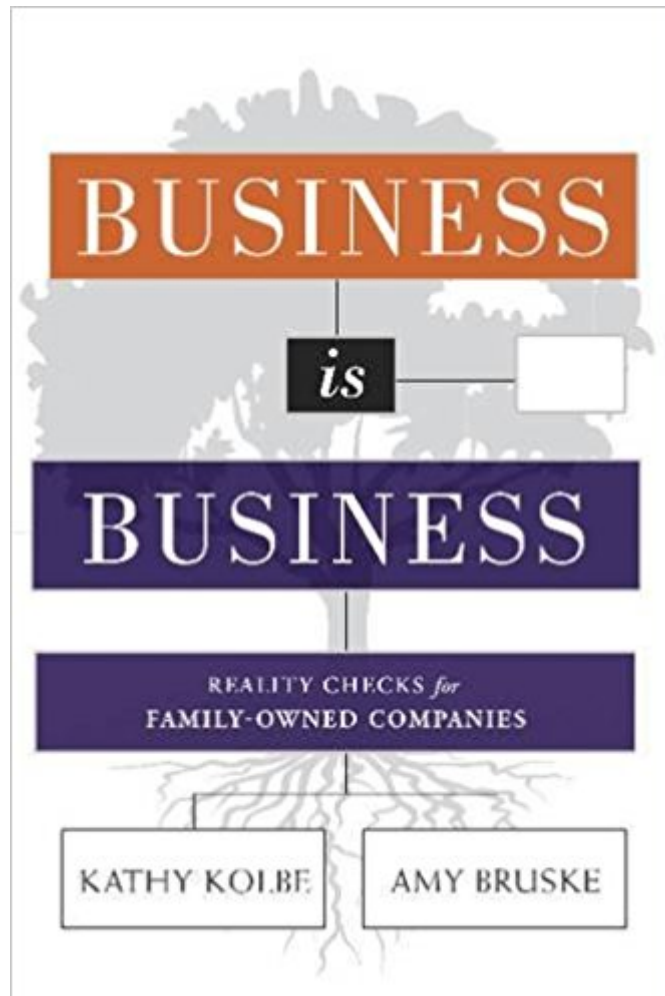




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Business Is Business: Reality Checks For Family-Owned Companies



Synopsis

Balancing the benefits and burdens of a family-owned business Working with family complicates the already daunting task of owning a business, and it's tough not to take work problems home with you. The best approach is to realize that family is family and business is business. Business is Business: Reality Checks for Family-Owned Companies is a common-sense manual for survival that dispels myths such as the power of teamwork and gender or birth-order differences in ability. Engagingly written, with no-nonsense tips and real-life examples, this defiant treatise will guide you to

- Harness your employees' and your own inherent strengths
- Trust your instincts and the people you work with
- Balance lifelong relationships with fair treatment of nonfamily employees

Authors Kathy Kolbe and Amy Bruske hone decades of experience helping family businesses thrive and running their own for more than 30 years into practical, actionable advice for how to hire family members, how to work with them, and how when necessary to fire them. The solutions are not always easy, but understanding the frequent pitfalls of working with family is an investment that could pay back over generations. Business is Business will show you how to find joy while developing a sustainable family-owned company.

Book Information

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Customer Reviews

Meet Kathy Kolbe and Amy Bruske Kathy Kolbe and Amy Bruske have succeeded by trusting their instincts. Kathy and Amy are both award-winning consultants and advisors to over 3,000

family-owned businesses, as well as to Fortune 50 companies, and both are also sought-after speakers. As mother and daughter, working together for more than two decades, Kathy and Amy have personally experienced every situation discussed in *Business Is Business*. Neither recalls a time when she wished she were working anywhere else.

Ideal For Readers Looking For:

Expert Guidance Kathy and Amy have more

than 30 years of experience running their own family-owned business. In *Business is Business*, the mother-daughter duo translate their deep expertise and first-hand knowledge into practical and actionable advice. Their goal is to help readers and family business owners to find joy, success, and sustainability in their businesses.

