



THE FAMILY BUSINESS  
PARTNERSHIP

A Guide to...

# FAMILY BUSINESS CONSULTING

# What is Family Business Consulting?





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# What is Family Business Consulting?

Balancing the needs of your family, your business and everyone involved can be really tough and brings with it a wide range of challenges.

As a specialist family business adviser, I work with you as a family, as individuals and as a business to explore these challenges and the options available to you to resolve them.

Our focus will be on what you as a family want to achieve with the business as a family and individuals and how best to do that.

I follow a framework and process that ensures that everyone feels heard. I help you to clearly articulate the issues that you are facing and I provide you with an action plan to help you deal with them.

I have worked with many families who have faced the same kinds of challenge as you and I use my knowledge, experience and expertise to help you face these challenges with confidence.

You can't read the label of the jar you are in, and so I help you to identify and address the issues you are facing and create a plan to overcome them.



## What issues do I help solve?

Often it can feel like you are the only ones that are facing the challenges you are facing.

Whilst your family is unique, the challenges you face are common and I use my knowledge, expertise and experience to help you to overcome these.

Common challenges faced include:

- Discussions around the future leadership or ownership of the business.
- Communication issues between family members.
- Communication with your senior management teams.
- Disagreements over the future direction of the business.
- Not knowing whether the next generation should or will join the business.
- Creating the right forums to discuss family and business matters
- Boundaries between family and business becoming 'fuzzy'.
- Next generation feeling trapped in the family business.
- Sibling rivalry.
- Senior generation not letting go.
- Husband and wife teams having difficulty communicating with each other.
- Integration of non-family management teams into the family business.



## Who do I work with?

Family businesses come in all shapes and sizes and so I work with family businesses of all shapes and sizes.

I am available to work with families wherever you are in the world. Currently using technology to facilitate the necessary discussions to move things forward.

Whilst I don't have specific criteria in place to dictate who I work with, there are some important elements to my work that need to be understood before we start working together.

- All the people who make up the 'working party' will need to be engaged with the process.
- I represent the family in my work, not a particular individual within the family
- Our work together will require trust and honesty from all those involved.
- I create the environment for and facilitate these discussions but they require input from all in your family.
- Some of our work together may take months to implement or integrate into your family business
- Anything worth doing, is worth doing well and so I ask that you trust the process and give as much to it as you can.





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## Discovery

I gain a complete picture of the business and the business owning family. Provide perspective, explore the challenges being faced and define what 'success' looks like to you as a family.

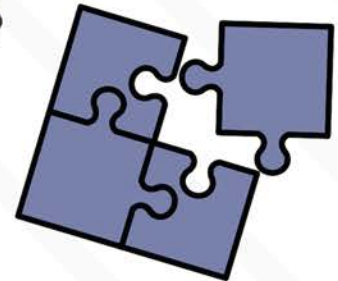


## Implementation

I use my expertise and experience to work alongside you to ensure that you put in place what you need in order for you, your family and the business to thrive.



STAGE  
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## Feedback and Planning

I provide you with an objective and comprehensive report that highlights the areas you may want to focus on to achieve your desired outcomes..

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## Support

I am available to provide you with ongoing support at a level that suits you. Be that as a counsel, or to ensure that you continue with what has been implemented. I am here if you need me.

A vertical stack of seven dark, smooth, rounded stones of varying sizes, balanced precariously on a light green, textured surface. The stones are dark grey or black, with some showing lighter, weathered patches. The background is a soft, out-of-focus light green. A semi-transparent dark grey rectangular box is overlaid on the upper left portion of the image, containing white text.

Whilst your family is unique, the challenges you face are common and I use my knowledge, expertise and experience to help you to overcome these.



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## About Me

The Family Business Partnership has been set up by me, Russ Haworth. I am a specialist Family Business Consultant and I am passionate about using my skills to help families in business together to thrive.

I have been working with family business owners for over 15 years and I am building a business based on my core ethos of 'collaboration', both with the families that I work with, and their professional advisers.

- I have strong active listening skills, empathy and high levels of emotional intelligence, alongside the technical knowledge, all of which are vital for my work.
- I have been awarded the Advanced Certificate in Family Business Advising from The Family Firms Institute
- I am a director of the 'Quest for Legitimacy' academic research project looking at the impact of growing up around significance
- I host The Family Business Podcast, which is supported by Family Business UK
- I am a member of the Advisory Board and Faculty at The Ultra High Net Worth Institute, a not for profit think tank.
- I am a regular speaker at National and International Conferences.





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## Frequently Asked Questions

### Are you a Business Consultant?

No, a business consultant would typically work with the business to help you overcome challenges around the business itself. My work is with the family 'system' and helping you as a family to work more effectively together.

### Do you guarantee your results?

No, our work together is collaborative, I work *with* you to help create a safe environment to facilitate the discussions needed to allow you to make progress towards your own goals. This means that the work is done by you and your family and so you are all equally responsible for the results.

### How long does the process take?

This depends on a number of factors, not least how engaged you and your family are in the process. Change within your family can take time and so some elements of our work together can take months or even years to implement. However, this should be seen as a positive rather than a negative.

### Are you a Family Therapist?

No, a family therapist would typically work with you as a family to tackle mental health issues within the family. My work is focussed around the systems and processes that can be put in place to help you become better in business together

### Do you only work in the UK?

COVID-19 highlighted the potential to use technology that allows us to be able to work remotely if desired. I use Zoom or Teams to hold meetings that would usually be held face to face and so this makes it easier to work across different geographical locations

### When is it best to start?

There is a Chinese proverb that states the best time to plant a tree is 20 years ago, the next best time is now. This rings true for most work with a family owned business. Given the importance of this work it is a very positive step forward to be looking to start this process.









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## Get In Touch

Seeking help from someone outside of your family is a big step and it is a privilege and responsibility that I take very seriously. We will need to trust each other for our work together to be effective and the first step towards this is for us to meet.

Ideally this would be face to face, but if that is not possible at the moment we can use technology to get the ball rolling.

I am happy to have a chat to see if I can help you, if this is in the form of some pointers or it leads to us working together.



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