3044

E: jrigney@therightmind.com.au

W: www.therightmind.com.au

PAUSE, PERSONALISE, PURSUE ...