Actionable Advice Learn to: Tap into your inherent strengths and help your employees harness theirs. Listen to your instincts and build an environment of trust.

Create a fair and collaborative workplace culture with both family and non-family employees.

Real-Life Examples Discover tangible situations experienced by real family business owners and practical solutions to issues like: Creating Sustainable Success. Work Ethic vs. Work-Life Balance. Protecting Family and Business Values. Encouraging Next Generation Ambition.

What People Are Saying "In *Business is Business*, Kathy Kolbe and Amy Bruske have given us a primer on how to create thriving family businesses that can flex and grow with each new generation. If you are running a family business, or thinking of taking the leap, this book will be your essential guide." --Marcus Buckingham, New York Times best-selling author of *First, Break All the Rules* and *Stand Out 2.0*. "All family-owned businesses are going to have ups and downs--but with Kathy Kolbe and Amy Bruske as your guides, your potential for success is greater than ever. Read *Business is Business*, and you'll see what I mean." --Ken Blanchard, coauthor of *The New One Minute Manager* and *Collaboration Begins with You*. "Although Kolbe and Bruske focus on family-owned businesses, they present a wealth of great ideas and examples that are applicable to all businesses. This is a special book!" --Jerry I Porras, professor emeritus at Stanford Business School and coauthor of *Built to Last: Successful Habits of Visionary Companies*.

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family-owned businesses are going to have ups and downs--but with Kathy Kolbe and Amy Bruske as your guides, your potential for success is greater than ever. Read *Business Is Business*, and you'll see what I mean." --KEN BLANCHARD, coauthor of *The New One Minute Manager* and *Collaboration Begins with You*"Although Kolbe and Bruske focus on family-owned businesses, they present a wealth of great ideas and examples that are applicable to all businesses. This is a special book!" --JERRY I PORRAS, professor emeritus at Stanford Business School and coauthor of *Built to Last: Successful Habits of Visionary Companies*"Brilliantly conceived, beautifully written. This is a decoding of the many paradoxes that either suffocate innovation or give family businesses a competitive advantage." --TOM DEANS, PHD, author of *Every Family's Business and Willing Wisdom*"This powerful must-read book outlines proven solutions for leveraging family members' strengths, dealing with communication challenges, and developing future leaders." --DAN SULLIVAN, founder of The Strategic Coach, Inc."Our family business has grown more than 20 percent annually since we began using the Kolbe methods described in this book." --ANTONIO DOS SANTOS, CEO of Medisca Corp"After we started using the Kolbe process as a family, we used it to build the teams around us. The result was that we quadrupled our revenue over a five-year period." --JERRY LUJAN, owner of Manuel Lujan Insurance Agencies

Kathy Kolbe and Amy Bruske have succeeded by trusting their instincts. Kathy Kolbe is the global leader in discovering and accessing the power of human instincts. She's done the brain research to prove the relevance of her Kolbe Theory of Cognition to individual and organizational success. Kathy was the first person to connect conative behavior to instinctive drives, which she postulated as the source of the patterns of mental energy commonly known as a person's MO. Amy Bruske is the president of Kolbe Corp and leads seminars for business leaders throughout the world. She was recently named Business Owner of the Year by the Phoenix chapter of the National Association of Women Business Owners (NAWBO). Kathy and Amy are both award-winning consultants and advisors to over 3,000 family-owned businesses, as well as to Fortune 50 companies, and both are also sought-after speakers. As mother and daughter, working together for more than two decades, Kathy and Amy have personally experienced every situation discussed in *Business Is Business*. Neither recalls a time when she wished she were working anywhere else.

Kathy and Amy provide great ideas and stories for successfully running a family owned business. I

have dealt with family offices for a couple of decades and with "Business is Business" I could point to several of the family businesses I know and how the successes could be tied to how the family members worked within their own companies. When the non-family members employees trusted and respected the family members, things worked well. On some occasions, family members were placed in roles or given special treatment that caused friction for the workforce. I'm also a huge believer in the Kolbe "A" Index assessment. Using it to help place all employees - both family and non-family - in the right positions and teams makes for a well run and successful organization.

