



Beyond the Name: Preserving Love, Legacy and Leadership in Your Family Business

Brent Patmos

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Only 3 percent of family companies last into the fourth generation. Will yours?

Your family company is more than a building. It s made up of people you love, legacy you cherish, and leadership you value. As an owner or leader, you have a unique calling to preserve and grow your family organization so that it can thrive in to the future.

In *Beyond the Name*, business advisor Brent Patmos shows how the mastery that built your business is uniquely different than the mastery to evolve it. Along the way, he shares experience, and expertise from thirty years of working with senior executives in more than 125 privately held companies.

Learn the think-plan-do-measure method, an approach that has helped family companies around the US increase revenue by the millions. Understand how a clearly defined culture creates a uniting force within your company. Discover how to understand yourself and those around you with objectivity to bring the grease focus and clarity to your organization.

But more than that, learn to strengthen relationships in you family company. Because, after all, is it really success if you don t love each other in the end?

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