

VIEW FROM THE TOP

Capturing the Family Feel *Fueling your business with family philosophies*



Running a business based on family values means surrounding your organization with dedicated, enthusiastic and talented people who strive towards mutual goals and a collective determination to be successful. It means interacting and engaging with employees in such a way that it's not about simply knowing their names; it's about sustaining an "open-door policy" that extends far beyond the workplace. It's about sitting down and trying to help them cope with their personal conflicts or divorces, attending their weddings or visiting them in the hospital when they aren't well.

More than anything else, it's about being fortunate enough to ask yourself at the end of the day, "Is the making of another dollar more important than this particular family's well-being or that employee's best interest?"

Like many other businesses, ours is straightforward and predictable: you must move the shipment from point A to point B. It's not rocket science. But it's the people who help you along the way, and the passion they invest into their work and your company, which captures the difference between success and failure for any business.

Maintaining a corporate identity that is saturated in and defined by family values gives employees the lee-way, flexibility and creativity to be proactive in putting their own personalities into accomplishing their goals. When you aren't over-managing or micro-managing, and when you don't stand over employees with a job manual and expect them to perform the robotics of the job functions contained within the pages, you will be amazed to discover the entrepreneurial spirit that comes to life among employees.

When you run things with that kind of family mentality, innovative job descriptions, entire departments, imaginative projects, and ambitious goals are evolved and created. Instead of setting stiff requirements and restrictions, job descriptions should be written in pencil – not pen.

In a business founded on family values, it's important for business owners not to lose touch with their roots. The further you remove yourself from the day-to-day activities of your organization, the more you forget the excitement and fast pace of your business, and the more you put yourself at risk of losing the insatiable passion that brought you into the industry in the first place. As business owners, the bottom line is this:

*we don't have to be there;
we want to be there.*



we deliver.