As a member of a family owned business and a person who consults in many family owned businesses I found this book invaluable. If you have managed to muddle through a few years of being in business you may have discovered the advise by Kathy Kolbe and Amy Bruske, the hard way. However, if you are a new family business or a business that is struggling with many of the common issues that come up when working with your family members this book will save you a lot of time, money, and energy. Using the Kolbe Wisdom in any organization, family business or not, is not just smart, but wise.

Full disclosure: In the course of running a mentoring initiative, I use the conative index developed by Kathy Kolbe to start conversations with NextGen STEMs about how to be more effective workers by knowing about and applying their instincts to their natural advantage as students, staff, interns and young professionals. In addition I spent years as a consultant in the research business with a significant ongoing focus on small new businesses research that regularly took me into the realm of family-owned businesses. In addition I grew up in a family owned business, ran a business that hired family members, married into a family-owned business and am constantly having conversation with friends and others who are in or running family-owned businesses and in constant need of addressing issues and problems that are a result of the mixture of family and business. So I was predisposed with a keen interest in the topic and clearly interested in what seasoned pros like Kathy Kolbe and Amy Bruske themselves a family-owned business that consults with an extensive client base of family-owned businesses might have to say. But as a skeptic consultant familiar with "experts pitching solutions", I questioned just how much the "reality-based" usefulness of this book's content would be for me. I decided to let the proof of that promise be made (or not) after I read the book based on who I know right now that I would recommend this book to

specifically for family business situations, issues or problems that are discussed. I was surprised at the immediate and personal relevancy of *Business is Business: Reality Checks for Family-Owned Companies* for understanding and solid advice for the following family business situations: -a son working for his brother -a neighbor making peace with the deal /arrangement he is striking with sons who are taking over the business he started -a lawyer friend with a clientele that is all about issues in family business succession plans with working and non-working family -my research partner, now a minister, sharing duties with a wife and daughter in a growing church with a need of a succession plan - a former spouse drafted into a family partnership with complex problems and complicated family involvements - two close childhood friends now young engineering professionals who are starting a redevelopment business I would recommend this book to family members and employees who are now or who are considering working in businesses that are family-owned. In addition I would recommend it to the husbands, wives, sons, daughters and other relations who are related to working or non working family members in these businesses. You could do know better than to understand and discuss wisely the realities that are on the pages of this easy-to-digest book.

All I can say is *Business is Business* Kathy Kolbe and Amy Bruske know what they're talking about! My husband and I recently began working together in a very collaborative small business, often assisting each other on projects. My major concern when accepting the position with his employer was that it might be difficult for us to separate our personal and professional lives. "Business is Business" is full of tips for working with family. As I read through the book, I found myself constantly taking mental notes of the advice from their many examples. In a short time, I've already been able to incorporate many of the strategies, which has helped me immensely, personally and professionally. I wish I had this information when we started working together. I strongly recommend this book to anyone working with a family member!

This is the latest in Kathy Kolbe's helpful series of be-true-to-your-instincts-and-succeed business books. In this one, she and Amy Bruske (Kathy's stepdaughter and the President of Kolbe Corp) address the many issues in family owned businesses, with examples from decades of consulting experience. Having lived with an FOB for more than thirty years, I can easily say this book would have helped our situation and saved many headaches. Too late for us (we didn't make it to 3rd generation), but not for those who are building or living their business. Kudos again!

I loved the stories. I learned from the guidance. I thought about my own role and my 4492 kolbe profile. I got good ideas to help myself and our business be more effective. And I've already shared the existence of this book with many others.

Another Great Jon By Katy & Amy, Small investment for your Business & relationship! Eli Ekstein HR Consultant & Team building specialist

Love this book. Good read for any business owner

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