
Thanks...to YOU!

By [Davon Cook](#)

On a long driving trip with my dad, somewhere in the grasslands of southeastern Colorado, the conversation led to updating each other on our business lives. He asked, "So what exactly do you do with these families?" The term 'family business consultant' isn't all that descriptive. After providing a few examples, it made me think further about why our services are needed. What is the essence of the family business challenge that we try to address?

Based on my experience with many of you, I came up with the following:

Who You Are

Though strong personalities and confidence among the principals of your business have contributed to your success, those same strong personalities make the "vulnerable" conversations (mortality, repairing relationships, and the future of the business 'baby') difficult. You are:

- Entrepreneurial, and you are always planning for growth. With that growth comes new challenges: the need to delegate, managing more employees, estate planning realities, preparing the next generation for the business, etc.
- Willing to admit what you don't know, or what you're not good at. You are willing to invest in the right expertise for a given problem.
- Happy with the family aspect of your business and simultaneously worried about how to continue that legacy in a manner that's sustainable for both the business and the family relationships.

What We Do

We are the quarterback that provides accountability and continued focus on topics that you know are critically important, but not daily urgent. We are a part time member of your team tasked with the special project of "succession planning" or "talent development," or we carry the title of "communication czar" or "family mediator" or "strategic planning coordinator." We help you and your loved ones have the hard conversations. We transplant the benefit of others' experiences so you aren't reinventing the wheel. We convene groups of your peers in a non-competitive environment to share ideas and challenge each other.

And we consider the work an honor. I am truly humbled by the people I work with—you have built some very impressive businesses! And sometimes, I lie awake at night worrying about your family just like you do! While we try to bring professional service, there is no doubt we're in a personal business—and that's why I love what I do. Thank you for sharing your family and your business with us—we are grateful.